APPAs Virtual Connections
By Derrick Johnson and Leslie Young

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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.

APPAS 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 APPAs 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 online 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.

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**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 nation’s 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 with out Mod-U-Kraf’s system built technology.

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

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Phone: 1 888-MOD-KRAF or 540-483-0291
E-mail: homes@mod-u-kraf.com
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Contact John Fields for information on student housing needs for your school.

“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

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