

The APPA Community College Champions Program

An Initiative of the APPA Community College Engagement Group (CCEG)

Background

The APPA Community College Engagement Group (CCEG) was established by APPA in May 2010. The CCEG was founded to assist APPA in identifying the unique needs of community college facilities professionals and to support the ability of group members to network, share information, and identify ways to further expand engagement and membership among community colleges within the APPA organization. Among the key findings of the group:

- The 2008 economic downturn significantly reduced funding and resources to community colleges. At the same time, community college enrollments skyrocketed as displaced workers have sought to retrain and update their skills, in order to find work in an increasingly difficult job market.
- Community College facilities managers and directors are being forced by the economy and reduce state/municipal funding to “do more with less” which has translated into reduced staff, deferred maintenance, slashed training budgets, and longer work hours.
- Low cost training opportunities for facilities professionals, located in close proximity to the community college campus, would be helpful for purposes of creating peer networking and technical training opportunities for community colleges.

As a result of these findings, efforts undertaken by APPA to lend greater support to community college facilities professionals have included the following:

- Findings by the CCEG have led, in part, to the introduction of the APPA Facilities Drive In Workshop, a new training concept introduced by APPA which is assisting facilities professionals at the grassroots level to obtain needed training and networking at no cost to the registrant.
- The creation of a Community College professional’s listserv on the APPA web site.
- With the U.S., encouragement among community college professionals to stage statewide meetings of community college facilities professionals for purposes of networking and discussion of state issues impacting community college infrastructure and facilities managements needs.
- An issue of Facilities Manager Magazine dedicated to the unique needs of community colleges and which featured articles contributed by CCEG members.

In more recent months, the CCEG has discussed the creation of a “Champions” program for community colleges.

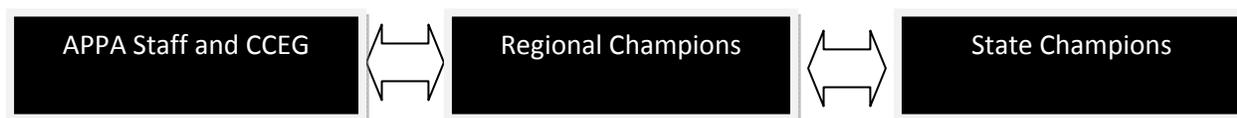
Objectives of the Community College “Champions” Program

The objectives of the Community College Champions Program are as follows:

- Identify community college “state and provincial champions” who will identify both members and nonmembers of APPA within their state or province and seek their active engagement within APPA, its regions, and chapters;
- Create a comprehensive contact list of all facilities directors/managers/officers from every community college within North America, and “work that list” for purposes of increasing engagement and recruitment of community colleges within APPA;
- Create an “Engagement Toolbox” for use by champions to engage and recruit community colleges into APPA by means of localized or “grassroots” activities and services that enhance networking, training, and shared professional information;
- Maintain long-term and on-going participation of newly engaged community colleges with APPA.

Organization and Structure

The organization and structure of the Champions Program can be described as follows:



The APPA Staff and CCEG coordinate support from APPA, to include engagement toolbox materials, and ensure maintenance and overall administration and support of the program.

Regional Champions are assigned by APPA’s regional presidents. These regional champions organize regular conference calls and meetings of the state champions, to ensure regular review of objectives, identify best practices and “lessons learned,” and to evaluate overall progress of the champions program.

State/Province Champions work independently to identify all facilities directors/managers from the community colleges within their state/province, and to set in motion networking and engagement opportunities at the “grassroots” level among these same facilities professionals. Champions also introduce value of APPA/regional/chapter membership and encourage membership among nonmember community colleges. In effect, they serve as experts on the value of membership and engagement within APPA and help answer questions among community college facilities professionals seeking guidance on APPA products, services and support. Using the “engagement toolbox,” champions also reach out to professionals in their state/province by organizing the following activities of interest:

- Establish a community college institutional cohort, for participation in the APPA Facilities Performance Indicators (FPI) service;
- Organize a supervisors toolkit program;
- Organize and host an APPA Drive In Workshop;
- Work towards the establishment of a state, provincial, or local chapter of APPA
- In state/provinces where chapters exist, introduce community college professionals to networking and shared learning experiences offered through the chapter.
- Provide APPA International and APPA regional or chapter membership information.

The “Engagement Toolbox”

The “engagement toolbox” (to be created by APPA) will provide information and materials that champions use to organize networking events and introduce APPA’s services and products to community colleges in their state and province. The engagement toolbox will include:

- PDF copies of APPA brochures and information that describe products and services of interest to community colleges. Such products and services include APPA publications, Drive In Workshops, FPI program, credentialing programs, supervisors’ toolkit programs, etc.
- Membership application and membership benefits descriptions.
- A list of all community colleges located in their state and province. For Community Colleges that maintain APPA membership, the list will include the contact information of facilities directors and managers with those member institutions.

Recognition

Regional and State/Provincial Champions will be identified on the APPA web site, which will further enhance visibility of the Champions Program and encourage others to volunteer their support as champions.