

MINUTES**Thursday, January 17, 2013****1:00 – 2:00 pm Eastern Time**

Via Conference Call

1. Welcome

Pete Strazdas, Lisa Potter, J.B. Messer, James Harrod, Dan Park, Santianna Stewart, John Bernhards, Greg Clayton

2. Updated TOP 100 List and revised 2013 HED List of prospective members

- APPA staff has updated the TOP 100 List and purchased an updated 2013 prospective member contact list from the Higher Education Directors (HED) service. The committee will discuss status on the TOP 100 list and also discuss ideas on how regions can make use of the HED list in January.
 - i. How to use these lists?
 1. CAPPA has reps from every state that J.B. communicates with on a regular basis
 2. It was suggested that committee give lists to those individuals in the region who write the regional/chapter newsletters and those running the annual regional meetings

3. APPA 2013-14 Renewal Process

Staff will provide a verbal report on the APPA 2013-14 renewal process and will report on the following:

- Complimentary BOK subscriptions to all member institutions and their employees
- Upcoming changes to regional dues structures for 2013-14
 1. Currently ERAPPA, MAPPA, RMA are moving toward the integrated dues structure for 2013-14 which will eliminate the associate dues of \$260 per person
 2. PCAPPA will decide for certain when the region meets in March
 3. SRAPPA and CAPPA have both supported the integration, however their by-laws restrict them from moving forward with this initiative this year, but will be fully on board for 2014-15 membership year
 4. CAPPA working on initiatives for institutions that may find the new integration a major blow from a financial standpoint

4. Draft Recruitment/New member Package

Committee will review and comment on a Draft Recruitment/New member (try before you buy) package. A draft is attached to this agenda.

- i. Membership reps to go to boards and bring back 2 things the region is doing to engage new members. APPA staff can incorporate these practices into the new member package

Key Action Items from December meeting:

- 'Try before you buy' or new member package
- APPA Engagement Meter
- Update of Top 100 list*
- Update the online recruitment toolbox on the website
 - i. Information on Ambassador's Program
 1. Suzanne is working on a document to post to the committee web page with information regarding the program. Should be posted within the next week.

***See attachment**

- ii. APPA Video (link from website)
 - 1. Posted
 - iii. Targeted letter for renewed members
 - 1. This letter will be for those institutions AFTER they renew.
 - a. Thank you letter hitting key benefits and events
 - b. Santianna to draft
 - iv. Link to Backoffice database
 - 1. Posted
- New APPA membership card
 - APPA member assessment tool or survey monkey (how do we get members to tell us what they need, and pair needs of members to APPA products/services)
 - Community College dues structure (should it differ from 4-year institutions? What might a revised community college dues structure look like?)
 - Provide committee with monthly update of new members and renewed members
 - Update the membership web pages and identify key contacts in regions who can assist with questions on APPA and regional membership
 - Online application

Facilities Manager Magazine Schedule

Jan/Feb	Pete Strazdas	Copy due: 11/2/13
Mar/Apr	Chris Ziolkowski	Copy due: 1/6/13
May/Jun	James Harrod	Copy due: 3/2/13
Jul/Aug	Santianna Stewart	Copy due: 5/4/13
Sept/Oct	Dan Park	Copy due: 7/6/13
Nov/Dec	Leon Bivens	Copy due: 8/7/13

(All copies due to Anita Dosik at anita@appa.org)

Calendar for 2013 Committee Meetings (please confirm availability for meetings via Outlook):

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)

***See attachment**