



## Monthly Summary of APPA Highlights & Committee Activities

November 2009

### General Highlights:

- **Regional support RECEIVED for two major, upcoming APPA activities – THANK YOU!**  
*The economic crisis/downturn has had a significant, negative impact on APPA's financial situation. As a result, the Board/EVP agreed it was prudent to curtail face-to-face meetings, reduce staff size (salaries/fringe benefits), and cut the travel budget appreciably. However, the regional presidents along with their regional board representatives considered the possibility of the regions supporting some of the most important face-to-face meetings. As a result, the regional boards unanimously funded on a one-time only basis the following activities:*
  - **December Committee Meetings (four of them – Professional Affairs, Professional Development, Information & Research, & Membership) – support includes travel, lodging, and food/beverage for each regions' committee members to travel to APPA/Alexandria in December 2009. Each region supported their four committee members at \$1,500 per person totaling \$6,000.**
  - **Regional Representatives' Board Travel to APPA – support includes travel, lodging, and food/beverage for each region's two board members to travel to APPA/Alexandria in February 2010. Each region supported their two board members at \$1,500 per person totaling \$3,000. (This does not include travel by the "incoming" regional representative to the board. That cost would be an additional \$1,500 and is presently already funded by the regions at this time.)**
- **Assistance with BOK-FM Manual sponsorship campaign – 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 – LAST CHANCE FOR INSTITUTIONAL RENEWALS; we need a final push by board members and regions' membership committee representatives; your help making calls is essential!**
  - **Membership Recruitment project with Dan Whitezell: JUST A REMINDER!**
    - *Higher Education Ambassador – to attend locally delivered programs (e.g., Big 10 & Friends; Big 12; California State System annual meeting; Kansas State System meeting; etc.).*



- *Business Partner Ambassador Scholarship Program – a \$500 per booth space increase (opt-out program) to increase traffic and new attendees by providing scholarships to new director-level attendees.*
- **Awards & Recognition** – *institutional and individual APPA awards nominations and applications are available for submittal on-line ; deadline is the end of January 2010*
- **H1N1 Pandemic Information** – *visit the APPA web site for the latest information on the H1N1 Pandemic*
- **ARRA/Stimulus Package information** – *visit the APPA web site for the latest information*
- **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; survey just closed, now analyzing data; interviews with a dozen or so facilities professionals are being scheduled; 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 agreed to participate; launch occurred September 9; a second face-to-face meeting occurs on December 9; APPA considered primary driver/principal player for this effort*
  - **ASHRAE** – *TCO research proposal granted effective September 2009; FFC, SAME, and IFMA will collaborate; Steering Committee kick-off meeting occurs November 11 & 12 in Alexandria, Virginia*
  - **AASHE** – *APPA has agreed to be a supporting organization on AASHE’s topical Campus Sustainability Discussion Forums that launched October 23<sup>rd</sup>; the forums are located at <http://www.aashe.org/forums>*
  - **CAUBO** – *moving forward successfully as the next FPI cohort group; all is proceeding according to plan*
  - **VSPMA** – *meeting occurred with the Virginia Schools Plant Managers Association; we will target FPI, Certification, and Toolkit offerings for their co-branding*
- **HACC** - *Facilities Management two-year degree being explored with APPA & IFMA as co-collaborators in curriculum development; PAC will also take this up as part of their meeting agenda in December*
- **Women’s Leadership Institute** – *a cross-professional collaboration with eight other associations occurring again this year, December 6-9, 2009, at Amelia Island, Florida; plan to send one of your female “pacesetters”*
- **APPA offers new LEED-EB “auditor” fee-based service** which will make our experts available to audit buildings seeking the latest LEED-EB two points designated in the



USGBC language as “*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 planned for December 4, 2009, January 15 and March 5, 2010. Be a HOST SITE for one or more of these exam delivery locations! 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 our communication mainstay.
- **December Committee Meetings will be face-to-face!** – committee members of PAC, I&R, Professional Development, & Membership will meet in Alexandria, VA, December 5-6, 2009.

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

- FPI Survey remains LIVE – plan for your institution to participate; encourage your cohort group(s) to do the same. New cohort groups include CAUBO and MHEC. FPI survey webinars are occurring regularly and have been archived on the APPA web site.
- The Web sub-committee makes substantive recommendations on how the APPA Website’s four core competencies landing page can more clearly link to its sub-sites’ information/content.
- The BOK goes LIVE the week of November 9<sup>th</sup> with seventeen of its chapters 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 in January 2010.
- BOK chapters can be sponsored by business partners to increase their visibility and exposure to the membership.
- BOK subscription goes hand-in-hand with the launch of the new digital format; only \$199 introductory subscription rate for institution-wide access; everyone at the institution will be able to access the BOK for this one low price!



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

- Recruitment Initiatives
  - New institutional members – a mailing targeted to 1100 prospects was sent in early November. Follow up calls to the prospects will begin on 11/16/09.
- Membership Renewals
  - APPA Staff continues concentrated efforts on contacting non-renewed institutional members. Membership Committee representatives, with assistance from their regional committees and boards, have also been contacting non-renewed members. Additional hourly resources will make additional contacts beginning next week.
  - Staff and committee members are encountering a wide variety of responses as to why memberships are not being renewed with no overwhelming central theme. Comments include: “thought we paid that”, “the institutional rep is no longer here”, “institutional memberships are not allowed at my institution at this time”, and “the budget won’t support membership”
- Community College Initiative
  - As requested, the committee is looking at the dues matrix related to Community Colleges. APPA staff has prepared base statistics on our current Community College members (116 institutions) and where in the matrix they fall. The committee will begin detailed discussion on the next conference call. A good portion of the December meeting will focus on this issue with the intent to create a new matrix or dues structure to forward to the full board for consideration.
- Bylaws Update
  - Committee Members have gathered input concerning International Members joining specific regions. The committee will forward draft bylaws changes to the Bylaws Committee for review following their December meeting.
- Membership Virtual Directory
  - This year’s directory is in the final stages of proofing.
- Next Conference Call – November 19, 2009 at 1:00 pm EST.

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

- Certification Board Activities –
  - An EFP Preparatory Course will be offered at the January 2010 Institute in Indian Wells, California (January 15).
  - A CEFP 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 CEFP exams will be offered at the January 2010 Institute in Indian Wells, California (January 15/16).
- More certification “National Exam Day” offerings will occur throughout the year and into next year.
- Code Advocacy Task Force (CATF) Activities:
  - ANSI/ APPA webpage codes portal are available via the APPA web site for our members to buy codes at a discount.
  - CATF member, David Handwork, was seated on the ASHRAE 90.1 committee as APPA's Representative.
  - Work recently halted on a jointly-developed APPA/NFPA/ANSI educational facilities standard.
- Awards Activities:
  - All awards are available electronically for submissions, nominations, and applications.
  - Fellow Award - The criteria was revised and approved by the Board to ensure it recognizes major contributors to programs and not just program attendance and completion (also available on-line).

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

- The September Institute’s final registration numbers were 212 in Hilton Head. Hotel re-negotiations allowed us to avoid attrition penalties.
- The January Institute will occur in Indian Wells January 10-14, 2010, and the on-line registration already opened on November 1 (as of 11/6 there were 43 registrants).
- The APPA 2010 conference –
  - The site visit went well; space is more than adequate to meet the proposed budget as well as allow for the growth we hope to achieve; there were good discussions with the Host Chair, Doug Riat, who was also part of the meeting; programming build out will occur in November/December for an advanced on-line posting.
  - A Mini Open Call will be launched by staff next week; presentations will be required to align with the content areas that have already been established. The notice will be sent to all APPA members (including business partners), NACUBO, SCUP, ACUHO-I, AACC, and other contact lists used to round out our audience needs.
  - Community Colleges and K-12 Schools – are also being targeted for programming.



- The SFO Summit program content is being incorporated into APPA 2010 conference programming
- The Supervisor's Toolkit – More deliveries will be offered by the regions in the coming months.
- The Leadership Academy opens for registration on December 1, 2009.
- The Thought Leaders Symposium was partially sponsored by Haley & Aldrich and was held October 14-16. The team was comprised of 25 individuals including staff. The projected publication date for release of the document is March/April 2010.
- Webinars are increasing. The current webinar catalog is being updated from TLS subject matter input and input from other associations' collaboration. Some are sponsored events and others are fee-based in order to participate.
- Certification - Staff are coordinating three National Exam Day offerings during the 2009-2010 fiscal year. Those interested in being a host site for the December 4, January 15, or March 5 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*.

