



APPA's Virtual Connections

By Derrick Johnson and Leslie Young

APPA seeks to promote dialogue between our members as well as those interested in facilities outside of our membership. APPA offers a multitude of information, networking opportunities and programs to its members. However, it is membership that enables these elements to develop and thrive. Member experiences play a critical role in elevating APPA to great heights in the educational facilities profession.

One of our newest efforts has been to expand APPA's internet presence by engaging in online social networks and establishing a virtual connection community. To this





end, we have a new presence on Facebook.com, LinkedIn.com, and Wikipedia.com.

It is our mission to engage and build a bridge between experienced professionals and rising facilities professionals by increasing membership, professional development, and virtual visibility and participation. And, in line with our seven key strategies, we are also reaching out to these online communities to help us achieve our desired outcomes of competency, collaboration, and credibility.

Facebook is a social network that unites you with those who work, study, and live around you. This online community fosters communication between friends and coworkers. You are able to upload an unlimited number of photos, share links and videos, and much more. Facebook has more than 100 million active users; over twenty-four million photos are uploaded daily, and about 55,000 regional, employment, collegiate, and high school networks. Anyone with a valid e-mail address may join Facebook at <http://www.facebook.com>. Once you are part of this online community, spread the word to fellow professionals and students.

By engaging students not just in Facilities Management Programs, but all those interested in educational facilities, we will strengthen the profession, thus elevating the facilities professional. Facebook serves as the foundation of this initiative to reach out and engage students and professionals. APPA currently has two faces on Facebook: The APPA Group and The APPA Fan Page. The APPA Group serves as a

resource for professional development, informational materials and opportunities for students and professionals to contribute ideas and suggestions to APPA. Members have an opportunity to engage in discussions with fellow members through our discussion board, post links, view upcoming events, and see videos driven by field related topics. The APPA Fan Page is more interactive, and where we will host contests, polls, and other applications. The Fan Page offers an entertaining perspective to the field of facilities and campus life.

APPA FACEBOOK CONTEST

Our first effort to engage students was through the Show APPA Your Campus Colors contest on Facebook. We reached out to students and encouraged campus participation in this contest. What better way to display buildings, architecture, stadiums/arenas, and landscape than through pictures? Students posted pictures in one of four categories on the APPA Fan Page and, after the final pictures were selected, all fans of APPA's Fan Page were permitted to vote

for the best picture in each category. This contest was limited to full- and part-time college students only. Winners appear on page 6 of this issue of *Facilities Manager* and also on the APPA website.

LINKEDIN

We have formed another profile online through the business oriented social networking site called LinkedIn. Become a member at <http://www.linkedin.com>. The purpose of this site is to assist users to develop and maintain a directory of official business contacts. Once you are a member, you can create a profile that summarizes your professional accomplishments. Members may search through over 30 million registered users and organizations to find colleagues, businesses, or opportunities within one of the 150 industries represented. Employers are also able to provide a list of vacant jobs and search for potential candidates.

WIKIPEDIA

It is an ongoing mission of APPA to continue exposing the field of educa-

tional facilities management, answer directly related questions, and provide insight into the association. The next virtual presence of the organization will be on Wikipedia (<http://www.wikipedia.com>). This is a free multilingual on-line encyclopedia that is referenced often because of its connection with Google. Currently, there is no definition or description of APPA included in Wikipedia. Adding information about APPA will expand our audience and address our core visions of competency, collaboration, and credibility.

STUDENTS! THE FUTURE OF OUR WORLD


APPA has made its student membership completely FREE to provide more opportunities for students! Now full-time students studying facilities management or any related field at a degree-granting college or university will receive the electronic version of *Facilities Manager* magazine, *Inside APPA* (e-newsletter), have free access to Job Express and the APPA Resume Bank, participate in specifically designed contests, network with other students and professionals, and get discounts on professional development programs and publications. Students simply need to visit the student membership page <http://appa.org/membership/student.cfm>, download, complete, and return the student application. Please contact Santianna Stewart, membership and outreach manager, at santianna@appa.org for more information on student membership, or any membership APPA has to offer.

GOALS AND BENEFITS

APPA's goal is to increase our presence on the web so we can implement and execute our strategies and targeted outcomes. Ideas, opinions, and best practices should not be limited just to membership but expanded to the greater community that is interested or works within educational facilities. Sharing information is a global experience and APPA will greatly benefit from increased communication about the

organization and community participation. It is also a way to engage young professionals in the areas in which they are accustomed while concurrently encouraging those interested in facilities to communicate with each other.

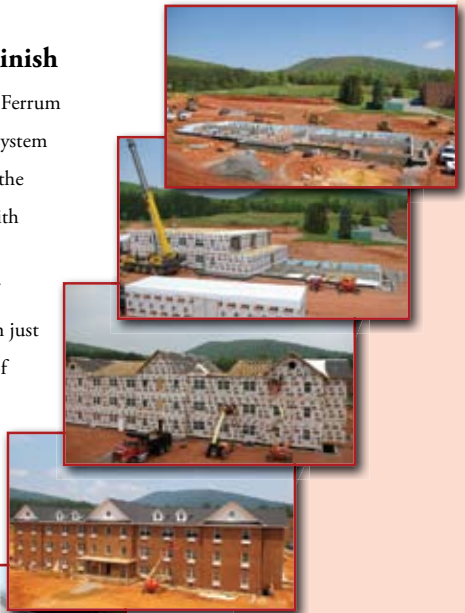
Visit APPA's Student Membership Page, <http://appa.org/membership/student.cfm>,

or contact Derrick Johnson, professional development & certification manager at derrick@appa.org, for more information about APPA's virtual connections. This is his first article for *Facilities Manager*. Leslie Young is APPA's IT and Web Services manager; she can be reached at leslie@appa.org. 

Solving Student Housing Demands...

**...In 120 Days
Completion Time from Start to Finish**

To cope with the growth in student enrollment, Ferrum College solves student housing demands with "System Built Technologies". Mod-U-Kraf, a member of the nations largest systems built provider, worked with the Ferrum staff to design and build a 3-story, brick dorm to house 117 students. Mod-U-Kraf successfully delivered this remarkable building in just 120 DAYS! Mod-U-Kraf completes over 60% of the construction process by utilizing modular sections built in their production facility. This building would not have been possible without Mod-U-Kraf's system built technology.



"We were able to build student housing to accommodate 117 additional students this fall. The building was completed on time and on budget. We are very pleased with the outcome."

- Dr. Jennifer L. Braaten,
President of Ferrum College

Mod-U-Kraf, in affiliation with All American Building Systems, covers 35 states for product delivery. Let us solve your needs in student housing!

Contact John Fields for information on student housing needs for your school.

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