

APPA Member & Community Engagement Committee Work Plan
December 9, 2018

“Cultivating a Supportive & Sharing Professional Community”

WORK PLAN GOALS FOR THE YEAR:

Goal #1: Establish a more relevant Community Engagement platform as a priority technology investment.

The community platform will provide the technology to foster a closer connected APPA community and to support the Strategic Plan and the efforts of the other three committees and APPA staff. The M&CE Committee with input from, and collaboration with, the three other APPA Committees, will provide a needs assessment and associated detailed criteria for a community engagement platform. This information will serve as the basis for selection of a provider(s). APPA staff will review and assess providers via a comprehensive needs benefit analysis for the leading solution(s). MC&E (and other committees as deemed necessary and desirable) will test the preferred provider(s) solution. APPA staff will review the committee(s) input and feedback and make the final selection accordingly.

The objectives of the new community engagement platform include, but are not limited to:

- A platform that is searchable;
- A platform that will integrate with ACGI’s Associations Anywhere AMS;
- A platform that will be scalable as our community grows;
- A platform that will allow users to engage/ reply to discussions from their email inbox;
- Another way to communicate with others outside of the membership directory;
- The ability to create cohort groups by member (or non-member) interest;
- The cohort groups (private forums) to be protected by multiple security levels;
- A platform that will be computer, tablet and mobile-responsive;
- A platform that will create a knowledge base that is searchable;
- Staff will be able to analyze data reflecting member behavior, interests and preferences;
- A platform that will not have to be monitored 24/7 by staff;
- A platform that will offer automation for member outreach, onboarding and community management overall;
- A platform that will offer options to add sponsors/advertising if decision made to do so;

Furthermore, the community engagement platform will align with the strategic plan through:

- **Specialization and Differentiation:** The Community Engagement Platform will support and enable a number of initiatives that will advance the APPA brand and appeal as the

association of choice by bringing our members together as a community where we all manage educational facilities. This platform can provide a place for members to share their expertise with each other on the topics most requested in the 2018 Membership Survey. These topics include aging infrastructure, workforce skills gaps, succession management, budget challenges and increasing workload demands. The Community Engagement Platform will be that connector of facilities professionals which will allow members to share experiences and best practices and build skills and knowledge.

- **Educational Delivery Channel:** The Community Engagement Platform will technically be another educational delivery channel. Providing a convenient and cost-effective education and training delivery of our APPA offerings, videos, member shared documents like job descriptions, policy and procedures, RFP's, RFQ's available to download on the fly or at your desk.
- **Supporting Infrastructure:** Building off of APPA's new Association Management System the Community Engagement Platform will be an enhanced networking tool to support collaboration and peer-to-peer learning.

Resources:

The Community Engagement Platform is an APPA staff managed process, with high M&CE engagement.

Timeline:

The complete effort to scope, review, select and implement the Community Engagement Platform has begun as of November 2018 and is expected to be fully operational by the Fall of 2019.

Goal #2: Utilize Data Analytics to Inform Member Recruiting, Retention & Engagement Strategy.

Historic efforts to recruit and retain members has centered on more universal and one-size-fits-all approaches rather than customizable and tailored approaches towards specific institutions. A deeper understanding of the reasons behind an institution's decision to be or not be an APPA member, or an engaged member, will better inform ongoing strategy to build and cultivate the APPA community.

The deeper look at current member data and trends, coupled with future surveys will inform the direction APPA goes in appealing to certain professions, class of institutions, size of institutions, private versus public, and more. The committee will work on making the effort and taking the time to better understand APPA's future direction in terms of its community. It will address, as an example, the question of whether a smaller membership with a higher degree of engagement and differentiation is better than a larger association that is less engaged with members deriving marginal value.

This goal will fundamentally define APPA’s vision of who we want to be and what kind of community we want to build. This effort will take data analytics resources in order to better define where we are at. Current membership data will tell us much, but additional information and data collection will be needed to complete the picture. The pursuit of this member and community definition will require close collaboration with all of the APPA committees.

The schedule for defining and launching this effort is the January 2019 committee meetings.

Goal #3: Support the Work Plan efforts of Professional Affairs, Professional Development and Information & Communications by developing tactics to promote connections and cultivate community. Orchestrate the necessary changes required in mindset, language, and how we broaden our appeal to both an established and diversifying professional demographic.

The Committee will evaluate a variety of member engagement tactics to use in order to better engage our membership and support the efforts of the other APPA committees. Deployment should be informed from the outcomes from Goal #2 and in collaboration with APPA committees and staff and aligned with and in support of committee work plans.

The launch of this effort will occur after the January cross-collaborative committee meetings and will be an ongoing effort thereafter. The committee will work closely with APP Board leadership and associated committees to support our vision of “creating a future of continuous learning”.

RESOURCES NEEDED:

Resources:

Funding will be needed for the Community Engagement Platform with the amount to be determined through the selection process. Alignment with the budget process will occur in parallel.

The human capital to execute the Work plan includes:

- Committee members connecting to their region
- APPA Senior Ambassadors helping to connect to our members
- Potential consulting services to effectively launch the Community Engagement Platform
- Potential consulting services to enhance our data analytics efforts through the AMS, CMS, etc.