

**APPA Membership Committee Meeting**  
**Minneapolis, Minnesota**  
**Thursday, October 17, 2013**  
**1-866-846-3997 Passcode: 265554**

**A G E N D A**

**I. Regional Updates**

Committee members will be asked to provide a verbal update on membership recruitment/engagement activities within their regions, as well as those planned in conjunction with their regional fall meetings.

- SRAPPA
  - Meeting started Oct. 12th, wrapped yesterday.
  - Focus was on membership and education. Very optimistic moving forward
  - Membership suggestions
    - List of attrition (what we've lost in last five years); why did they leave and see if they are willing to re-joining
  - Joined the regional/international integration
- MAPPA
  - Doing emails for membership. Item that came back: two institutions in IA had not received renewal notices.
- ERAPPA
  - Just wrapped regional meeting
  - Discussed mentoring program; website has information on how to become a mentor
- RMA
  - Working on calls
  - Has a candidate willing to help with Mexico Initiative
    - Very knowledgeable regarding public and private schools in Mexico

**II. Status of Non-renewed Members**

Committee will review latest listing of non-renewed institutions and affiliates by region. Staff will provide an update on where we stand with renewal and budget number targets.

- Good on renewals, maybe 50 left to renew

**III. New APPA Membership Card and Mailer**

The membership cards are out. Are we hearing any feedback?

- Haven't heard anything feedback from members on the cards

**IV. Review of Key Items for Discussion at Regional Meetings this Fall**

- APPA – Mexico Initiative: APPA Board of Directors approved adoption of Mexico into the US/Canadian APPA regional structure. Four regions (CAPP, SRAPPA, PCAPP and RMA) have adopted similar changes to their respective bylaws this fall.
  - RMA- Discussed at regional meeting and how to get the list of schools and getting information translated
  - 4 regions have adapted the Mexico Initiative including states into the region

- Suggested a sub-committee be created for outreach in Mexico. Someone who can read, write and speak the language
- Membership Integration: CAPPa and SRAPPa were the last two regions to incorporate the “membership integration” recommendation and new fee structure up for vote at their respective regional meetings.
- This is the last leg and step needed before APPA can then focus on the second and final step of the membership integration strategy in 2014 (discontinuation of paid APPA Associate Memberships, which will allow all persons employed with an institution to enjoy both APPA and regional membership upon payment of the institutional dues).
  - At the CAPPa and SRAPPa business meetings, each adopted a change to dues structure. A percentage has been identified and approved by board.
  - Next step is for APPA board to move forward with recommendation getting rid of paid Associate membership dues and finding a way to integrate that cost into the APPA institutional base dues across the board
    - This means, everyone that is a member of APPA, is also a member of the region
  - Strategy of how to deploy services to everyone at the institution (magazine: print, electronic or both?)
  - Create an open platform for anyone to come in, identify their institution, enter an email that matches the suffix of the corresponding school to get member rates on registrations and publications purchases
    - Hope to have this in place by end of January
    - Board to finalize the plan in February
    - Launch soon after

**V. Try Before You Buy Recruitment Initiative and New Member List**

Status report and next steps

- To discuss an end date to this initiative in December

**VI. Meeting Dates for Remainder of 2014:**

Thursday, October 17, 1:00 – 2:00 pm ET (conference call)

~~Thursday, November 21, 1:00 – 2:00 pm ET (conference call) – CANCELED~~

December 6-7 (Meeting all day on the 6<sup>th</sup> and ending at Noon on the 7<sup>th</sup>) – Alexandria, VA