

APPA Membership Committee Meeting
Alexandria, VA
December 6-7, 2013

I. Regional Updates

Committee members will be asked to provide a verbal update on membership recruitment/engagement activities within their regions, as well as those planned in conjunction with their regional fall meetings.

- CAPPAA
 - Marketing and implementation in region for integrated membership
 - Decided to offset the rising cost for some institutions with free registrations to CAPPAA events
 - Steady implementation of recruitment strategies
 - Get Six programs
- SRAPPA
 - Continue to focus and add more state chapters
 - State and local chapters
 - SRAPPA re-launched Virginia state chapter
- RMA
 - Added 2 new members to the board in attempts to diversify the membership on the board
 - Community Colleges

II. APPA Update

Pete Strazdas and John Bernhards will provide an update on key APPA initiatives now underway by the Board of Directors, plus information on new services to be launched in 2014 that should support “APPA member value”

- Numerous items underway
 - Closing in on completion EFP and CEFP online course
 - Ted Weidner working with APPA to develop course content
 - Additional online course in the works
 - Online delivery will be much less of a cost as opposed to face-to-face delivery
 - Launch date: January 2014
 - Phase II of APPA website
 - Building out services to touch all members and bring value
 - Creating discussion threads toward articles in FM magazine
 - Hope to engage emerging professionals
 - Enable BP's to upload whitepapers
 - Complete with BP logo and their affiliation with APPA
 - Looking to include regional BP members to upload whitepapers as well
 - Why APPA?
 - Editing content for Why APPA video
 - Can be used for a recruitment/retention tool
 - Video will be available on APPA website
 - Emerging Professionals Committee
 - Purpose will be to identify needs and issues for emerging professionals and help augment existing products and services

III. Status of Non-renewed Members

Committee will review final list of non-renewed institutions and affiliates by region. We will review budget numbers and where we anticipate our final retention and new member numbers will end at the close of the APPA membership year (ending March 31, 2014)

- a. Metrics by Region and Regional Goals for Membership Recruitment and Retention
 - i. What is the goal for new members?
 - ii. Dashboard tracks growth of new member recruitment
 1. Housed on APPA website under www.appa.org/Membership/renewals.cfm

2. APPA staff to provide the goal for new members and where they actually are during monthly conference calls
 - a. Suggested that each region has the dial visible on their regions website
- b. What are the reasons the members are NOT renewing?
 - i. Don't see the value in membership
 - ii. Change in leadership; no one left at the institution that knows about APPA association
 - iii. Budget issues

- IV. **New Members and "Try Before You Buy"** – The committee will review the list of institutions that have taken the "Try Before You Buy" offer, and discuss next steps to convert these institutions to members for the 2014-15 membership year.
- i. 30 or so institutions that bit the bait
 - ii. Split the list by region, committee members to charge their boards to make a soft touch of communication
 - iii. When 90 days are up, APPA to follow up about paying for membership. If yes, primary rep will need to submit names and contact information of those who will be added to membership
 - iv. Suggested that the TBYB campaign runs on an annual basis; after that, members cannot take advantage of the campaign for a second time
 1. All Membership Committee Members voted a unanimous YES

V. **APPA – Mexico Initiative**

APPA Board of Directors approved adoption of Mexico into the US/Canadian APPA regional structure. Four regions (CAPP, SRAPP, PCAPP and RMA) have adopted the addition of Mexican states, per the new regional map adopted by the APPA Board. What are the next steps?

- a. Promotion to Mexico's regions – How do we move forward at the regional level?
- b. Spanish translation of APPA services – plans currently underway
 - i. This includes website, BOK, and other membership materials and publications
 1. Looking to translate books in soft copy as opposed to hard copy to keep costs down
 - ii. Translate the chapters of BOK that are most imperative
 - iii. Curriculum for Toolkit to be offered in Mexico
 1. Needs Spanish-speaking instructors
- c. Addition of Mexico representative on the Membership Committee (per earlier recommendation of the committee)
- d. Brainstorm -- Other strategies on this item?
 - i. Task force to assemble regions to launch an engagement with Mexico states being added to their regions
 - ii. Giving Mexico champion information on how to start a chapter
 1. Must speak both spanish and english

VI. **Membership Integration**

CAPP, PCAPP and SRAPP have adopted the membership integration strategy recommended by the APPA Regional Relationship Task Force, as of this fall. This is the last leg and step needed before APPA can then focus on the second and final step of the membership integration strategy in 2014 (discontinuation of paid APPA Associate Memberships, which will allow all persons employed with an institution to enjoy both APPA and regional membership upon payment of the institutional dues). Staff will provide a verbal report on how the APPA Associate Membership strategy would be implemented, and how it will impact membership applications and processes.

- a. Regions have embraced the regional membership integration strategy
- b. Does away with regions charging additional dues per member and supports regional dues that takes a percentage of the base dues
- c. APPA to get rid of its paid associates

VII. **Brainstorming Session – New Ideas on Recruiting and Retaining New Members**

- i. Creating videos for member reference such as how to change a light bulb or instructional videos on preventive maintenance
 1. Why APPA?
 2. Broaden Membership
 - a. Opportunities for student members to be hired into a FTE position at an APPA member school
 - b. Possibly use student hiring as an FPI metric
 - c. Implement fellowship program
- ii. Creative Ways to Increase Membership (Recruitment)
 1. Increase members on regional membership committee

2. Provide focus on a targeted them by everyone
 - a. Get Six Campaign
 - b. TBYB
 3. Get Mexico champions engaged in APPA and regional committees
 4. Ad more state/local chapters
 - a. VA, AL, IL, WA
 5. Add diversity by having HBCU's and Community Colleges on regional and APPA boards
 6. Identify mentors in regions reaching out to non-member institutions
 7. Get Business Partners engaged in APPA and regional committees
 8. APPA/regions reach out to troubled institutions for providing knowledge and guidance
 9. Regions consider offering financial assistance to non-members for membership or educational sessions
 - a. Scholarship as new member incentive
 10. Provide a structured approach to regions and chapters to obtain a list of non-member contacts
 11. Implement a live database for tracking communication with institutions
- iii. Creative Ways to Retain Members
1. Mentorship programs across all regions
 - a. RMA Fourteeners Club
 2. Targeting inactive institutions
 - a. Use of scholarships to get them engaged
 3. EFP and ECFP

VIII. **Facilities Manager Magazine – Future articles**

- a. Mar/Apr- Pete Strazdas
- b. May/Jun – Chris Ziolkowski
- c. Jul/Aug- Lisa Potter
- d. Sept/Oct- Business Partner (TANDUS?)

IX. **Proposed Meeting Dates for January - July 2014 (third Thursday of each month):**

Thursday, January 16, 2014 at 1:00 pm ET(conference call)
 Thursday, February 20, 2014 at 1:00 pm ET(conference call)
 Thursday, March 20, 2014 at 1:00 pm ET(conference call)
 Thursday, April 17, 2014 at 1:00 pm ET(conference call)
 Thursday, May 15, 2014 at 1:00 pm ET(conference call)
 Thursday, June 19, 2014 at 1:00 pm ET(conference call)
 Sunday, July 20, 2014 from 7:00 am – 12:00 pm PT (APPA 2014/San Diego, CA)