



STRATEGIC ALLIANCE BETWEEN APPA INTERNATIONAL & HEFMA

PURPOSE OF THE ALLIANCE

APPA: The Association of Higher Education Facilities Officers (APPA) and the Higher Education Facilities Management Association of Southern Africa (HEFMA) agree to align their organizations and collaborate to improve the quality of the facilities management profession internationally.

GOALS AND OBJECTIVES

- **GOAL 1: Foster a commitment of collaboration by our respective organizations and its members to more effectively serve the facilities management profession across APPA's membership and Southern African areas of the world.**
 1. Pledge to continue communication between APPA and HEFMA at the international organizational level and encourage development and endorsement of these goals and objectives by our respective members.
 2. Provide reciprocal invitations to each other's senior elected and staff leaders to attend and participate in key international meetings, including but not limited to the annual conference of our respective organizations.

Those members invited to participate in key international meetings, including the annual conference of our respective organizations will be offered the following:

- a. An invitation to attend and address the respective Board during its meeting;
- b. Full Complimentary Conference Registration – including attendance to all social events - for the nominated attendee and the spouse/guest;
- c. Five nights accommodation, including breakfast at the headquarter hotel for the event. Any incidental charges are payable direct to the hotel.

All other costs associated with attendance – including flights, transfers, pre and post conference tours, additional meals and hotel incidental charges – are the responsibility of the individual or Association.

- **GOAL 2: Promote the exchange of information regarding facilities management operations and maintenance, construction practices, funding models, energy efficiency, and sustainability.**
 1. Periodically exchange news about the facilities profession, calendars of educational program offerings, and notices of related new products and special services which may be of interest to the members and other stakeholders of our respective organizations.
 2. Facilitate linking as appropriate between and through each others' electronic communications media:
 - a. "Hot link" between the web sites of our respective organizations.

- b. Allow our members to participate in appropriate "list serves" and "chat rooms" of each others' web sites.
 - 3. Develop an arrangement which will provide access to and allow reproduction of articles from the official magazines and newsletters of our respective organizations.
 - 4. Collaborate on furthering the development of our respective benchmarking or continuous improvement efforts.
 - 5. Exchange complimentary magazines with designated senior officials of each organization.
- GOAL 3: Explore ways to leverage the strength and vitality of our respective organizations.**

 - 1. Investigate the feasibility of developing special joint continuing education programs focused on the needs of our members (e.g., electronic based delivery).
 - 2. Investigate the feasibility of developing unique agreements for new products and services, where deemed appropriate for our members to include technical documents, new publications, professional development programs such as leadership, etc.
 - GOAL 4: Recognize each others' organization and members' outstanding accomplishments.**

 - 1. Identify awards recipients in both print and electronic media.
 - 2. Where appropriate, develop joint awards and recognition initiatives.
 - GOAL 5: Build a strong bond of trust between and among our members, leaders, and our organizations.**

 - 1. Develop appropriate detailed arrangements of our agreements as necessary to protect the value and integrity of the intellectual property of our respective organizations.
 - 2. 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 years with annual review jointly conducted to ensure goals and objectives remain timely, relevant and beneficial to each other's organizations and members. Detailed arrangements concerning goals or objectives will be developed as mutual needs are identified.

For APPA:

 Darrel Meyer
 President

 7/14/11
 Date

For HEFMA:

 [Signature]
 President

 14 July 2011
 Date