APPA BUSINESS PLAN REQUEST

Budget Year: FY 2019-2020

Board Item:	
Information	**Action**
Other	

Request #: 002

Date of Request: July 12, 2019

Title of Request: DEVELOPING AN APPA TECHNOLOGY STRATEGY

Requested By: President Don Guckert, Vice President David Handwork and Vice President Dan Bollman

IMPACT ON STRATEGIC PLAN

Explain how this request benefits, strengths, or ultimately enhances the APPA Strategic Plan's vision "Preparing for Every Future" by creating a future of continuous learning so that APPA can build on its core strengths, create greater differentiation for the association, enhance its relevancy for its members, and prepare for every future.

	4 Supporting Pillars of the Strategic Framework
	(to build the continuous learning infrastructure necessary for a successful learning-centric organization)
	Place an "X" to indicate which strategy is enhanced
X	**1. EDUCATIONAL CONTENT.** *a) Develop a wide breadth of educational content through creation, curation, and cataloging that has value to existing and potential members.*
X	**2. EDUCATIONAL DELIVERY CHANNELS.** *a) Create additional, varied, convenient and cost-effective education and training delivery channels that are available at our members' time and place of choice and in a variety of formats.*
X	**3. SUPPORTING INFRASTRUCTURE.** *a) Create the supporting technological and human infrastructure to address an increasing demand for learning as well as support the variety and range of content and delivery methods to enable greater use of existing content collections and the need for other technological systems for content development.* *b) Enable greater use of existing content collections by building other technological systems for content development and deployment.* *c) Develop organizational capacity to build a learning-centric association.*
X	**4. COLLABORATIVE LEARNING.** *a) Create peer-to-peer opportunities for collaborative learning that offers synergistic, real-time, and fresh shelf life learning that encourages sharing and learning from others.*
X	**5. OTHER (alignment with and focus on continuous learning and actions needed to enable the overall strategic plan).** *a) Further increase APPA's value, differentiation, and relevancy through an ongoing response to our evolving needs as we navigate our unfolding future.*

Scope of Impact (choose one):

_____ Long/short-range impact (on-going improvement of existing programs) –

__X__ Strategic (change direction with new program or new paradigm)

ASSIGNED RESPONSIBILITY (volunteer(s), EVP, other):
- To study request: X
- To implement request: X

DESCRIPTION/ PURPOSE:
Big Data, AI and the Internet of Things are driving profound changes for the profession of facilities management. Technological developments are occurring at accelerating and exponential rates. APPA members are at risk of falling behind in their knowledge and adoption of these developing technologies and the opportunities they provide for cost savings, improved building management, more efficient facilities services, and reduced financial and operational risk. These technologies hold the promise of moving the profession from "doing more with less" toward "doing different with less" and further solidifying the facilities senior officer's seat at the table.

Recent collaborations with Realcomm/IBcon and key individuals within that association has provided APPA with the opportunity to connect to major technology company contacts. APPA has interest in developing partnerships with major tech companies in seeking training resources and a better understanding of these technologies. The Smart Building and Smart Campus space is wide open for a professional association to step in as a leader in advancing the adoption of IoT on college campuses for both operational benefit and for student learning opportunities. Major technology companies are viewing higher educational campuses as the early adoption predecessors for the eventual emergence of Smart Cities. Operations Technology (OT) is a nascent discipline that is implementing this emerging technology and working hand-in-glove with Information Technology (IT) professionals. It is the emerging consensus in this industry that OT should reside in facilities organizations where application of technology and the benefits it provides is best understood; and that OT professionals need to work in partnership with IT professionals for successful and secure implementations. APPA will supply the continuous learning needed by our members to grow the OT part of the business and assist in developing effective and successful partnerships with IT.

It is in APPA's best interest to develop a Technology Strategy that guides our actions, investments and opportunities to yield the most effective results. A Technology Task Force, made up of industry experts and led by APPA leaders will be tasked with creating a roadmap for positioning APPA to provide its members with the learning opportunities that will be demanded as Big Data, AI and IoT technologies become increasingly implemented on educational campuses. The task force will identify the key questions, issues, partners, opportunities, collaborations and impactful next steps needed for APPA to establish a Technology Strategic Plan.

JUSTIFICATION/ BENEFITS:
Preparing for every future demands that APPA members become increasingly aware of technological developments that will be transformative and disruptive to the profession. The technological task force will be focused on building out all four pillars of the Strategic Plan as well as providing opportunities for APPA to differentiate itself in an emerging field.

PLANNED APPROACH:
This proposal recommends commissioning of a task force that will be comprised largely of individuals with strategic mindsets, deep understanding and connections within the technological arena. A number of key industry players were introduced to the APPA delegation at the recent Realcomm/IBcon conference. In addition to the industry representatives, the Immediate Past President, VP of Information & Communications, and VP of Professional Affairs will represent APPA and lead the task force's work.

EXPECTATIONS/ OUTCOME(S):
The Technology Task Force would create opportunities for collaboration leading to educational opportunities (e.g., targeted SFO Tech Summit), a technology themed APPA 2020 Conference, and general strategies that align to the APPA Strategic Plan and provide value added benefits for members. The efforts of the task force should be viewed as more a

"journey of discovery" than meeting specific goals that are yet to be defined and understood. Periodic progress reports will be provided on an ongoing basis to the Executive Committee and the Board.

ESTIMATED TIMING, RESOURCE(S) AND SOURCES OF RESOURCES FOR REQUEST

Stage/Phase	Target Closure	Annual Resource Plan			Level of Resources		Source of Resources
		18-19	19-20	20-21	One-time	On-going	
Development/ Study		$	$75,000	$10,000	X		Annual Operating Budget(s) or Operating Reserves
Implementation		$	$	$			
Continuous/ Annual Need(s)		$					

EXECUTIVE COMMITTEE STATEMENT ON EXPECTED RESULTS:

PROPOSED BOARD ACTION ON THIS REQUEST: