

# **APPA Membership Committee**

## **Charge/Expectations/Responsibilities for Committee Members**

*(revision date: 11/4/2011)*

### **CONTEXT:**

APPA Committees have long been the critical linchpin in achieving the goals, objectives, and strategies outlined in APPA's Strategic Plan. However, each committee's body of work cannot be neatly separated or isolated from the other committees. In fact, it has become abundantly clear within our latest planning cycle that collaboration between and amongst each of the committees is the key to successful completion of the 5 Leading Strategies and 5 Foundational Elements that will ultimately result in the achievement of the stated desired Objectives/Outcomes. This is the context for each committee's charge, expectations, and responsibilities.

### **CHARGE:**

The APPA Membership Committee's key role is to provide strategic guidance to retain and grow an actively engaged membership with the requisite knowledge, skills, abilities, and values to elevate the educational facilities professional, and to transform learning institutions.

The Committee reviews eligibility criteria for membership and makes recommendations with regard to changes to membership categories and dues. The Committee recommends to the Board strategies for growing APPA membership and retaining current members. The Committee accomplishes this in part by producing and approving an annual member recruitment plan and strategy, and periodically reviewing and adjusting the plan as needed to support attainment of annual targeted recruitment and retention goals.

Finally, the Membership Committee provides perspective on the needs and expectations of APPA's membership and works in tandem with other APPA committees and task forces to ensure APPA products and services are in alignment with the APPA Member Value Statement and APPA Brand Values Statement (noted in the titled sections below).

### **Expectations & Responsibilities:**

Each individual should begin/continue their role with a passion for the work of their chosen committee and provide support for the chairperson and other committee members alike. As with other APPA committees, there is the expectation of full participation, to the maximum extent possible, in committee meetings (generally twice a year) and conference calls (generally monthly). Two face-to-face meetings are held each year – one in December at APPA's expense, and one in July, immediately prior to APPA's annual conference, at the committee member institution's expense. Implicit in this expectation is the understanding that members' institutions will support their attendance at these meetings. If for some reason the committee member is unable to attend one of the face-to-face meetings, he or she should arrange with the regional board president for a substitute attendee to be selected to ensure a balance of representation and continued flow of information to the committee and the regional board.

Each committee member should also attend their regional annual meetings and provide routine feedback to their regional boards on the activities, actions, and initiatives of APPA's Membership Committee. At least once a year committee members should provide a written report to their regional board, especially prior to the regional annual meeting, and should also write an article for their regional newsletter. Committee members should notify their regional boards of APPA's dues collection cycle and membership recruitment timetables and encourage widespread dissemination and support. Each committee member should also stay in close communication with their regional board and President (or their designee) as to the status of their term on the Membership Committee to ensure highly qualified replacements are identified well in advance of the expiration of the member's term. In like manner, each committee

member should take an active role in finding and educating their replacement in the work of the committee to date (e.g., orientation/briefing material; transfer of any background information and records).

Specific membership recruitment and retention responsibilities include:

- Coordination of efforts within their region to ensure the members are personally contacted during the membership renewal period, and follow up with all members with outstanding membership balances.
- Personally contact, each year, every institution within their region that has decided not to renew APPA membership; determine the reason for nonrenewal; and share this information with the Membership Committee and the APPA staff.
- Identify all non-member institutions and their key facilities officers/directors within their region.
- Establish and launch each fall/spring, a regional membership outreach campaign, utilizing promotional materials supplied by APPA and regions.

## **APPA Member Value Statement**

**APPA is the association of choice for educational facilities professionals and their institutions. APPA membership makes it possible for you to:**

- 1) *Access a diverse and internationally-recognized peer network of education facility professionals, where you can engage in information sharing and identify appropriate solutions to the challenges facing your institution's facilities;*
- 2) *Influence the direction of the entire educational facilities profession by defining best practices, establishing performance measurements, and setting professional standards;*
- 3) *Distinguish yourself as a leader in educational facilities by earning credentials through APPA's credentialing program;*
- 4) *Expand your understanding of the educational facilities profession through APPA's educational programs, publications, and research activities designed to support you in every stage of your professional development.*

Through its products and services and the active engagement of its diverse membership, APPA transforms institutions into more inviting and supportive learning environments and elevates facilities professionals into higher performing leaders.

## **APPA Brand Values Statement**

APPA promotes excellence in all phases of educational facilities management, including administration, planning, design, construction, energy/utilities, maintenance, and operations. Membership is open to all educational facilities professionals, including those from public and private, two-year and four-year colleges and universities; medical and law schools; seminaries; public and private K12 schools and districts; museums and parks; military installations; federal, state and city-county governments, and business partners that serve educational facilities.

APPA members have the commitment and dedication of the APPA board, staff and volunteer leadership who will personally support your professional goals and visions by upholding our brand values through the programs and work we deliver. At APPA, we stand behind the values of:

- **Vision** – Achieve continuous improvement and performance excellence
- **Transformation** – Provide ongoing leadership development and continuously set the standard for credibility to transform our profession
- **Stewardship** – Sustain and maintain passionate commitment to the future of our professionals and their facilities, wisely investing in intellectual capital and producing results that enhance the credibility of the entire profession
- **Collaboration** – Foster spirited collaboration achieved through networking, information sharing, celebrating achievements and creating meaningful connections among all members
- **Leadership** – Implement the standards, processes and credentials that contribute to creating true leaders in educational facilities.