

A G E N D A

December 3-4, 2010

**Cheyenne Mountain Resort
Colorado Springs, CO**

1. Welcome

- Tom Lee (Southeast Missouri State University)- CAPP
- Kyle Williams (Brigham Young University)- RMA
- Dan Young (Guilford College)- SRAPP; sitting in for Jeff Turner

2. APPA membership and Non-renewal Report (final report for 2010-11) (see Attachment A)

- APPA has not exceeded a 95% retention rate in a number of years
- Reasonable retention rate?
 - i. May need to establish a retention rate that is attainable in the current economy
 - ii. Possibly reduce to 92%?
 - Why are we not exceeding the 92% mark?
- Make it easier for institutions/affiliates to renew for multiple years in the future
 - i. Add an incentive if they partake in this renewal method
- Top reasons for non-renewal of institutions:
 - i. Budget
 - ii. 'Do not see the value' of APPA
 - iii. Primary Representative is no longer employed; the ball was dropped and membership slipped through the cracks
- Membership Survey
 - i. Some facets of the survey, chapter and international answers were on equal footing
- Top reasons for non-renewal of business partners:
 - i. No longer targeting APPA market
 - ii. Primary Representative is no longer employed; the ball was dropped and membership slipped through the cracks
- How do the regions determine which Business Partners are members/non-members?
 - i. No checks and balances in place within the regional memberships; have no real way of tracking who these folks are and in most cases, takes the word of the 'members'
 - ii. Possibly allow Business Partners to advertise on regional/chapter websites
 - APPA can host the website; region to provide content
 - Santianna to send monthly lists of new regional members to committee
- Different dynamic happening in higher education facilities
 - i. Younger VP's not fully understanding the importance of Facilities Managers on campus
 - ii. Lack of interest in how valuable this group is to the institution

3. Recruitment Initiative

- Re-establish Contact with 2009-10 Dropped Members
 - i. Discussion on actions needed by committee/regional volunteers to support renewal of dropped members
- Go back over a 3 year span (i.e. 2009-10, 2008-09, 2007-08)
 - i. Use the updated HED list and check it against the non-renewed list for fresh contacts
- Ideas on how to get these members back on board:
 - i. Lead letter ('We Miss You') to be signed by Darrel Meyer, mailed by the APPA office and reinforced by the regions
 - 1. Include information on regional activities

2. APPA membership order form
3. What's New at APPA
 - a. BOK
 - b. APPA 20XX
 - c. Drive-ins
 - d. Code Advocacy
4. Discounts on professional development offerings and bookstore purchases
 - a. Include member benefit sheet
 - i. APPA Advantage
 - b. Provide link for Thought Leaders series

4. APPA 2011-12 Member Renewal Campaign (see Attachment B)

- First notices to be mailed the week of February 10th
- 30 days may be too fast to make follow up calls
 - i. Takes a significant amount of time for institutions to get a check cut for dues
- End of March (changed date) to mail second invoices
 - i. First round of calls should be made at this time
 - ii. Update the committee of our efforts in-house so that they are not hitting the same people twice
- End of April to mail third invoices
- May/June issue of magazine to bear the belly band
 - i. Change to mid-May?
- Business Partners attempting to pay prorated fees for the current year to get discount on next year's exhibit fee's for APPA Conference needs to be addressed
 - i. Discussion of a cut- off date or 'must be a member paid in full by' date so that this doesn't happen
- Alert committee of late billers
 - i. Santianna to send spreadsheet to committee in early June

5. Implementation of President's Darrel Meyer's Plan of Action (see Attachment C)

- **Identify a Working Definition for Young Professionals**
 - i. Not just identifiable with age; could also mean new or fresh to the facilities management industry
 - ii. If age is identifiable, what is the age limit? If an age is set, will it offend certain members?
 1. 'Young' is a value laden term—too easy to take the wrong way
 2. Possible 'young professional' to be in their 20's/30's
 - iii. What are we relating the term 'Young Professional' to?
 1. New to industry
 2. New ideas
 3. New way of processing/generating ideas and information (fresh talent)
 - iv. Find a new word?
 1. New Educational Facilities Professional
 - a. Upwardly mobile
 - i. Looking to advance
 - ii. New career path
 - iii. Technologically savvy
 - b. Techniques vs. Knowledge
 - i. Young professionals who can operate virtually vs. those who have the know how
 - c. How do we engage young professionals in the Facilities Management field?
- **Identify Steps to Follow-up with Attendees from Drive-In Workshops to Secure Membership by Their Respective Institution (i.e., "work the list")**
 - i. First drive-in took place in May in Kansas City, MO
 - ii. Business Partners have agreed to sponsor 6 drive-ins in 2011
 - iii. Need to establish a guideline on how to host a drive-in for those institutions that are interested
 1. APPA- Creates registration link online/ prints badges for attendees
 2. Host- Makes calls/ encourages attendance

- 3. Business Partners/Sponsors- Sponsors the expenses associated with the drive-ins/ organizes the speakers
 - iv. How do we “work the list” of people attending the drive-ins?
 - 1. Evaluations provided on site
 - 2. Add attendees to the APPA magnet mail lists
 - a. Inside APPA
 - 3. Email follow-up
- **Target Specific Institutions**
 - i. Higher Education
 - 1. 4 year
 - 2. Community and Junior Colleges
 - 3. Historically Black Colleges & Universities (HBCU’s)
 - 4. Tribal Colleges
 - ii. Post Secondary
 - 1. Tech Schools
 - iii. K-12, Library, Museums
 - 1. Top 1,000
 - 2. Private academies
 - iv. System Offices
 - v. Use HED List
 - 1. Big Promotion
 - 2. Select follow up
- **Assist Community College Champions to deliver Local Forums**
 - i. Polly set groundwork for the model with Arizona State University
 - 1. How do we engage community colleges?
 - 2. Held a meeting at ASU; invited all FM Directors of area community colleges to the meeting for training on technical aspects such as sustainability
 - 3. Took about an hour to educate and introduce APPA to the group; emphasized on the value
 - 4. Group wanted the meetings to continue; could possibly join if the interest is still strong
 - ii. List of Community Colleges from Darrel
 - iii. Select /Identify someone from local areas to champion
 - 1. Via region
 - 2. Possible connect to Drive-ins
 - iv. How can membership committee help launch this effort?
 - 1. Polly to help distribute a ‘hot list’ for committee to make follow-up calls
 - 2. Identify existing meetings/forums/groups to tag on with APPA information
 - 3. Come up with ideas and provide tangible materials for support at these community college engagement meetings and drive-ins
 - 4. Routine follow-ups after events
 - 5. Community College member testimonials
 - 6. APPA Staff to take a power point presentation (provided by Darrel), save them on thumb drives and distribute for more information on who APPA is and what we do
 - 7. APPA 101- Introduction to APPA
 - 8. Auto-play presentations
 - a. 5-7 minutes in length
 - 9. Introduction to trial memberships
 - v. Institutional payment structure can be confusing for some

6. Online Access to Member Records and Reports

- Discussion that some of the reports are not in sync
 - i. Numbers are not consistent within reports
- Emeritus records are not accurate
 - i. Emeritus International and Emeritus Regional are not the same
 - ii. APPA needs to distinguish the difference in the database
- Duplicate names with incorrect information
 - i. Committee members to scan records and report those individuals who to their knowledge have moved on (retired, quit, deceased, etc.)
 - ii. Can help keep membership records accurate

- Discuss on next conference call what committee members really need from the back office reports
 - i. More user friendly
 - ii. Need to be able to pull correct data for host committee lists

7. Online Membership Application/Statement of Work (see Attachment D)

- Puts an end to manual completion of application process
- Can significantly speed up the process in terms of payment
 - i. Eliminates the back and forth that goes on with faxing and emailing between the prospective member and APPA membership department
- Does away with members having to determine their place on the dues matrix in regards to FTE and GIE
- To launch January 2011 (tentative)

8. Membership Matters Column – Contributing Authors (see Attachment E)

- Encourage committee members to offer their insight on APPA membership or related information
- Opportunity for committee to get engaged on a different level with APPA
- A way to engage/re-engage Emeritus members

9. Proposed Calendar for 2011 Committee Meetings:

- Dates and times to be adjusted; some members are unable to participate
- New time?
 - i. 11:00am ET?
 - ii. 1:00pm ET?
- No Mondays, Wednesdays or Fridays
- 3rd Tuesday of the month to be the best day of the week
- Recommendations to be issued to the committee for finalization
- New Meeting date and time:
 - i. **Every 3rd Tuesday of the month at 1:00pm ET**

10. New Business

- Establish internship/mentoring opportunities at universities and colleges
 - i. Brigham Young University (has student chapters)
 - ii. Should target schools with actual Facilities Management coursework and degrees

11. Adjournment