

APPA Information & Communications Committee

“Assembling & Disseminating our Collective Wisdom & Knowledge”

CONTEXT and ALIGNMENT with APPA’s STRATEGIC PLAN:

The adoption of APPA’s Strategic Plan, *Preparing for Every Future*, is driving the need to reposition and enhance the organizational capacity of the APPA staff and its most engaged volunteers. Major steps have been taken and continue to be pursued in order to position the APPA staff and volunteer leaders to successfully implement the Strategic Plan. Consistent with these developing changes is the need to reposition and re-charter the essential work of APPA’s Committees. The reorientation and refocus will align and contribute to effective outcomes in differentiating APPA’s vision of Continuous Learning and strengthening its brand of professional development and community.

The Strategic Plan requires an integrated effort across all four committees. *Professional Affairs* broadens our reach and relevancy; *Information & Communications* assembles and disseminates our collective wisdom and knowledge; *Member & Community Engagement* brings us together as a supportive and sharing profession; and *Professional Development* provides opportunities to elevate our skills, knowledge and abilities as we prepare for every future. Working through an integrated, interdependent, and creative model, these committees will reshape APPA’s brand as we move into an ever changing and increasingly demanding world.

PURPOSE, FOCUS, and DIRECTION:

The Information & Communications Committee serves as stewards for the integrity, growth and dissemination of the association’s collective body of knowledge. The scope of this stewardship includes the APPA website, published materials, electronically disseminated material, social media, curated materials, surveys and data, videos, informatics tools, the Body of Knowledge, professional white papers, and basic (CFaR) and applied research papers. In advancing the Strategic Plan’s vision of Continuous Learning, the committee monitors and evaluates the ease and effectiveness of information storage and retrieval for members pursuing individual, on demand, and self-paced learning and discovery. The committee assists the Executive Vice President in leveraging social media platforms and strategies for advancing the Strategic Plan’s goal of cultivating community and enhancing networking. The Vice President advises the Executive Vice President and APPA Leadership concerning the ongoing efforts for strategic communications within and external to the association.

IMPLEMENTATION and ASSOCIATED DUTIES and RESPONSIBILITIES:

- Formerly known as the Information & Research Committee, the name has been officially changed to the *Information & Communications Committee*.
- Assist in focusing digital deliveries and communiques by providing subject matter expertise for:
 - Further identifying targeted content and recipients for the SFO Bulletin and other future targeted communications;
 - Reshaping *Facilities Manager* magazine into a digital delivery with articles deployed in shorter cycles;
 - Making BOK author connections using newer available tools for peer-to-peer collaboration;
 - Enabling increased access to the BOK and use associated data analytics for more targeted content development;
 - Reshaping the FPI as a broader-based institutional continuous improvement tool with solid data analytics, best practices, and increased peer-to-peer learning.
- Serve as primary point-of-contact for the ASCC (APPA Standards & Codes Council).
- CFaR will be assigned as a staff function.
- Thought Leaders (TLS) will be assigned as a staff function.

COMMITTEE MEMBER EXPECTATIONS:

Each individual should begin/continue their role with a passion for the work of their chosen committee and provide support for the vice president and other committee members alike. As with other APPA committees, there is the expectation of full participation (thoughtful and meaningful engagement) in all committee activities. These activities include monthly conference calls, subcommittee assignments, and two annual face-to-face meetings. Generally, the two face-to-face meetings occur as follows: one in January at APPA's expense, and one in July/August immediately prior to APPA's annual conference at the committee member institution's expense. Institutional support of the individual's engagement and attendance is vital for committee members to function effectively in their appointed roles. Monthly reports (either verbally, but preferably in writing) should be submitted to the regional president/board to keep them apprised of committee activities. Committee members should attend their regional meetings and present to their regional boards and/or attendees a comprehensive report on committee activities and initiatives, and possibly write an article for their regional newsletter.

If for some reason the regional committee member is unable to attend one of the face-to-face meetings, he or she should arrange with their regional board president for a substitute attendee to be selected to ensure a balance of representation and continued flow of information to the committee and the regional board. Each committee member should also stay in close communication with their regional board president as to the status of their term on their committee to ensure highly qualified replacements are identified well in advance of the

expiration of the member's term. In like manner, each committee member should take an active role in finding and educating their replacement in the work of the committee to date (e.g., orientation/briefing material; transfer of any background information and records, etc.). Finally, each committee member should commit to his or her own continuous professional development and actively engage in cultivating this community of professionals.