

## MINUTES

### APPA Membership Committee

Friday, July 15, 2011  
Atlanta, GA

**Present:** Nancy Hurt, Chair  
Peter Strazdas, Incoming Chair  
John Bernhards, AVP, APPA  
Greg Clayton, ERAPPA  
William D'Costa, APPA  
Jeff Foster, ERAPPA  
Kristie Kowall, MAPPA  
Kyle Williams, RMA  
Dan Young, SRAPPA  
Larry Zitzow, CAPP

#### 1. APPA 2011-12 Member Renewal Campaign – Status Report

- Committee members will receive an updated status report following APPA 2011. Committee members will continue making follow up calls and emails to nonrenewed members through the end of July and August. APPA Staff is also making calls with an emphasis on reaching out to business partners that have not yet renewed.

#### 2. Recruitment of Dropped Member Institutions – Status Report and Next Steps

- Committee members were provided with an updated report on nonrenewed members from the past three years. It was noted that a number of members that had dropped in 2009 have returned to APPA membership.

#### 3. Review of APPA's Draft Strategic Plan and Committee Brainstorm Activity

- a. Nancy Hurt reviewed the APPA strategic plan and then asked Peter Strazdas to facilitate a brainstorming session and discussion on proposed actions by the committee to support the plan. Findings from the brainstorming session were as follows:
  - i. Find ways to reach the budget "decision maker" (e.g., the business officers)
    - 1. Increase engagement with NACUBO
    - 2. Continue to seek placement of additional articles in NACUBO's Business Officer Magazine
    - 3. Secure a mailing list from NACUBO and AACC. Promote to this list an APPA value statement
  - ii. To support mentoring, use the RMA "Fourteeners Club" program as the basis or benchmark that all APPA regions can follow to promote mentoring of emerging professionals.
  - iii. Provide the membership with resources that describes how to establish an APPA chapter and to build engagement through the chapter, using best practices of APPA's successful chapters.
  - iv. Continue to distribute the Drive In Workshop attendee lists to regions and/or chapters for their use in inviting Drive In attendees to future programs.
  - v. Identify ways in which members like to receive information.
  - vi. Produce articles in APPA's Facilities Manager Magazine on efforts undertaken to meet needs of emerging professionals. Approach the newly established NCAPPA chapter and request an article on the value and successful launch of its chapter.
  - vii. Provide membership committee members and regional membership recruitment volunteers with PDF copies of promotional materials regarding value of APPA membership, to include the "Seven Reasons to Join" document, plus generic email messages and statement that volunteers and committee members can easily copy and paste into emails, for purposes of reaching out to nonmembers.

- viii. Create a list of top institutions that are most likely to join APPA (i.e., the “lowest hanging fruit”) and target the group with one-on-one meetings with the institutions’ facilities officers.

**4. Calendar for Remaining 2011 Committee Meetings**

- a. Committee members confirmed their availability for the following meeting dates:  
*Thursday, September 15 – 1:00 – 2:00 pm ET (Conference Call)*  
*Thursday, October 20 – 1:00 – 2:00 pm ET (conference Call)*  
*December APPA Committee Meetings – (Date and Location TBA)*

The Committee adjourned at 2:00 pm.

b. JB, 7/15/2011