

# Membership Matters

## Recruitment and Retention Tune-Up

by Christopher K. Ahoy

All organizations need to tune-up once in a while as they continue to serve their members. An organization must continue to be agile as it provides the many value propositions (education, research, and recognition) it has to offer its members as it continues along the journey of continuous improvement. APPA is at such a threshold for this rejuvenation and refreshment.

APPA's membership growth needs a boost. Significant changes are taking place that will have a profound impact on the facilities profession and thus on our APPA organization. Specifically, the impending retirement of an aging leadership in the next five years will create gaps in leadership positions. It is up to us to build our membership pool locally, regionally, nationally and internationally to maintain APPA's vision—"Becoming a Global Partner in Learning."

The key to having a healthy organization is to bring in new members and to retain the existing membership by making APPA the "association of choice." This is the right time to ask chapter, state, regional, national, and international association members to align with each other. Alignment means direction, interest, and common goals to enhance the experience of all members through education, research, and recognition.

APPA is poised to do great things for its members. We already have a vast array of building blocks for our membership—a treasure chest of the association's body of knowledge and



wealth of experiences. We have many publications, educational opportunities, and training tools available for the use of all facilities professionals. As APPA juxtaposes itself to meet the challenges of the new century to "manage its present" and with ever-increasing clarity to "focus on the future," President Jack Colby in November 2005 introduced seven key strategies envisaged through a strategic planning process. To face the turbulent times with many changes taking place in our environment, the APPA Board of Directors enthusiastically supported this effort and "gave it legs." We are on the move!

What we do together, how we conduct ourselves, and where we eventually end up depends on each one of us. Someone succinctly once said, "If it is to be, it is up to me." People with enthusiasm and passion and commitment can do great things and make a difference by stepping up to the plate. Members must voluntarily commit the time and effort for the benefit of all concerned. APPA members who are already doing the right things must enthusiastically bring potential members into the fold.

To take the APPA organization to the next level of excellence, we will all need to create high-level relationship building and encourage like-minded professional educational facilities to join APPA for the common good. It is

time for all members to talk to other potential members on a one-on-one basis and bring new, young faces to the association.

I ask all leaders and members of local, state, regional, national, and international chapters to network for the greater good. Opportunities already exist for us to model, mentor, motivate, monitor, and multiply membership. If we each were to add one member, we would build a stronger, professional, personalized organization with credible and rich experiences for all. Invite others to come and learn about APPA!

We all know the following clichés: "No man is an island," "none of are smarter than the sum of all of us," and "we are all in this together." During my tenure as your APPA President, I wish to reinforce the importance of President Colby's seven key strategies by continuing and specifically emphasizing the following strategies:

1. Branding (marketing APPA to new members and others)
2. Enhanced Website (knowledge capture and transfer)
3. Expanded Research (global thinking with local solutions)
4. Collaborative Relationships (global thinking with local solutions)
5. Engage Young Professional (recruitment and retention goals)
6. Cutting-Edge Education Programs (provide target programs, knowledge capture, and transfer)
7. Certification and Credentialing (create the future)

I will have the distinct honor and privilege to lead the APPA organization to continue the work already begun and APPA's world-class staff is ready as always to assist in this worthwhile endeavor. Please join with me to make a difference for all of us. 🏛️

**Christopher K. Ahoy is APPA's 2006-07 President and associate vice president for facilities at Iowa State University, Ames, Iowa. He can be reached at [ckahoy@iastate.edu](mailto:ckahoy@iastate.edu).**