



FACILITIES manager

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Facilities Manager (ISSN 0882-7249) is published six times a year (January, March, May, July, September, and November). Send editorial submissions to steve@appa.org. A portion of APPA's annual membership dues (\$53) pays for the subscription to *Facilities Manager*. Additional annual subscriptions cost \$66 for APPA members, \$120 for non-members. Contact the editorial office for article reprints.

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About APPA

APPA promotes leadership in educational facilities for professionals seeking to build their careers, transform their institutions, and elevate the value and recognition of facilities in education. APPA provides members the opportunity to explore trends, issues, and best practices in educational facilities through research, publications, professional development, and credentialing. Formerly the Association of Physical Plant Administrators, APPA is the association of choice for 5,200 educational facilities professionals at more than 1,500 learning institutions throughout the United States, Canada, and abroad. For more information, visit us at www.appa.org.

Thank you to everyone who

participated in the 2008 *Facilities Manager* Readership Survey. We received a healthy return of 859 completed surveys, which reflects a 19.6 percent response rate. Congratulations to the following readers who participated in the survey and whose names were drawn to win these special prizes:

1. Canon PowerShot digital camera: **Dale Walter**, Cornell University;
2. iPod Nano: **John Bachmann**, Purdue University/Calumet
3. \$100 voucher from the APPA Bookstore: **Patrick Buchanan**, George Mason University.

According to the survey results, the typical reader of *Facilities Manager* is male (85.8%), 45 to 54 years old (45.6%), well educated (79.3% are college graduates,

and 51.3% have master's or doctorate degrees), and has been involved in facilities management for more than 15 years (62.9%, of which 46.8% have worked in facilities management more than 20 years).

These are just some of the findings of the final 2008 report to APPA by an independent research firm commissioned to assess the value of *Facilities Manager* to our members and other readers.

More than four out of ten readers (45.5%) have director titles, while another 14.4 percent have titles such as vice president, assistant or associate vice chancellor or vice president, or executive director. The other 40.1 percent of our readers are managers, associate or assistant directors, supervisors, and specialists in various areas.

Nine out of ten readers found that the technical level of *Facilities Manager* is appropriate and not too basic or advanced. The top five departments you read most regularly are: Facility Asset

Management (52.7%); New Products (52.5%); Facilities Digest (38.0%); Knowledge Builders (37.1%); and Executive Summary (37.1%).

Regarding our coverage of featured topics, more than half of our readers would like to see more coverage of effective and innovative practices (63.1%); benchmarking (55.6%); and deferred maintenance/modernization/renewal (52.7%). Other article themes requested by readers included new technologies (49.1%); administration and management (47.5%); operations and maintenance (47.4%); sustainability (46.4%); and campus facilities planning (46.1%).

Finally, we had asked readers to rate *Facilities Manager* in comparison to other regularly read industry and association publications.

We were pleased to see that fully two-thirds of you (75.6%) ranked *Facilities Manager* as the best or one of the top three professional publications that you read and rely upon.

We thank all of you for your continued support of APPA and of *Facilities Manager*, and we look forward to serving you further as your association, and publication, of choice. ☺

**75.6% RANKED FACILITIES
MANAGER AS THE BEST OR ONE
OF THE TOP THREE PROFESSIONAL
PUBLICATIONS THAT
YOU READ AND RELY UPON.**

Coming in November/ December

- Planning for Security
- The National Campus Safety and Security Project
- Technologies
- Infrastructure Protection