

AGENDA

APPA MEMBERSHIP COMMITTEE MEETING

Thursday, April 18, 2013

1:00 – 2:00 pm Eastern Time

Via Conference Call

1-866-846-3997 Passcode: 265554

1. Welcome

- a. Pete Strazdas, Chris Ziolkowski, Dan Park, J.B. Messer, James Harrod, David Gray, Santianna Stewart and John Bernhards

2. Regional Updates (Round-Robin)

- a. CAPPAA
 - i. Past month is answering questions and getting information out about dues renewals; turnover of leadership and not understanding who APPA is
 - ii. Best practices regarding updating email and physical address lists? Best served face-to-face conversation
 - 1. J.B. suggested that each year as renewals come in, start a beta list of renewals and once those are in at that point it becomes your list. Anything prior goes to archives.
- b. PCAPPA
 - i. Just received renewal notice; plan to pay
 - ii. Region agreed to go to integrated dues structure for 2014-15.
 - iii. Some new interests regarding APPA membership
- c. MAPPA
 - i. Getting good number of people requesting membership (business partners)
 - ii. Internal conf calls with committees with 'divide and conquer' approach
 - iii. MAPPA conf call scheduled for today
 - iv. 1105 to 1160
- d. SRAPPA
 - i. SRAPPA spring meeting will take place this weekend

3. Dues Renewal Update from staff

- a. PCAPPA 1st notices mailed 4/8
- b. APPA 2nd notices mailed 4/12
 - i. List attached for committee follow-up

4. "Try Before You Buy"

- a. BaseCamp webpage was created to keep track of the checklists of the project
- b. Letter that has been drafted and posted to site for committee to view and offer thoughts and comments. Plan to mail early next week accompanied with other brochures and materials
 - i. Possibly have committee members send letters out on their school's letterhead
- c. Promotional ideas and suggestions can be posted on the basecamp website

5. **APPA 100th Anniversary Ideas (What activities would members like to see take place)**
 - a. APPA staff teamed up with Glenn Smith to discuss different activities to take place during the 100th anniversary celebration
 - b. Launching a specialized APPA 100th anniversary logo as well as a short video
 - c. Interviews will take place asking members Why APPA?
 - d. Centennial website page (available on APPA homepage) that talks about opportunities for APPA members to upload photos into this repository. The photos will be categorized by decade, chapter, region etc. <http://100years.appa.org/>
 - i. Committee Suggestions
 1. Trending of membership count
 2. Why APPA?
 3. Want to focus on the future of the profession, the future of education and making emerging professionals visible
 4. Identify the kinds of members we've had in terms of institutions and make up of membership; how the association has adapted to change over the course of 100 years
 5. Important to see the types of institutions that were represented
6. **New Member List**
 - a. New members (by region) since January 2013
 - i. Short personal touch email from a committee member
7. **Updated HED List**
 - a. Institutions that have been members within last 2 years have been REMOVED
8. **DAVID GRAY's Address**
 - a. Membership is a highlight committee
 - b. Thank the committee for voting in this year's election
9. **Additional Info**
 - a. APPA put together with University of Maryland. The programming and content of educational sessions were absolutely wonderful
 - b. Pete attended TMA conference in Oklahoma. 650 attendees

Information Items:

Facilities Manager Magazine Schedule

Jul/Aug	Santianna Stewart	Copy due: 5/4/13
Sept/Oct	Dan Park	Copy due: 7/7/13
Nov/Dec	Leon Bivens	Copy due: 8/7/13

Calendar for 2013 Committee Meetings (please confirm availability through your Outlook/email invitation if you have not already done so):

- Thursday, April 18 – 1:00 – 2:00 pm ET (Conference Call)
- Thursday, May 16 – 1:00 – 2:00 pm ET (Conference Call)
- Thursday, August 1 – 8:00 am – approx 12:00 pm (Hyatt Regency Minneapolis, APPA 2013)