

AGENDA
APPA Membership Committee Meeting
Embassy Suites Hotel – Alexandria, Virginia
December 2-3, 2011

1. Welcome and Introductions

2. Membership Success Stories

Peter Strazdas will facilitate a round robin discussion among committee members, asking each to share success stories on how they and volunteers within their regions have successfully recruited new APPA and regional members.

3. Membership Committee Expectations Document

Peter Strazdas will share the final committee expectations document for review and discussion by the committee.

- Retaining and keeping membership was one of the revisions made to this document
- Available on the membership committee landing page on the APPA website
- Which committee takes the lead on recruitment initiatives? All committees must have some form of synergy for the association to be successful
- Committee members must try their best to show up for face-to-face meetings and attend the monthly conference calls

4. APPA 2011-12 Member Renewal Campaign – Final Status Report

The committee will review the status of the 2011-12 member renewal campaign, to include a review of institutions by region that have not confirmed their decision to renew their membership with APPA.

- Still have about 70 institutions that have NOT renewed
- David Gray initiative (launched a few weeks ago)
 - Get Six Campaign (6 Institutions; 6 Business Partners)
 - Refer to handouts for the Get Six listing for your respective regions
 - Encouraged to get members of the regions to help in this initiative
 - Suggested that APPA staff provide bullet points to sell membership to these institutions/companies:
 - A possible 'cheat sheet' one-pager that lists the top 10 attention catchers for membership
 - Santianna to re-distribute the APPA Advantage Flyers and the 7 Reasons document to the committee members
 - Peter charged committee to list top 3 reasons as to why institutions are not renewing

5. HED Prospective Member Listing

APPA has refreshed its list of nonmember APPA institutions from the Higher Education Directory. The list will be distributed among the committee members at the meeting. The committee will discuss how to use the list to engage and recruit nonmembers into APPA and regional membership.

- Santianna to distribute this list electronically, non-members parsed out by region (early next week)
- Add these individuals to InsideAPPA newsletter list
- Send a membership prospect kit
- Thoughts on 'Outside-the-Box' approaches (as opposed to the standard call/email)
 - Low cost/No cost to non-members
 - Offer attendance at a regional meeting
 - Do not attempt to sell membership off the bat
 - 'Come meet with your peers and LEARN something'

- New spin on scholarship opportunities
 - Regions pay for non-members to travel to meetings and/or regional functions and activities
 - Discuss synergies between state chapters, regional and National APPA
 - State institutions/systems (i.e. SUNY, CUNY) with 5 or more campuses can all join APPA for a flat rate
 - Re-vamp the APPA Ambassador program and have regional Business Partner members to sponsor non-members to come to an annual regional meeting
 - Set up as a 'random' pick

6. TOP 100 Campaign and Next Steps

The committee will review a list of institutions identified for targeted recruitment as part of the "TOP 100" campaign. Staff will provide report on actions taken to date.

- Identify who the SFO's of these institutions are and schedule calls/meetings with these individuals
- Tell these individuals about APPA and the advantages of being a member

7. HBCU Initiative

Peter Strazdas and staff will provide a report on a new initiative established by APPA President David Gray to engage and recruit Historically Black Colleges and Universities (HBCUs) nonmembers into APPA International and its regions.

- APPA association is definitely lacking the presence of HBCU institutions who can greatly benefit from the organization
- HBCU conference calls are scheduled to take place once a month
- Most of these institutions are located in the SRAPPA region; few are located in CAPPa and ERAPPA
- Smaller institutions with limited financial resources
- Discussion of possibly piggy-backing off the community colleges with drive-ins to help engage without financial burden of travel
- Target the larger HBCU's for membership

8. Community College Engagement Group (CEEG)

Immediate Past President Darrel Meyer will be invited to participate during this portion of the agenda, to report out on the work of the CCEG and its Community College "Champions" program.

- Started with small core group of people; has grown to more involved members
- How can we take the CCEG to the next level?
 - Use the power of 'networking'
- Targeted about 20-23 people to become Community College Champions who can identify others in their regions who will call and explain the program to bring awareness
- Who is driving this agenda?
 - The membership committee should be a support system of this initiative, not necessarily leading it
- Professional Development should also be involved in establishing the CC Champions (part of the synergy between committees)
- What do you want your role to be?
 - Use the tools provided by APPA (HED lists, backoffice reports, etc.) for recruitment strategies
- CC's are very locally based; possibly getting them connected locally or at the state level has a better outcome for membership as opposed to selling national membership from the beginning
- APPA Fourteener's Club and MAPPA's M&M's program promote volunteer and support from non-members; can be a strategic recruitment tool
- What are the barriers to becoming a member?

- Can get caught up thinking institutions have to start membership at the national level instead of beginning at the grassroots regional levels and state levels
- Partial scholarships that do not cover all costs of attending regional conferences and functions
- Budget restraints
- Understanding the value of the organization
 - Networking
 - Contacts
 - Best practices
 - Mentoring
 - Failures
 - Jobs
 - Time savers
 - Share information/ ideas
 - Success stories
 - Challenges
 - Education/ Professional Development
 - Operational Efficiency/ Best Practices
 - Recognition
 - Information /Knowledge
 - Individual Career Growth
 - Niche Market
 - See industry trends
 - Benchmarking

9. APPA Branding Services, and Web and Event Services Platform for APPA Regions and Chapters

APPA staff will present information on APPA’s efforts to support regions and chapters on three fronts: APPA branding and logo services; APPA web site development and hosting services; and APPA conference/event registration and reporting services. Interest in these services has increased significantly within the last six months. The committee will be asked to share their thoughts on how adoption of these services by other regions and chapters could be enhanced.

- Logos create a synergy between regions and national APPA

10. Committee Tutorial: Accessing APPA’s Backoffice Database System to Retrieve Regional Membership Contact Data

APPA staff will provide the committee with a short, online tutorial on how to access and retrieve regional member contact data, via the web, from APPA’s backoffice database system.

- Refer to handouts given by Santianna in your meeting folders

11. Facilities Manager Magazine Editorial Assignments for the “Membership Matters” Column

The committee will review the current editorial contribution assignment list and firm up the editorial calendar and list of article contributors through year-end 2012.

12. Brainstorm Session

What other opportunities are there for the committee to bolster greater engagement and membership recruitment?

- Bullet points on APPA association values
- APPA 101 (training orientation for new committee members)- What is available in APPA at all levels
- Leveraging credentialing with membership
- New member ‘personal’ welcome
 - At regional level
 - At state chapter level
- Easier ways to find who the members are quickly

- A letter copy
- Low Cost/No Cost Soft Sell approach (drinking the APPA water with no strings)
 - State/regional conference
 - Targeted emails
 - Offer a discount on membership or services at state, regional level
 - Go back to chapter/regional boards and ask if we can offer discounted rates to new members
 - Drive-Ins
 - Pull lists of people we can promote the event to
 - Chapter/regional conferences
 - Transportation scholarships
 - Business Partner funded scholarships
 - List of freebies
 - Inside APPA
 - List serv
 - Discount coupons
 - APPA Facebook, LinkedIn, Twitter, YouTube
- New Member 'Soft approach'
 - Email notification to appropriate regional membership representative, notifying him/her who the new member is so they can follow up
 - Canned email
 - Make a phone call
 - Add backoffice functionality
 - New members in current member year
 - Auto notification when entered into the system
 - Connect the new member with:
 - Personalized letter
 - Mentoring program
 - An 'assignment' on how to get engaged
 - Conference call orchestrated by regional/chapter contact
 - Scholarship information
 - Promote the new online registration link to InsideAPPA newsletter
 - Full scholarships to meetings and functions
- Different overlapping Associations (any educational facilities/institutions that are members of these organizations but are NOT APPA members?):
 - IFMA
 - BOMA
 - SCUP
 - COAA
 - PGMS
 - AASHE
- Disconnect between local/regional/international APPA (Advice to task force)
 - Discussed the different membership types at both the regional and international levels
 - PCAPPA, SRAPPA, CAPPAs regions do not require APPA membership to be a member of the region
 - Collaborating with regional conference host to get a list of non-member attendees
 - Are there institutions at the chapter level that are not APPA members
 - Further encourage regions to migrate their regional conference registration system to APPA's online registration (APPA backoffice database)
 - Concluded that the gaps amongst the 3 tiers works and should remain 'as is'
- Fee Structure for:
 - State Systems
 - Majority of the SUNY schools enjoy the benefits of NYAPPA chapter membership; are not ERAPPA or APPA members
 - Dues structure for state systems that bundles all the system institutions into members (SUNY, CUNY, CA, CCD's, etc.)

- Include an agenda item for the next conference call about fees structures
- Community Colleges
- HBCU's
- Smaller Institutions

13. Old Business

14. New Business

Dates for January - June 2012 Committee Meetings

(Conference Bridge: 866-846-3997, Passcode: 265554)

Thursday, January 19 – 1:00 - 2:00 pm ET (Conference Call)

Thursday, February 16 – 1:00 - 2:00 pm ET (Conference Call)

Thursday, March 15 – 1:00 – 2:00 pm ET (Conference Call)

Thursday, April 19 – 1:00 – 2:00 pm ET (Conference Call)

Thursday, May 17 – 1:00 – 2:00 pm ET (Conference Call)

Thursday, June 21 – 1:00 – 2:00 pm ET (Conference Call)