



Through my years at APPA I've had

the great privilege to visit dozens of college and university campuses. Whether my visits were part of my work and learning at APPA (the old Executive Development Institute at Notre Dame, the University of Maryland for the Smart & Sustainable Campuses Conference, all the wonderful campuses that have hosted a SRAPPA conference, a personal tour of North Carolina State with Jack Colby); visits to potential colleges for my daughter's education (Case Western Reserve, University of Southern California, the sprawling Virginia Tech, the teeny Olin College of Engineering, and her eventual choice, the beautiful University of Virginia); or visits to campuses while on vacation or just because I wanted to go (UC Berkeley, Oberlin College, University of Washington, the Naval Academy, Central Methodist College, Dalhousie, IUPUI), I am always energized by the experience and appreciate each institution's history and sense of place.

When I read the landmark research study from the 1980s—"How Do Students Choose a College?" by the Carnegie Foundation for the Advancement of Teaching—and the more recent APPA/Center for Facilities Research study by David Cain and Gary Reynolds—"The Impact of Facilities on the Recruitment and Retention of Students"—each of which shows that the overriding reason for a student's selection is the appearance and "feel" of the campus, I wonder how it could be any other way.

That result does not come easily. It takes years of tradition, habit, occasional course-correction, and the combined efforts of students, professors, alumni, trustees, planners, community residents, and the educational facilities professional to achieve the rich and unique quality that is a college, university, or school.

Education is more critical now than it ever has been in our history. The programs need to be in place, and the campus facilities must support those programs actively and effectively. The work you are doing to support your institution's mission and vision is absolutely essential to its success.

SUPPORT YOUR REGIONAL CONFERENCE!

The six APPA regions hold their annual conferences in September and October, and we urge you to attend yours. Economic realities may make it difficult for some of you to attend, but it is imperative that our regions succeed with their conferences.

You are certainly aware that your colleagues at the host institutions are expending a lot of time, energy, staff resources, and money to put on an excellent program for your benefit. The educational sessions, the exhibit hall resources of our business partners, the many networking opportunities, and more are invaluable to your professional development, particularly at the present time. If you haven't registered yet, do so now.

Rocky Mountain

Sep 20-23, Tucson, AZ
www.fm.arizona.edu/rma2009

Central

Sep 26-30, Grand Forks, ND
www.cappaedu.org/annual/
acmeetinghighlights.aspx

Midwest

Sep 27-30, Iowa City, IA
www.facilities.uiowa.edu/mappa09

Eastern

Oct 4-7, Portland, ME
www.erappa2009portland.org

Pacific Coast

Oct 7-9, Hollywood, CA
www.regonline.com/builder/site/
Default.aspx?eventid=703385

Southeast

Oct 24-27, Daytona Beach, FL
www.erau.edu/srappa2009

Coming in Nov/Dec 2009

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