

AGENDA
APPA Membership Committee Meeting
Embassy Suites -- Alexandria VA
November 30 – December 1, 2012

1. Welcome and Introductions

JB Messer, Pete Strazdas, Lisa Potter, James Harrod, Dan Park, Leon Bivens, Chris Ziolkowski, Santianna Stewart, John Bernhards

2. Regional Updates

- CAPPAA
 - Keeps an on-going list of membership related activities for CAPPAA
 - Engages with TAPPAA (Texas APPA) and has committee members from that state chapter to sit on the committee of CAPPAA region
 - Identify new members and give free registration for CAPPAA meetings
- SRAPPAA
 - Learned there is one main question when recruiting members
 - Try before you buy (trial membership)
 - 1 month? 6 months? A year?
 - How to police institutions who may try to take advantage of this offer
- MAPPA
 - Each state in the region has a representative for a more personal touch for engaging non-member institutions
- PCAPPAA
 - Use board for membership; someone on the board may personally know an individual who is at a non-member institution that could be critical in recruitment initiatives

3. APPA Membership Fiscal Report and APPA 2012-13 Member Renewal and “Get Six” Campaign – Final Status Report

The committee will review the status of the 2012-13 member renewal and Get Six campaign. Committee to discuss feedback, if any, from non-renewing institutions and members.

- Strengthen the lines of communication between committees and boards in regards to the work that is being done

4. Targeted Recruitment Groups: TOP 100, HED contact list

The committee will review the TOP 100 list and HED nonmember list and discuss what additional efforts it should take to reach out to prospective members on both lists. Additionally, the committee will discuss what efforts can be taken to re-introduce APPA to institutions that ended membership in 2010-11 and 2011-12. Staff will provide a list of institutions that dropped membership during these two membership cycles.

- Budget over by \$40,000 in regards to recruitment dollars
- APPA uses the HED contact list to reach out to non-members for InsideAPPA and promote APPA program offerings such as APPAU and Drive-In workshops
- Other ways APPA touches non-members through the HED list?

- Publications catalogue
- State Systems
 - SUNY and CUNY schools in New York
 - SUNY to host next year's ERAPPA conference; SUNY and CUNY to join together for the first time in years
- Santianna to send out an updated list of the Top 100 to the committee following the meeting

5. Regional Relationship Task Force Membership Alignment Recommendations and Implementation

The committee will review progress to-date on the membership realignment recommendations and implementation. This 2-3 year process, if successfully implemented, would permit all APPA member institutions to pay one dues assessment that includes both APPA and regional membership, and provide unlimited associate memberships (at no additional cost). Pete Strazdas and John Bernhards will report on how implementation is moving forward, for committee discussion.

- ERAPPA region is migrating towards having all of its state chapters utilize APPA's registration system for its meetings
- 5 out of 6 regions are on board for using APPA's registration systems for its fall annual meetings

6. Web Site Walk Through

Santianna Stewart will walk the committee through the APPA web site membership pages, and provide a short tutorial on where to find information on APPA membership value, services, and the APPA membership applications.

- Showed committee where helpful tools were on the APPA website for recruitment and retention efforts
- Santianna to add the following items to the membership recruitment toolbox
 - Information about the Ambassador's Program
 - APPA Video (link from website)
 - Form letter for renewed members
 - Link to the backoffice database
- Tutorial review
 - Santianna to redistribute instructions on how to access backoffice and reports

7. Brainstorm Session: Recap

What other opportunities are there for the committee to bolster greater engagement and membership recruitment? The committee will discuss what additional efforts should be undertaken to support membership recruitment/engagement activities as outlined under the APPA 2011-14 strategic plan. The committee will also use this time to discuss items requested of the APPA officer leadership during the opening plenary.

- HBCU's
 - David Gray shared where we are in regards to HBCU member numbers
 - Only 3 HBCU institutions attended the SRAPPA annual meeting this year
 - Maybe try 2 years for 1 price approach

- Leon Bivens' view of APPA is that some time before, HBCU's were not engaged in APPA, largely due to not knowing anything about the organization; this is not the case anymore, therefore past outreach efforts may actually work as the engagement of APPA and the interest in HBCU's have significantly changed
- Building a package that is attractive to recruits on the Top 100 list; same can be used for the HBCU list
 - Tailor this package (benefits) to the needs of HBCU's and reach out to these institutions
 - Package needs to hit all levels of membership (national, regional, state chapter)
 - Starts with a 'quick hit' value plus long-term value in its service/product offering
- Community College Engagement Group
 - Mentoring Program
 - Incorporate mentoring into package; institution-to-institution mentoring

APPA's efforts to support regions and chapters on three fronts: APPA branding and logo services and APPA conference/event registration and reporting services. Interest in these services has increased significantly. APPA is now managing the fall conference registration system for 5 of the 6 regions.

8. Facilities Manager Magazine Editorial Assignments for the "Membership Matters" Column

The committee will review the current editorial contribution assignment list and firm up the editorial calendar and list of article contributors through July 2013.

- Jan/Feb- Pete Strazdas
- Mar/Apr- Chris Ziolkowski
- May/Jun- James Harrod
- Jul/Aug- Santianna Stewart
- Sep/Oct- Dan Park
- Nov/Dec- Leon Bivens

9. Old Business

10. New Business

- February 2013 a number of regions decided to move forward with integration dues structure; ERAPPA and MAPPA have already implemented this percentage structure for dues
- Phase II deals with business partners, and a representative from each region to decide what is good for both the business partners and for APPA
- Discussion of membership cards for ALL members of APPA; to be launched for the 2013-14 membership year
- Create a presence on the APPA website listing Community Colleges, 4-year, K-12 and HBCU membership info contacts by state
- Why are people NOT renewing?
 - Retiring
 - Travel Restrictions

- Budget
- Change in Leadership
- 1-Year vs. 2-Year 'Try Before You Buy'
 - Targeted Groups
 - HBCU (private and/or public)
 - Top 100 schools
 - Community Colleges
 - Calls and Emails
 - Get the message out to Facilities Officers and Business Officers
 - Package (APPA)
 - Growing Membership package
 - InsideAPPA
 - ListServ
 - Thought Leaders Series
 - Facilities Manager Magazine
 - Membership Trial
 - Discounts on publications
 - APPAU
 - Package (Regional)
 - Scholarship to conference
 - Drive-Ins
 - Mentorship
 - 1st Timer Meeting
 - Job postings
 - 2nd Year
 - Offer hardship arrangements (1/2 off dues)
- Feedback
 - Questionnaire or Survey
 - Keep it short and simple
 - Identify top 2 needs of the institution
 - Phone Call/Email
 - What are your top 3 challenges on your campus?
 - Possible way to introduce them to the listserv
- Community College Dues Structure
 - Should their dues structure differ from 4-Year?
 - Yes!
 - What are the price points
 - Flat-fee
 - 3-tier approach
 - GIE a non-factor

Dates for January 2013 – May 2013 Committee Meetings

(Conference Bridge: 866-846-3997, Passcode: 265554)

Thursday, January 17– 1:00 - 2:00 pm ET (Conference Call)

Thursday, February 21 – 1:00 - 2:00 pm ET (Conference Call)

Thursday, March 21 – 1:00 – 2:00 pm ET (Conference Call)

Thursday, April 18– 1:00 - 2:00 pm ET (Conference Call)

Thursday, May 16 – 1:00 - 2:00 pm ET (Conference Call)