

**STRATEGIC ALLIANCE BETWEEN  
APPA: THE ASSOCIATION OF HIGHER EDUCATION FACILITIES OFFICERS  
and INTERNATIONAL DISTRICT ENERGY ASSOCIATION**

**PURPOSE OF THE ALLIANCE**

APPA: The Association of Higher Education Facilities Officers (APPA) and the International District Energy Association (IDEA) agree to align their organizations to broaden the knowledge and understanding and improve the quality of utilities infrastructure systems and related energy technologies internationally.

**GOALS AND OBJECTIVES**

**GOAL 1: Foster a strong continuing alliance to better serve the utilities and facilities management community, our organizations and its members.**

1. Provide reciprocal invitations to each others senior elected and staff leaders to attend and participate in key international events, programs, or meetings.
2. Pledge to conduct regular communication between APPA and IDEA at the international level to encourage commitment to these goals and objectives and annual action plans as they are developed and mutually agreed upon.
3. Appoint a volunteer member “liaison” as the “point person” for a period no less than three years to ensure annual action plans are established and progress is achieved.

**GOAL 2: Promote a rich and clear exchange of information and data across the broad responsibilities of facilities management and specifically within energy and utilities.**

1. Exchange industry news, calendars of events, and advance notice of major activities as well as new programs, products, and services that may be of interest to our respective stakeholders.
2. Facilitate linking, as appropriate, between and through each others electronic communication media.

1. “Hot link” the web sites of our respective organization.
2. Allow our members to participate in appropriate “list serves” and “chat rooms” of each others web sites.
3. Develop informative material on the benefits of increasing energy efficiency and effectiveness and reducing energy costs for educational institutions.
4. Facilitate sharing of information from our respective organizations’ magazines, journals, books, manuals, and other technical publications to enhance the depth and breadth of knowledge of both facilities management and utilities infrastructure systems.
5. Provide leadership and management development, and administrative and technical training of both organizations’ members.

**GOAL 3: Explore ways to leverage the strength and vitality of our respective organizations.**

1. Investigate the feasibility of co-authoring and /or co-publishing publications and other resources specifically targeting energy and utility issues.
2. Investigate ways to assist members in keeping abreast of changing and evolving issues and rapidly emerging technologies to enhance day-to-day operations and ensure strategic planning for future needs.
3. Explore opportunities for establishing common initiatives by pooling both organizations’ resources, including but not limited to joint program development, benchmarking surveys, and best practices identification.
4. Investigate the feasibility of developing a joint award(s) to further recognize our members accomplishments in the energy and utilities area.

**GOAL 4: Provide economical access to each others products and services.**

1. Provide reciprocal membership fees for various activities and services to the members of our organizations, including but not limited to dues, publications, and educational programming.
2. Investigate arrangements for developing special reciprocal subscription rates for the “official” magazines and electronic newsletters of our respective organizations.
3. Determine an appropriate exchange rate for advertising, booth space, and

other such services.

**GOAL 5: Build a strong bond of trust between and among our members, leaders, and our organizations.**

1. Promote and encourage networking, outreach, and mentoring opportunities for our members.
2. Develop appropriate detailed arrangements of our agreements as necessary to protect the value and integrity of the intellectual property of our respective organizations.
3. Actively promote and publicize this alliance to our respective members, leaders, and other stakeholders.

This strategic alliance shall remain in effect for a period of five (5) years with an annual review jointly conducted to ensure goals and objectives remain timely, relevant, and beneficial to each others organizations and members. Detailed arrangements concerning goals or objectives will be developed as mutual needs are identified.

**FOR APPA:**

**FOR IDEA:**

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**President**

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**Board Chair**

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**Executive Vice President**

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**President**