**APPA Member & Community Engagement Committee Work Plan**

**January 24, 2020**

***“Cultivating a Supportive & Sharing Professional Community”***

**WORK PLAN GOALS FOR THE YEAR:**

**Goal #1: Create the synergy needed to increase the utilization of the Online Community platform as a priority engagement and resource tool for APPA members.**

The online community platform is installed and operating but we need to make it one of the most influential engagement and resource tools for our members. In order to see if our efforts are improving utilization, we are using a benchmarking tool which measures utilization of the Platform

* Create a survey for Super Users who were on the APPA Info listserv in order to ask if any improvements are needed.
* We have asked all board members and committees to fill out their profile, their staff’s profile as well as asking them to answer any questions that have been posted.
* During the APPA 2020 the committee will assist attendees in filling out their profile at registration.
* Professional Development has agreed to promote the Online Community Platform at the national conference, APPAU, Supervisor’s tool kit and drive in workshops.
* Professional Development agreed to provide a breakout session in order leverage the benefits of the APPA membership value. For example: Online Community Platform, Navigating the APPA Website, Professional Development opportunities.

The APPA community is using this technology to support the Strategic Plan and the efforts of the other three committees and APPA staff.

Furthermore, the community engagement platform aligns with the strategic plan through:

* **Specialization and Differentiation**: The Community Engagement Platform supports and enables 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 provides 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 connects facilities professionals and allows members to share experiences and best practices and build skills and knowledge.
* **Educational Delivery Channel:** The Community Engagement Platform is another educational delivery channel. It provides a convenient and cost-effective education and training delivery of our APPA offerings, videos, 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 enhances networking which supports collaboration and peer-to-peer learning.

**Resources:**

After receiving feedback from our members through a survey and benchmarking and we find that the Community Engagement Platform needs to be improved from its current design, the M &CE committee may be requesting funding for this improvement.

**Timeline:**

The Online Community Platform utilization report will be provided quarterly in order to review utilization efforts.

**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 2020 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 committee will work closely with APPA Board leadership and associated committees to support our vision of “creating a future of continuous learning”.

**RESOURCES NEEDED:**

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The human capital to execute the Work plan includes:

* Committee members connecting to their region
* Potential consulting services to make any necessary adjustments to the Online Community Engagement Platform
* Potential consulting services to enhance our data analytics efforts through the AMS, CMS, etc.