

**Minutes and Action Items**  
**APPA Membership Committee Meeting**  
**Thursday, November 20<sup>th</sup>, 2014**  
**1:00 – 2:00 pm Eastern**  
*Actions Items Marked in Red*

I. Welcome

II. Update on APPA renewals and “unlimited associates”

- *10,349 as of the start of November 2014*
- *John circulated list of unrenewed institutions for continuing follow up by the committee. Revised list to be circulated for Dec 5-6 meetings in Alexandria.*

III. Update on APPA Strategic Planning and Membership Survey

- *Committee to identify new action items with direction provided by APPA presidents during Dec 5-6 meetings in Alexandria.*

IV. Logistics for our December Meeting in Alexandria

a. Travel Arrangements

b. Proposed Agenda Items for Discussion

- *Final Agenda to be distributed prior to Dec. meeting, along with expense report form and final Dec. meeting agenda.*
- *Discussion on new member recruitment and the Try Before You Buy Strategy. The committee will seek to review and refine the strategy and reach consensus on a common strategy across all six regions, as part of a group exercise at the Dec. committee meeting.*

V. Update on new Membership materials for prospective and existing members

- *John indicated that an outside marketing consultant was reviewing the existing member/prospective print promotional package, to be readied for distribution by April 1, 2015. More details will be shared at the Dec. meeting.*

VI. New business

- *John to circulate, for each committee member institution, a spreadsheet identifying all current contacts (primary reps and associates) which the committee member may, in turn, update with additional staff and return to APPA. APPA will enter any new names as associates and update records accordingly. The lists should be made available in time and for discussion at the December committee meeting.*

## VII. Adjournment