



Thank You, APPA! Our Membership Efforts are a Success

By Nancy Hurt

As we begin the 2009-10 APPA fiscal/membership year, it seems an appropriate time to recognize the significant accomplishments of APPA's Membership Committee and membership staff. As chair of the APPA Membership Committee, I've seen a dramatic increase in member engagement, commitment, and active participation. APPA membership initiatives provide operational and leadership networks into all six APPA regions. Through our mission of recruitment and retention, and dovetailed policies of the APPA Board of Directors with the boards in all six regions, there is an active, "hands-on" approach in the regions that serves the entire organization well.

INSTITUTIONAL MEMBERS

Over the past year, the committee and staff have helped APPA quietly turn an important corner on the membership front. Through a combination of a record institutional retention rate of nearly 98 percent and successful new institution recruitment efforts, APPA has reversed a decade-long decline in APPA institutional memberships. The committee's recent focus has been on institutional members, which is the core constituency of APPA International, and the regions.



THE MEMBERSHIP COMMITTEE

The challenges for the 2009-10 membership year are many. The recent economic downturn and continuing uncertainty threatens the budgets of all our member institutions. The Membership Committee is, however, steadfastly behind the vision that APPA International and its regions are a resource and community in both good times and bad. Indeed, the need for APPA's programs, advice, community,

benchmarking, and collective resources becomes even more apparent as budgets are trimmed and we are once again asked to do more with less.

The Membership Committee consists of one representative from each of the six regions. These regional representatives are appointed to the committee by their regional boards and the APPA President. Each representative has a strong commitment to membership within their region, chair their regional membership committee, and report out to their regional boards on membership goals and objectives. It's a tough job that involves knowledge of regional structure, management of many different relationships, and the ability to work with both the regional board, and the APPA committee structure.

APPA REGIONS

In early December 2008, the committee traveled to APPA in Alexandria, Virginia for two days of meetings. All six APPA regions were represented and actively engaged during both the individual committee meeting and the important cross-committee strategy session. The committee representatives also gather in July at the APPA annual conference and meet via conference call several times a year. I continue to be amazed and humbled by the level of commitment and involvement the APPA organizations engender.

The regional representatives to the APPA Membership Committee are important points of contact for membership issues within your region, and your conduit to the APPA Member-

ship Committee. Your committee representatives are:

- **ERAPPA (Eastern Region)**
Jeff Foster, University of Rochester,
jfoster@facilities.rochester.edu
- **SRAPPA (Southeastern Region)**
Wayne Goodwin, Jackson State
University, *wayne.goodwin@jsums.edu*
- **MAPPA (Midwestern Region)**
Kristie Kowall, Illinois State
University, *klander@ilstu.edu*
- **CAPPA (Central Region)**
Matt Kadavy, Nebraska Wesleyan
University, *mtk@nebrwesleyan.edu*
- **RMA (Rocky Mountain Region)**
Viron Lynch, Weber State University,
vlynch@weber.edu
- **PCAPPA (Pacific Coast Region)**
John Wong, British Columbia Institute
of Technology, *john_wong@bcit.ca*

In addition, I would like to recognize two dynamic committee members who have recently rotated off the committee,

I CONTINUE TO BE AMAZED AND HUMBLLED BY THE LEVEL OF COMMITMENT AND INVOLVEMENT THE APPA ORGANIZATIONS ENGENDER.

Randy Culver in CAPPA, and Chuck Scott in MAPPA.

Our membership committee is staffed by John Bernhards, APPA's associate vice president (*john@appa.org*), and Santianna Stewart, APPA's manager of membership & outreach (*santianna@appa.org*).

INITIATIVES

Initiatives for the 2009-10 membership year include expanding the number of Associate members participating via their respective umbrella institutional memberships, reaching out to institutions that are members of NA-CUBO but not yet part of the APPA

family, and building a new network of student participation in support of APPA's Certification Program and to ensure the continuity and professionalism engendered under APPA's 7 Key Strategies. ☺

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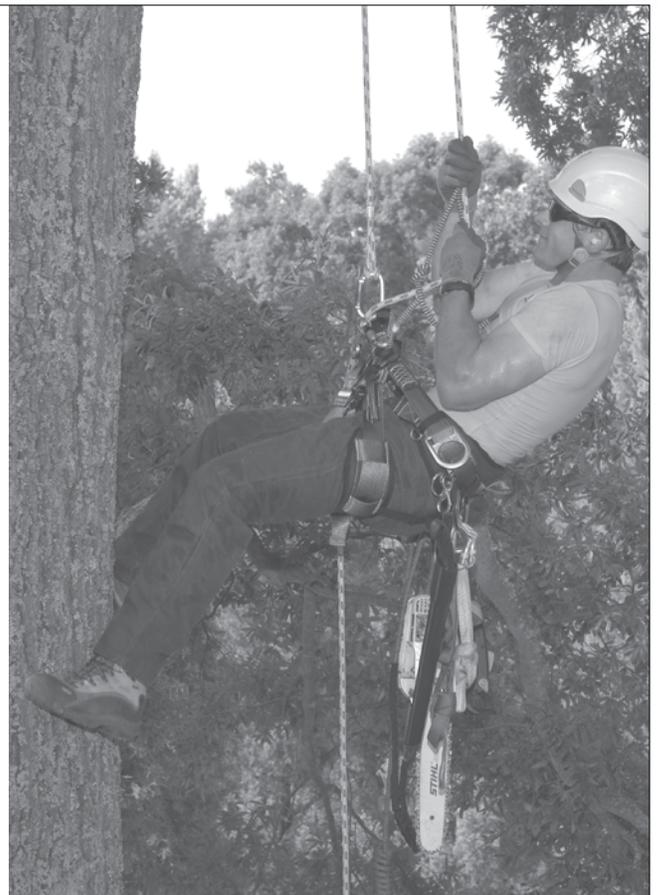
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