

Plan of Action for 2010-11

- **Strategy #1: Engage Young Facilities Professionals**
 - Define 'young'
 - New to profession
 - New to work world
 - Target 'all' related academic programs at our institutions
 - Facebook and other social networks
 - Twitter
 - LinkedIn
 - Wikipedia
 - Blogs
 - Survey AASHE student attendees
- **Strategy #2: Promote alignment and create synergy among, across, and between International APPA, the regions, and the state/local chapters**
 - Survey membership
- **Strategy #3: Recruit and retain several targeted institutional classifications such as Community Colleges, K-12 schools, HBCU's, and small liberal arts colleges**
 - 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
 -
 - 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'
- **Strategy #7: Execute delivery and dissemination of the certification credentials (EFP&CEFP)**
 - Offer 'refreshers' locally