

# **APPA Information and Communications Committee Work Plan**

November 2018

The Information and Communications (I&C) Committee—in full alignment with the 2018 APPA Strategic Plan—will implement the following work plan construct. The work plan timeline end-date is undefined, yet will include detailed goals, objectives, assignments, milestone dates, and deadlines to be expedient and effective for serving the APPA membership and the educational facilities management industry. I&C will be focused in the near- and long-term view on the strategic plan values of Address, Adapt, Adopt, and Apply.

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 whitepapers, 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.

Fundamental and foundational I&C elements of the work plan are the APPA website, *Facilities Manager* periodical, Body of Knowledge (BOK), development and support of APPA content delivery infrastructure and methods, evaluation and evolution of FPI survey and report, and the evolution of APPA applied research.

## **APPA Website**

The APPA website is the premier communication and marketing asset of the organization. Prior to the adoption of the APPA strategic plan, plans for improvement and rebuilding the website were underway. The objectives of the website rebuild include:

1. Relevance to breadth of existing and prospective users
2. Ease of use – access to information and resources in no more than four navigation steps
  - a. Adaptable to provide access to high demand information and resources in one step
  - b. Consider links to external sources for resources and information
3. Contemporary
4. Low maintenance and ease of updates by staff
5. Retrievable data metrics relevant to continuous improvement, revenue generating opportunities, and APPA cross-committee support of website presence of the collective APPA work plans

I&C will define a periodic review schedule of the updated website to ensure key objectives are continuously achieved.

**Resources:**

Website rebuilding is an APPA staff managed process, with high I&C engagement.

**Goals and Timeline:**

November 2018 – CMS provider is under review / selection process.

December 2018 – I&C to receive update of CMS provider reinforce objectives and define outcomes

January/February 2019 – I&C first review

No completion time line as of November 2018 has been defined. Aggressive goal of website launch is Q2-2019. Continuous improvement by definition has no end-date.

**Facilities Manager Publication and SFO Bulletin/Inside APPA**

The January / February 2019 *Facilities Manager (FM)* publication will achieve a historic milestone transitioning from a print to electronic publication. *FM* is a vital information, marketing and revenue element of APPA. The new e-publication presents some risk, but more importantly provides some tremendous opportunities for additional worldwide exposure, revenue, and new data production. Concurrent to the *FM* publication is the review and continuous improvement of the Inside APPA newsletter and the planned Senior Facilities Officer (SFO) Bulletin. The Inside APPA newsletter is a frequent e-publication of information sharing, linking to APPA internal and external resources. Objectives to ensure the continued success and growth of *FM* and SFO Bulletin include:

1. Retrievable data metrics relevant to continuous improvement, revenue generating opportunities, and APPA cross-committee support
2. Content metrics – what resonates with readers
3. New revenue opportunities with targeted advertisements
4. Data and content linking with other resources and information
5. Exploring and creating social media delivery of content or content teasers

**Resources:**

*FM* publication and Inside APPA/SFO Bulletin continuous improvement is a staff managed process, with high I&C engagement. I&C will have delegated champions for support of both publications.

**Goals and Timeline:**

Electronic publication is immediate. Defining objective timelines is continuous, with action items defined following review of post publication metrics.

**Body of Knowledge**

The Body of Knowledge (BOK) is the core and foundational APPA information asset. Following the value proposition of Adapt, the BOK content, delivery, and exposure is

prime for review. Recently, APPA has provided limited open review of BOK content by non-APPA membership. This is a first of the following objectives to consider under the I&C work plan:

1. Expand access to a broad and large audience
2. Data-rich content
3. Collaborate with other APPA committees for updated and new content
4. Create a mechanism / process for content addition and updates relative to emerging technologies and best practices
5. Facilitate and incorporate applied research as included or supplemental content (case studies, whitepapers, etc.)
6. Connect to external resources and content
7. Transition to managed resources / content instead of managed activity
8. Incorporate retrievable data metrics relevant to continuous improvement, revenue generating opportunities, and APPA cross-committee support of the collective APPA work plans

**Resources:**

The BOK is currently a high investment of the I&C committee. A focus will be made to evolve the committee’s investment for content development and management, to a collaborative engagement intra-APPA (deliberate engagement with APPA committees) and extra-APPA (partnerships with professional societies, research centers, and business partners) for content. A focus I&C work group is required to ensure the BOK work plan objectives are effectively and timely executed.

**Goals and Timeline:**

A work plan specific for BOK is warranted. The goals and timeline following aggressively provides an outline for the pending work plan:

- Q1 2019 - BOK Work Plan (includes comprehensive review of content for enhancement)
- Q2 2019 – Establishment of collaborative content providers / partners
- Q3 2019 – Design / integrate BOK with CMS background for user data acquisition
- Q4 2019 – Soft launch of new content
- Q2/Q3 2020 – Launch of enhanced BOK

**Facilities Performance Indicators (FPI)**

The APPA FPI survey and report is a valued source of data and comparative metrics of several APPA institutions and membership. The current FPI enhancements (FPI 2.0 with new data visualizations utilizing Tableau software) will provide FPI users a more robust and user-friendly means of analyzing and presenting data. In the emerging data science age of Facilities Informatics (FI), Business Analytics (BA), and Artificial Intelligence (AI), the potential of FPI evolving to even higher valued

resource is very evident. Objectives for FPI continued enhancements and ensuring APPA membership relevance includes:

1. Objectively review the value proposition of FPI as it relates to the emerging age of applied data science to institutional facilities operations
2. Define the most relevant value(s) of FPI specific data resources for the APPA membership (FPI users and non-users)
3. Define an effective business plan for FPI
4. Leverage the recent enhancements for further refinement of manual data analysis and presentation
5. Define a highly effective process for FPI user input of data (i.e., simplification of data entry)
6. Develop the design / organization of the FPI data for BI / AI application

**Resources:**

FPI is an APPA staff manage asset, with heavy I&C support, contribution, and engagement. A focused I&C work group is warranted to ensure very deliberate execution of FPI objectives, goals, and initiatives are effectively and timely addressed.

**Goals and Timeline:**

A work plan specific for FPI is warranted. The goals and timeline following aggressively provides an outline for the pending work plan:

- Q2 2019 - FPI Work Plan
- Q2 2019 – Survey and direct interviews of FPI users and non-users, determine most relevant value(s) of the FPI data set.
- Q3 2019 – FPI objectives and refinements defined for the work plan period

Note: The FPI value proposition and business plan is requisite for completing a long-term timeline and goals.

The afore listed I&C work plan areas are not intended to be all-inclusive. The work plan does focus on the fundamental and primary elements of the I&C Committee’s scope in full support of the APPA strategic plan. The work plan will commit I&C to the timelines and milestones presented, but will be flexible and adaptable to best serve the needs of the APPA membership.

*Prepared by David Handwork; rev. 12/3/18*