

APPA Member & Community Engagement Committee

“Cultivating a Supportive & Sharing Professional Community”

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 Member & Community Engagement Committee provides strategic guidance in continually cultivating a heightened sense of a connected professional community. The committee explores, analyzes and advises the Executive Vice President and APPA Leadership on differentiating initiatives that enhance APPA’s value proposition in the eyes of its members. The committee collects, analyzes and evaluates member data to inform strategy for targeted outreach. The committee works closely with APPA Regions to promote closer connections between the regions and International APPA and to elevate member engagement across chapter, regional and International APPA. Utilizing volunteer ambassadors and the Region’s resources, the committee will implement strategies designed to promote greater understanding of APPA’s community, brand and value proposition. Finally, the committee provides perspective on the needs and expectations of APPA’s members and works with other APPA committees and task forces to ensure APPA products and services are increasingly differentiating and valued by its members. The committee will utilize a variety of social media platforms to advance the Strategic Plan’s goal of cultivating community and enhancing networking. The committee will manage APPA’s awards and recognition programs.

IMPLEMENTATION and ASSOCIATED DUTIES and RESPONSIBILITIES:

- The formerly named Membership Committee has been officially changed to the *Member & Community Engagement Committee*.
- Focus on promoting connections and cultivating community rather than selling membership dues. Orchestrate the necessary changes required in mindset, language, and how we go to market.
- Realign the List Serve activity/function to this committee and establish a more relevant “Community Engagement Platform” as a priority technology investment.
- With the 2020 election ballot process, realign via the APPA By-Laws the Secretary-Treasurer functions and responsibilities to that of the President and Executive Committee (which presently serve as the Finance Committee and Planning Committee already).
- Realign the Awards & Recognition Committee and the associated individual awards and Sustainability Innovation and Effective & Innovative Practices institutional awards to the Member & Community Engagement Committee’s Vice President and staff liaison. A&R will engage virtually and utilize APPA’s on-line database to score, rank, and recommend APPA’s awards.

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.