

APPA Membership Committee Meeting
Sheraton Denver Downtown Hotel
July 16, 2012

In Attendance:

Peter Strazdas, Chair
Chris Ziolkowski, SRAPPA
Lisa Potter, RMA
James Harrod, MAPPA
Tom Lee, CAPP
Greg Clayton, ERAPPA
Jeff Foster, ERAPPA
Dan Park, PCAPPA
John Bernhards, APPA Staff
Santianna Stewart, APPA Staff

1. Welcome and Introductions
2. Peter Strazdas decided to discuss new or existing initiatives to engage members. Below are the results of the brainstorming session:
 - a. Drive Ins and Follow Up
 - i. Existing
 1. Form letters sent by membership committee members or regional officers, specifically tailored for targeting drive-in attendees and thanking them for attendance. The letters should encourage participation at upcoming regional and chapter events.
 2. Engage Emeritus members in the process of recruiting drive-in workshop attendees within their region
 3. Staff to send membership committee a list of targeted attendees in advance of the drive-in, so they can support/promote drive-in attendance.
 - ii. Potential
 1. Target Community Colleges with high population of potential attendees
 2. Target non-member 4-year institutions as potential attendees
 - b. Membership Matters
 - i. Existing
 1. Each membership committee member is asked to submit at least one article per membership year for the Membership Matters column for the FM magazine. APPA staff to release the submission schedule.
 - c. Mentoring (at all levels)
 - i. Existing
 1. Information on the regional mentoring programs to be highlighted on the APPA website

2. M&M Graphics
 3. Mentoring programs should be identified as a value of regional membership.
- d. New Member “Touch”
- i. Existing
 1. APPA International
 - a. Welcome kit to new member primary representatives and associates is presently mailed by APPA.
 2. Region/Chapter Level
 - a. Form letter/email from region should be sent to new members by appropriate membership committee member.
 - b. Receives monthly updates of new members (APPA and/or regional), to be mailed monthly to committee and regional presidents
- e. Community Colleges
- i. Potential
 1. Membership committee to ‘get arms around’ the Community College Engagement Group (CCEG) effort in their regions, work with their regions’ champions.
 2. More discussion on former member lists to take place before Nov/Dec face to face meeting of the committee (former members include schools who were previously members but have let the membership lapse 3 years or more)
- f. Data Maintenance
- i. APPA’s Process to maintain updates to member database records includes the following:
 1. Dues billing notification – Members notify staff of changes/updates to their personnel upon paying their dues each year.
 2. Facilities Manager magazine – magazine is mailed 6x a year and follow up is conducted on subscribers of returned magazines.
 3. Email bounce backs – email lists for Inside APPA and other member distributions via email are regularly screened. Bounce backs typically are in the 4 percent range and the majority of those bounce backs are the result of delayed emails on the institutions’ servers.
 - ii. To Do:
 1. Encourage all regions and chapters to use APPA conference registration system
 - a. objective: capture contents and coordinate communication and support
 - iii. Help
 1. Interns – staff to explore possibility of using paid/unpaid interns to support APPA programs.

2. Emeritus members
3. How do we get information on the value of APPA into the hands of CBO's/University Presidents and Key Personnel?
 - a. APPA Transformation Video
 - i. Copies distributed at APPA 2012 (over 400 copies taken by attendees)
 - ii. Placement on the APPA YouTube Channel
 - iii. Email link or distribute DVD to business officer/president list
 - b. APPA Facilities Management (publication written by Harvey Kaiser) -- alert CBOs and university presidents that this publication is available through APPA.
 - c. Facilities impact on learning – Findings of this CfAR project to be shared with CBOs and university presidents.
4. Target Systems
 - a. CUNY/SUNY schools and California Community College State System – Opportunity exists to target these systems using FPI and other APPA products/services. NYAPPA will host the ERAPPA 2013 conference. Jeff Foster and APPA staff to coordinate opportunity to meet with both CUNY and SUNY officials to discuss APPA membership and determine an arrangement whereby institutions under both state systems could all become APPA member institutions.
 - b. Each Membership Committee member to explore system opportunities in their regions and report back to the committee.
5. HBCU
6. Staff to direct committee members after the meeting, on where to find the minutes of past HBCU Champions meetings.
7. Using EFP & CEFP to Engage
 - a. Encourage regionally based scholarships
8. Top Business Partner List (see attached, strawman list presented by staff to the committee during the meeting)
 - a. Committee to recommend additional Business Partners for placement on the list.
9. Regional Committee Recruitment/Renewal Progress Matrix
10. Committee decided a process was needed to track progress in the areas of recruitment and renewal efforts within their region. APPA Staff is to design a simple chart that committee members can use to keep track of their progression numbers over the course of one membership year (April-March). This chart can be used as a benchmarking tool for those of other regions and can also be used as a tool for comparative analysis from years prior. (Since the meeting, staff has defined the matrix/simple chart (see attached). Staff is coordinating with its IT support to develop an online report that would populate the matrix in real time. Staff will explore how this online report could then be “fed” into regional web sites if designed by regions, using graphic applications that would illustrate status of renewals against set renewal/new member goals). Staff should have more information available at the committee’s September conference call meeting).