

APPA Membership Committee Meeting
Thursday, January 16, 2014
1-866-846-3997 Passcode: 265554

I. Regional Updates

Committee members will be asked to provide a verbal update on membership recruitment/engagement activities within their regions, as well as plans for upcoming renewal year

- Not many updates to report on since last meeting

II. Status of Non-renewed Members

As of 1/14/2014, ALL APPA members that have not renewed membership have been cancelled. Monthly lists for new members and renewed members for the month of December are attached.

III. Try Before You Buy Campaign

At the December meeting, committee agreed to charge their regional boards with making a 'soft touch' approach to these institutions taking advantage of the campaign

- Committee members must notify APPA staff of the institutions who are interested so that staff may follow up with an invoice to fall in line with renewal mailings for 2014-15
- Start fresh TBYYB campaign for 2014-15 (late March??)
 - Members cannot take advantage of campaign for a 2nd time

IV. Membership Integration and Renewals

Associate membership for institutions goes away, allowing unlimited number of associates to have access to APPA benefits and services

- APPA staff currently working on revising language to be displayed on invoices that effectively communicates this initiative
 - Associate fees and pricing will no longer be displayed
 - A letter outlining the integration and increased base dues will accompany invoices
 - Existing institutions that are members of both APPA and a region will see these changes on the invoice
 - Renewals to be mailed 2nd week of February (tentative)
 - Mailing invoices one week earlier
 - Invoices will list all those employed with member institutions that work in the facilities and physical plant departments

V. Campaign Ideas for APPA/Regional Retention and Recruitment 2014-2015

Committee to give thought to creative and fresh 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
 - 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
 - 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

VI. Facilities Manager Magazine Article Schedule

- i. Mar/Apr – Pete Strazdas
- ii. May/Jun – Chris Ziolkowski
- iii. Jul/Aug – Lisa Potter
- iv. Sept/Oct – Jonathan Stanley (Tandus)

VII. Future Meeting Dates for 2014:

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)