



## Monthly Summary of APPA Highlights & Committee Activities

*December 2009/ January 2010*

### General Highlights:

- **December Committee Meetings (four of them – Professional Affairs, Professional Development, Information & Research, & Membership)** – *were held in Alexandria, VA on December 4 & 5. A debt of gratitude goes to all six regions for the generous support of these meetings and their regional representatives attendance at the upcoming February Board meeting. Thank you again! An output report from the Closing Plenary Session is being prepared noting the collective ideas for generating additional revenue and adding more value to the programs and services currently offered.*
- **BOK-FM Manual sponsorship campaign** – *two regions (CAPPa and SRAPPa) have already sponsored a chapter for the three-year period and four companies have agreed to sponsor a chapter for this year so far. Help us target one or two of your favorite business partners to support this premier, foundational book! An informational flyer and application are available upon request from Lander or John ([lander@appa.org](mailto:lander@appa.org) or [john@appa.org](mailto:john@appa.org)).*
- **Membership Dues Renewals** – *INSTITUTIONAL RENEWALS ended very low with the loss of over 100 institutional members and well over 50 business partners; we are certainly feeling the downward pressure of this depressed economy.*
- **Membership Recruitment projects: REMINDER!**
  - *Higher Education Ambassador – if you are planning to attend locally delivered programs (e.g., Big 10 & Friends; Big 12; California State System meetings; Kansas State System meeting; etc.) would you be willing to make a short presentation to the group about membership in APPA and the value of its programs, products, and services. We can provide you with a short, focused power point presentation and any handout materials you would need. If so, please let us know! Remember, it’s really your personal testimony that matters; and equally important, it’s ultimately about building a relationship with each individual – one at a time – that counts!*
  - *Business Partner Ambassador Scholarship Program – we have implemented the \$500 per booth space increase (opt-out program) in the Exhibitor Booth agreement to increase traffic and new attendees by providing scholarships to new director-level attendees; we’ll see in the next few months how much this new program approach might generate. Please be thinking of potential candidates to receive these scholarships. The Professional Development*



*Committee will make the final decision/invitation. We just need your recommendations.*

- **Awards & Recognition – REMINDER!** - institutional and individual APPA awards nominations and applications are available for submittal on-line ; deadline is the end of January 2010
- **Collaborative Projects with other associations:**
  - **The Chronicle of Higher Education Research Services Division** – APPA partnered with The Chronicle of Higher Education by co-sponsoring delivery of a survey that will report on facilities and technology in a three-part series called the College of 2020; a huge opportunity for branding APPA as a real provider of excellent and cutting-edge research; the final report is expected this month; we look for the group to facilitate and moderate a session at the APPA 2010 conference
  - **DOE** - “College & University Energy Alliance” established, and in conjunction with the EPA; AASHE, NACUBO, SCUP, and others from HEASC, along with some targeted institutions who agreed to participate
  - **ASHRAE** – TCO research proposal granted effective September 2009; FFC, SAME, and IFMA will collaborate; Steering Committee kick-off meeting occurred November 11 & 12 in Alexandria, Virginia; 25 institutions in the U.S. and Canada will be targeted for the survey/data collection effort – interested?
  - **AASHE** – APPA is a supporting organization on AASHE’s topical Campus Sustainability Discussion Forums; the forums are located at <http://www.aashe.org/forums>
  - **CAUBO** – moving forward successfully as a substantive FPI cohort group; we will present other facilities-related project ideas and services at a meeting with their group in early February
  - **VSPMA** –the Virginia Schools Plant Managers Association is targeting FPI, Certification, and Toolkit offerings for their co-branding
  - **ASHE** – a revised, updated strategic alliance agreement with action items has been finalized
  - **HACC** - Facilities Management two-year degree being explored with APPA & IFMA as co-collaborators in curriculum development; PAC agreed to guide and facilitate this project as needed
- **APPA offers new LEED-EB “auditor” fee-based service - REMINDER!** - our experts are now available to audit buildings seeking the latest LEED-EB two points designated in the USGBC requirements under the section, “LEED for Existing Building: Operation & Maintenance Certification Audit for EQ Credits 3.2-3.3.: Green Cleaning: Custodial Effectiveness Assessment”. Holly is our contact person for this new offering – [holly@appa.org](mailto:holly@appa.org).
- **CERTIFICATION “National Exam Day” offerings** are scheduled for January 15, February 5, March 5, and April 23, 2010. Be a HOST SITE for one or more of these EFP exam delivery locations! You only need ONE applicant to be considered a Host



Site!! The next CEFP exam will occur in Indian Wells, California at the January 2010 Institute.

- **Membership marketing materials** – Please take advantage of these materials and brochures for your local/state chapter meetings. Even if you only need ONE copy for a potential non-member you may have met recently (don't hesitate to contact [santianna@appa.org](mailto:santianna@appa.org) for more information and delivery).
- **Regular monthly conference calls** for all committees and sub-committees continue to occur and remain a communication mainstay.
- **Board of Directors & the Incoming Regional Representatives Board Orientation will be face-to-face!** – Board members will meet in Alexandria, VA, February 5 & 6, 2010. For more details, contact Lander ([lander@appa.org](mailto:lander@appa.org)) or Holly ([holly@appa.org](mailto:holly@appa.org)).

#### **Information & Research Committee** (Randolph Hare, Vice President):

- FPI Survey closed December 14, 2009 – preliminary estimates of survey participation is around 350; if you participated, thank you; look for your reports in February and plan to utilize the new Executive Dashboards to augment presentations to your senior institutional officers.
- The Web sub-committee (Jeri Ripley-King) made substantive recommendations on how the APPA web site's four core competencies landing pages can more clearly link to its sub-sites' information and content.
- The BOK went LIVE on November 16<sup>th</sup> seventeen chapters were completely revised; this new digital version serves as the base content for updating the certification exam(s). The remaining chapters are on track for release at varying times throughout 2010.
- BOK chapters can be sponsored by business partners, regions, and state/local chapters to increase visibility and exposure to the membership (cost of \$5,000 for one year and \$12,000 for three years).
- BOK subscription goes hand-in-hand with the launch of the new digital format; subscriptions are now available for a mere \$199 introductory subscription rate for institution-wide access; everyone at the institution will be able to access the BOK for this one low price!
- Marketing sub-committee (Norm Young) prepared a document focused on APPA marketing to further assist our efforts to get the word out about all programs, products, and services.
- "Strategic Capital Investment" – a new book available in February authored by Harvey Kaiser and Eva Klein.



**Membership Committee (Nancy Hurt, Chair & Secretary-Treasurer):**

- Membership Renewals
  - Although APPA staff continues to contact non-renewed institutional members, the prospect for any appreciable increase in renewal dollars at this point in time is slim. There are a wide variety of responses as to why memberships are not renewing, but the most significant is a diminished budget/resources.
- Recruitment Initiatives
  - New institutional members – a targeted mailer was sent to 1100 institutional prospects with follow up calls occurring since mid-November. Eleven new members have been secured to date.
- Community College Initiative
  - The committee looked at the dues matrix related to Community Colleges. The Committee reviewed data and research provided by staff to evaluate whether adjustments were needed to the dues structure for Community colleges/two-year institutions. Recommendations for modifications will be submitted to the Board for approval in February.
- Matrix “tweaks” – minor changes will be made to the matrix such as rounding up to the nearest 5 or 10 to make the numbers consistent and reduce confusion.
- Bylaws Update
  - Based on the Committee Members’ input concerning International Members joining specific regions, the committee will forward draft bylaws changes to the Bylaws Committee for review at their February meeting. The Board will need to approve any recommended changes.
- Membership Virtual Directory is LIVE!
  - This year’s directory is now live and searchable from the APPA web site. The back office member database is automatically updated in real time as changes are made.

**Professional Affairs and Awards & Recognition Committees (Kevin Folsom, Vice President):**

- Certification Board Activities –
  - An EFP Preparatory Course is being offered at the January 2010 Institute in Indian Wells, California (January 15).
  - A CEFPP Study Guide is available via the web site or by contacting Katy Theranger ([katy@appa.org](mailto:katy@appa.org)) at the APPA office.
  - The next EFP and CEFPP exams are being offered at the January 2010 Institute in Indian Wells, California (January 15/16) and via fifteen institutional hosts.
  - More certification “National Exam Day” offerings are occurring February 5, March 5, and April 23. Institutions can HOST the exam on these dates even if they ONLY have ONE exam applicant.



- We encourage SFO's/ job advertisers to include these two designations as "preferred" qualifications on their job postings.
- Code Advocacy Task Force (CATE) Activities:
  - ANSI/ APPA webpage codes portal are available via the APPA web site for our members to buy codes at a discount.
- Awards Activities:
  - All awards are available electronically for submissions, nominations, and applications with this year's recognition deadline for consideration on January 31, 2010.
  - Sustainability Award – the committee is establishing criteria for a potential new Sustainability Award in 2011.
- USGBC/LEED - The committee engaged in preliminary discussions on how APPA member institutions might gain if APPA were to create more programming to support their ability to implement LEED & LEED-EB further.
- Facilities Accreditation Program – The Committee is evaluating a proposal for the establishment of an APPA Institution/Facilities Accreditation Program.
- FMEP – The committee discussed ways to further enhance promotion and future growth of the program. They also reviewed and made final revisions to the FMEP and the AFE criteria for use in 2010.

**Professional Development Committee (David Gray, Vice President):**

- The January Institute is occurring in Indian Wells, CA, January 10-14, 2010; there are 240 registrants which is well below our budget target of 300.
- The APPA 2010 conference –
  - The registration/content pages are LIVE on the APPA web site; more programming build out occurred at the December committee meeting.
  - A Mini Open Call for Presentations was launched and closed on December 18. These presentations are being reviewed and considered for the upcoming meeting.
  - Community Colleges and K-12 Schools – are targeted for programming.
  - The SFO Summit program content will be incorporated within the overall APPA 2010 conference programming; SFO's will self-identify/self-select via the registration page on the web site. (There is no longer a special 'invitation' or 'invitee' list; it's an open process.)
- The Supervisor's Toolkit – We hope regions will offer more deliveries in 2010; it is certainly needed by our institutions and local delivery is critical given diminished institutional resources.



- The Leadership Academy opened for registration on December 4, 2009; the program occurs April 18-22, 2010 at the Cheyenne Mountain Resort, Colorado Springs, Colorado.
- The Thought Leaders Symposium is still planned for publication release in early spring.
- Webinars are increasing. The current webinar catalog is continuously updated from TLS subject matter input and feedback from other associations' collaboration. Some offerings are sponsored events and others are fee-based participation.
- Certification - Staff continue to coordinate 'National Exam Day' offerings during 2010. Those interested in being a host site for the January 15, February 5, March 5, and April 23, 2010 sessions, please contact Katy Theranger ([katy@appa.org](mailto:katy@appa.org)) for further details. REMEMBER: An EFP preparatory course and exam can be sponsored and delivered as part of *your fall regional meetings in 2010 and/or at state/local chapter meetings.*

