

Membership Committee Meeting

July 13, 2010

In Attendance:

Nancy Hurt, Chair
Kristie Kowall
Viron Lynch
Jeff Foster
Ron Brooks (Sitting in for Jeff Turner)
Santianna Stewart
John Bernhards

Absent:

John Wong
Matt Kadavy
Jeff Turner

- WELCOME
- APPA Membership and Renewals
 - Status of APPA Membership income for 2010-11 budget year
 - (Refer to hand out) Shows total dues collected thru 7/8/2010
 - New Members recruited for 2010-11 to-date
 - (Refer to hand out) 21 new institutions joined to-date
 - 23 new business partners
 - 3 new affiliate
 - Review of APPA Institutional and Affiliate Member Non-renewed list
 - 92% Affiliate dues collected; 90% Institutional dues collected
 - Status of Non-renewed Business Partner list
 - (Refer to handout)
 - 78% Business Partner dues collected; has the biggest chunk of non-renewals
 - Still waiting on responses from primary reps of these businesses/organization
- Updates on Un-renewed Lists
 - MAPPA- Committee is helping reach out; provided APPA with new contacts with most schools on the list
 - RMA- Haven't heard from the schools on the list; made countless calls and email attempts
 - ERAPPA-?
 - PCAPPA- Sent spreadsheet to staff of updates
 - CAPPA-?

- SRAPPA-?
- Polly & Darrel's Address
 - Polly
 - Watched the board members take personal responsibility with the lists
 - Honestly believes that from perspective of memberships we need to tend to both sides of renewals and explore new markets
 - New world of opportunities with bp's who are hungry to engage the market we currently serve; educational facilities
 - Personal contacts work best when attempting to encourage renewals with institution/affiliate members
 - Darrel
 - Easy to promote something you're passionate about
 - Deep commitment to APPA? Show it! Believes that having energy and enthusiasm is something people notice and is contagious
 - Excited about possibility of engaging Business Partners with the Business Partner agreement. Package deal includes but not limited to:
 - Sponsor BOK
 - Membership involvement
 - Conference
 - Helps APPA get a grassroots workshop established
 - Working with Regional presidents to provide a list of possible locations to host workshops; APPA to facilitate those workshops
 - Goal at the Community College Focus Group meeting is to make people in the room feel like champions in their community college area
 - Charges the committee to put their thinking caps on and get creative with solutions to the recruitment/retention initiatives
- APPA 2010
 - Reserved table for non-members/morning breakfast on Wednesday July 14th
 - Tables will be on the right side of the room and will be marked 'RESERVED'
- Dates for Remaining 2010 Committee Meetings:
 - Thursday August 19- 3:00-4:00pm ET (CANCEL)
 - Thursday September 23- 3:00-4:00pm ET
 - Thursday October 21- 3:00-4:00pm ET
 - Thursday November 18- 3:00-4:00pm ET
- Support for Regional Meetings
 - Give 2 week notice to ensure materials will be sent and received in a timely fashion
- Brainstorm additional membership recruitment/retention efforts
 - Community Colleges
 - Different BOK for Community Colleges or specialty subsections
 - Does depth/tech background of staff make a difference
 - Are there significant differences with/between cc's across the U.S.

- Drivers
 - Financial
 - Residential Movement
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- K-12
 - Size differences
 - residential academies
 - single schools
 - districts
- HBCU's/Tribal Colleges
 - Delegate a rep to man HBCU meeting
- Build new Alliances/partnerships attendance
 - AASHE
 - Association of Museums
 - IDEA
 - USGB
- MARKETING IDEAS
 - Offer Scholarships to 'key' institutions in targeted group
 - 'Come get to know US'
 - Free year of membership for 'service'