



A Phone Call Is All It Takes

Something as simple as a phone call could turn into a lifetime of professional opportunity and networking.

By John Bernhards

Chances are, your “APPA Journey” is similar to those of other fellow professionals within the educational facilities field. More than likely, your introduction to APPA was made by a colleague or peer who took a direct interest in you and your future success. By reaching out to you, that same peer opened the door to a treasure trove of career learning, best practices, and professional connections that will last you your entire career.

Take a moment to reflect on how you, too, might be able to share your firsthand knowledge of APPA with others for the very first time. Only with your assistance can APPA increase the engagement of fellow professionals at the chapter, state, and regional levels, and advance awareness of the profession.

START BY PICKING UP THE PHONE

Engaging other professionals in APPA for the first time is easier than you might think. Your ability to recruit a new member might begin with a simple phone call or an e-mail, in which you can introduce yourself and share your own experiences with APPA, and offer support as a peer and fellow colleague. Just a simple call can be enormously helpful to someone who was recently installed or promoted into management at a neighboring institution. The person you call may very well be looking for resources that will ensure his or her success—the very resources that

brought support to you as your entered your career.

SHARE INFORMATION ON THE BENEFITS OF MEMBERSHIP

Let others know of the wide array of benefits that APPA offers to educational facilities professionals AND their institutions. Here are a few of them:

1. The APPA Annual Conference and Exposition
2. APPA Regional Conferences and State/Local Chapter meetings
3. “APPA U”—The Institute for Facilities Management and Leadership Academy programs
4. APPA Drive-In Workshops
5. APPA Supervisors’ Toolkit programs
6. The APPA online Body of Knowledge
7. APPA online publications and bookstore
8. Online Membership Directory
9. APPA’s *Facilities Manager* magazine and *Inside APPA* newsletter
10. APPA Credentialing Program—EFP and CEFP designations for educational facilities professionals
11. APPA Facilities Performance Indicators (FPI) program
12. APPA Facilities Management Evaluation Program (FMEP)
13. APPA’s Annual Awards and Recognition program
14. APPA’s Center for Facilities Research (CFaR)
15. Future Trends and Critical Issues—



- published findings of the APPA Thought Leaders Series
16. Volunteer Leadership and Networking Opportunities
17. Professional Discussion Lists Online and Social Media Outlets

APPA’s services continually adjust as the needs of its members change. By sharing your personal experiences of utilizing APPA’s, products and services, you can assist fellow professionals in understanding how these benefits will positively impact their facilities organizations and their careers.

POINT TO THE WEBSITE

One good way to show prospective members the value of APPA membership is to point them to the APPA website at www.appa.org. The website is a gateway to all of APPA’s products and services. Many of the online services available through the APPA website—to include

the APPA Body of Knowledge (BOK); video clips and audio files from APPA annual conferences; complimentary monographs and papers; the APPA membership directory; the *Inside APPA* newsletter; the APPA *Facilities Manager* magazine online archive; and both live and recorded training webinars—provide valuable and timely information to every educational facilities professional.

INVITE THEM TO THE NEXT MEETING

Be sure to share the dates and locations for upcoming APPA events at the international, regional, and chapter levels. A list of upcoming training opportunities at APPA International is available on the APPA website. Additionally, the website provides links to all APPA regional and chapter websites.

Working with APPA, you may want to consider having your institution host an APPA Drive-In Workshop. The APPA

BE SURE TO SHARE THE DATES AND LOCATIONS FOR UPCOMING APPA EVENTS AT THE INTERNATIONAL, REGIONAL, AND CHAPTER LEVELS.

Drive-In Workshop is a free registration event for educational facilities professionals, organized in full by APPA's headquarters and sponsored by an APPA business partner. These Drive-In Workshops make it possible to provide a valuable training and networking opportunity for coworkers and colleagues in and around your local area. For more information on serving as a Drive-In Workshop host institution, see the APPA website at www.appa.org/Training/Driveinprogram.

FOLLOW UP. THEN, FOLLOW UP (AGAIN AND AGAIN)

You know from experience that educational facilities professionals are busy people. Don't be afraid to reach out routinely to other professionals in your area. Chances are, they appreciate your outreach and eventually will make time to connect with you and with APPA when the time is right for them.

Remember, a phone call is all it takes. Take a moment today to share your story. You may very well start someone on their own "APPA Journey," a lifetime journey of professional growth and opportunities. ☺

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IT'S TIME TO MAKE THE CHANGE!

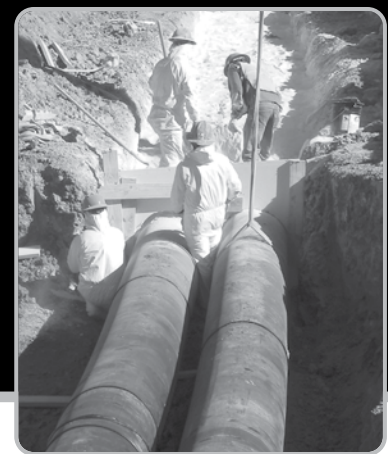
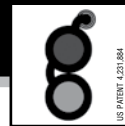
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