



Executive Committee/Board Report – July 2019

From: Tony Guerrero, Secretary – Treasurer, VP of Membership & Community Engagement

Staff Liaison(s): Kristin Witters and Direna Cousins

Date: June 24, 2019

Re: Membership & Community Engagement Committee Report to Exec Committee & APPA Board

1. Our most recent Membership Committee conference call was on June 21, 2018.
2. **Membership Statistics for last year April 1, 2018 – March 31, 2019:**
 - We held our own last year in membership
 - We were down 1 % from 1695 down to 1680 member institutions
 - We were up 11% in Community Colleges! Up by 22 colleges!
 - We were relatively flat for 4 year institutions,
 - a. Which was a loss of 1.4% or 12 institutions, 866 to 854
 - We were up 2% in K-12 institutions so we up by 2 Institutions
 - We lost 2 libraries, down from 7 to 5 for a 28.5% drop
 - We were down by 2 systems for a 7% drop
3. **Renewals:** As of June 14, 2019: There has been positive financial progress with 2019-2020 renewals but the total numbers are down by 27 organizations compared to this time last year. We are down 7 institutional organizations, we are up by 4 affiliates and down 24 business partners. The great news was that we had 22 additional Community Colleges sign up this past year compared to last.
 - a. **Revenue:** As of June 14, 2018, revenue is at \$1,675,144.00 and we are up by \$173,218.00 compared to the same date last year.
 - b. **New members:** As of June 14, 2018, 50 members have joined APPA since January 1, 2019, 29 Institutions, 19 business partners, and 2 affiliates. The Membership & Community Engagement committee members continues to reach to new members with a personal welcome.
4. **Regions Membership Goal:** Each region established a membership goal for retention and new members. All APPA regions are experiencing renewals in the 80% -90% range.
5. **APPA Young Professionals:** Last year, Ms. Kristin Witters and Ms. Direna Cousins created marketing pieces, a webpage and a quarterly bulletin for the APPA Young Professionals (AYP). This year, in order to target APPA's young professionals we will provide them with

their own section of APPA's online community. There, they can create synergy within their own affinity group.

6. **APPA Social Media:** Our social media presence continues to grow. Our [Twitter](#) followers are now at 1,277. Members seem to be responding to our posts and regions with social media outlets seem to be passing along our messages. Check out the [APPA](#) and [AYP LinkedIn](#) pages!
7. **Membership Matters:** The committee continues to produce written articles for use in the "Membership Matters" column, a regular feature in Facilities Manager Magazine. Over the past year, several membership committee reps or volunteers within their regions have written articles. If anyone would like to volunteer to share his or her membership experience, please let me or Ms. Kristin Witters know and we can schedule you into an up-coming edition.

Here is the regional order for the year.

- Membership Matters article – 2019
 - Sept/Oct CCEG Rep
 - Nov/December MAPP
 - Jan/ Feb PCAPP
 - Mar/April SRAPP
 - May/ June ERAPP
 - July/ August CAPP
 - September/ October RMA
- 8. **APPA's Strategic Plan, "Preparing for Every Future":** The Membership & Community Engagement committee has coordinated its goals with the newest strategic plan.

Membership & Community Engagement work plan goals for the past year:

- **Goal #1: Establish a more relevant Community Engagement platform as a priority technology investment.**
 - We have purchased an Online Community Platform called Breezio. Kristin is focusing on the filling out all the information within the Online community. It will be live by Denver and shown at the APPA booth.
- **Goal #2: Utilize Data Analytics to Inform Member Recruiting, Retention & Engagement Strategy.**
 - At this time, our analytical data within the AMS is in its infancy. With the new website and the online community directly syncing with the AMS will assist us in utilization of the analytics.

- **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.**
 - In this coming year, the Membership & Community Engagement group will be working together as we fine-tune our new technology. We will work together to share information as well as analytics. We will also seek out the best places to hold our libraries of knowledge such as the BOK and articles from the Facility Manager Magazine. Most importantly, we will place it where our members can access the information immediately and conveniently.
9. **Business Partner Liaison:** Last year, we welcomed our first BP liaison, Ms. Arina Gerasimova from Ewing Cole, to the Membership Committee. She assisted us by providing candid input on what we can do to keep our existing business partners and what will bring more Business Partners to APPA and the regions. Arina is no longer at Ewing Cole so we need a new BP liaison. Any business partner that is interested, please see or email Ms. Kristin Witters.
10. **APPA Chapters:** In order to increase the personal / local connection the committee is focused on assisting their regions in creating new chapters and assisting existing chapters. Kristin and Direna have created a chapter map that shows where chapters are needed as well as identifying where our existing chapters are located. This visual provides our existing and potential members a place where they can connect with facilities professionals like themselves. At this time, according to the APPA website, we now have 29 APPA chapters.

Here are some samples of what our committee members are doing to assist the chapters:

- Mr. Randy Culver from CAPP, attended Texas APPA, had a booth and advertised the other Chapters as well as CAPP. Randy reached out to MOAPP, Arkansas APPA Chapter when they had their state meeting.
- Mr. JB Messer sent three of his team members to Keystone APPA.
- Mr. Kevin Austin from MAPP, is connecting with their state chapter in Illinois as well as the IOWA APPA membership person in order to assist each other. Kevin now is the President of the Illinois State Chapter
- Mr. Mark Duclos from SRAPP is working with the Virginia Chapter.
- Mr. Tim Dobson from RMA trying to put together a New Mexico State Chapter- focusing on the southern part of state first.
- I have been busy with our NWAPP chapter. In March we workshop on the FPI hosted by Mr. Tony Ichsan at Portland Community College, then in April we a workshop about smart buildings, hosted by Mr. David Ernevad from Seattle Central College. In June, UW Bothell hosted APPA's Academy on Campus, (Level 1). I would like to thank Mr. Glenn Smith for his fantastic work as APPA faculty. Then on July 31st we will hold a workshop on Elevator inspections and best practices hosted at Pacific Lutheran University in Tacoma, Washington.

11. **Thanks to the HBCU Committee:** The membership committee wants to thank Mr. Randolph Hare and the HBCU committee for their wonderful work creating value for our membership and bringing past members back to APPA! We wish Mr. Randolph Hare a fantastic retirement!
12. **Thanks to the Community College Engagement Group:** Mr. JB Messer and Mr. Mike Posey have been fantastic leaders as they engage their fellow Community College facilities professionals. We would like to thank them for creating the excitement and adding great value to the CC membership.
13. **Community College Highlight:** Last year APPA provided an opportunity for community college members to highlight a great thing specific to their college. Many institutions took us up on that opportunity and we hope that others join in! With the record number of new Community College memberships this year; this opportunity may have spurred some to join!

Committee Members

Chair:

Anthony Guerrero, University of Washington, Bothell

Committee Members:

ERAPPA: Marina Clayton-Therault, Dalhousie University

CAPPA: Randy Culver, Black Hills State University

MAPPA: Kevin Austin, University of Chicago

PCAPPA: Kim Case-Nichols, University of Nevada Las Vegas

SRAPPA: Mark Duclos, Georgia College & State University

RMA: Tim Dobson, New Mexico State University

Business Partner Liaison: Vacant

CCEG At-Large: J.B. Messer, Community College of Allegheny County

Mike Posey, Pima Community College

Staff Liaison:

Kristin Witters, APPA Director of Membership and Community Engagement

Direna Cousins, APPA Membership Engagement and Digital Media Manager

Committee Charge:

The APPA Member and Community Engagement Committee's key role is to provide strategic guidance to retain and grow an actively engaged membership with the requisite knowledge, skills, abilities, and values to elevate the educational facilities professional, and to transform learning institutions.

The Committee reviews eligibility criteria for membership and makes recommendations with regard to changes to membership categories and dues. The Committee recommends to the Board strategies for growing APPA membership and retaining current members. The Committee accomplishes this in part by producing and approving an annual member recruitment plan and strategy, and periodically reviewing and adjusting the plan as needed to support attainment of annual targeted recruitment and retention goals.

Finally, the Member and Community Engagement Committee provides perspective on the needs and expectations of APPA's membership and works in tandem with other APPA committees and task forces to ensure APPA products and services are in alignment with the APPA Member Value Statement and APPA Brand Values Statement.