

APPA Membership Committee Meeting
Thursday, February 20, 2014
1:00 pm ET
1-866-846-3997 Passcode: 265554

A G E N D A

I. Welcome

Pete Strazdas, J.B. Messer, Dan Park, Lisa Potter, James Harrod, Santianna Stewart and John Bernhards
Not in Attendance: Greg Clayton, Chris Ziolkowski

II. Membership Invoice Mailing

As of 2/18/2014, ALL APPA members have been invoiced for the 2014-2015 membership year

- Letter explaining the all-inclusive dues membership integration accompanied the invoices
 - APPA increased dues by 5% across the board for 2014-2015
- Members can make payments online (primary rep access only) or over the phone with Santianna Stewart (ext. 246) or William D'Costa (ext. 222)
- All employees within an institution's facilities management and physical plant departments can join as APPA and regional associate members at no additional costs
 - Associates will be able to enroll themselves as members via special link posted to the APPA homepage (to post by Friday, Feb.20th or early next week)
 - Primary Reps can enroll additional associates and update their institution's record via special link posted on their MyAPPA page.
 - Will need an existing log-in to gain access

III. Try Before You Buy Campaign

Members who took advantage of TBYYB in 2013 were invoiced the full dues amount in the renewal process. As we go forward, please refer to the list (see attachment) of those who have taken the offer previously, as we do not want to extend the offer for a second time. The committee should also give thought to:

- Potential launch dates for a TBYYB Campaign for 2014
 - Santianna to send committee 2 lists consisting of:
 - Those who were targeted for TBYYB 2013-2014
 - Those who redeemed the offer
- How do we want to provide outreach to these prospects?
 - Email
 - Was discussed in December meeting
 - John sent an editable document to personalize
 - Document re-emphasizes unlimited associates for institutions
 - John to send links for adding associates to include in the email
 - Personal letter/phone call
 - Site visits
- Marketing Concepts
 - Flyers
 - Visibility on website
 - Social Media

- Special thanks to SRAPPA representative Chris Ziolkowski for gaining the interest of Bethune-Cookman College (HBCU!!)
 - APPA to follow up with information regarding membership

IV. Campaign Ideas for APPA/Regional Retention and Recruitment 2014-2015 (Revisited)

Committee were to give thought to creative and fresher ways to help promote membership and get members excited about renewing. Some retention ideas offered were:

- To set a 'renew by' date that:
 - automatically enters the institution into a drawing for free registration to APPAU or APPA 2014 for one of its associates
 - Early bird specials for registrations (money saving benefits)
 - Possibly explore this option next membership year
 - Committee agreed that APPAU drawing is the way to go
 - Gives members special keepsakes bearing the association logo
 - Discount coupon applicable to any bookstore purchase
 - Offers institution a free copy of most current FPI report
- Establish a 'Membership Card Perks' program (what does having a current APPA membership card give the member?)
 - Discounts at regional activities and events
 - Committee to present to their respective boards for approval and support
 - Technology app Layar that allows members to take pictures of their cards and get personalized messages from APPA Business Partners and Executives
 - John to introduce this idea to the Business Partner committee at their next meeting
 - Discounts on merchandise purchased from APPA Business Partner members
 - Work with BP members to see what discounts they can honor
 - Talk with Suzanne about possibly making this a metric towards Strategic Business Partner membership
 - Extended early bird rates on APPA and regional registrations
 - Access to registrations maybe 3-4 days earlier
 - (Business Partners) One additional listing in APPA Buyer's Guide (\$100 value)
 - Automatic entry for annual membership giveaway
 - One membership per category (Affiliate, Institutional, Business Partner) is selected to receive free membership for one full year

Some recruitment ideas offered were:

- Contest for existing member institutions: The school that recruits the most schools by APPA 2014 gets a prize
 - What is the reward?
 - How do we promote?
 - List non-member schools on website (separated by state) with a link to contact information of key facilities director and/or business officer
 - APPA to update tool boxes on committee website
- **Any New Thoughts/Suggestions????**
 - Track and recognize those institutions that close deals with recruiting newbies
 - Who can recruit?

- Regional members?
- Individuals?
- School as a whole?
- Track on a percentage to remain fair
- Goal based
- May create a little competition amongst regions but recognize their efforts
- Will talk about specifics over next few calls

V. Facilities Manager Magazine Article Schedule

- i. May/June – Chris Ziolkowski (Deadline: 3/7/14)
- ii. July/Aug – Lisa Potter (Deadline: 5/2/14)
- iii. Sept/Oct – Jonathan Stanley (Tandus) (Deadline: 7/7/14)
- iv. Nov/Dec – Pete Strazdas (tracking and reporting on Associate dues) (Deadline: 9/5/14)

VI. Future Meeting Dates for 2014:

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)