



The 100-Year Initiative — Movement to an Integrated Institutional Membership

By E. Lander Medlin

Last July 2012, the APPA Board of Directors approved the APPA/Regional Relationship Task Force Phase 2 (RRTF) report, recommendations, and plan of action. The goals for the RRTF were overarching and far-reaching:

- Promote/create synergy between International APPA, the regions, and chapters
- Keep International APPA and its regions/chapters as the “associations of choice” for all educational facilities professionals
- Discuss structure that encourages participation and provides support for all membership categories
- Maintain and further enhance opportunities for relationships with business partners
- Align the regional leadership and international APPA activities to promote leadership, succession planning, and the value of ongoing efforts of the APPA staff and volunteer leaders

Phase 2 work of the RRTF accomplished the following set of targeted deliverables:

- Provided “actionable” guidelines for the roles and responsibilities for International APPA, the regions, and chapters
- Prepared a statement of impacts on International APPA, the regions, and chapters’ membership dues (to include business partners and other stakeholders)

- Documented the above with an Implementation Action Plan that is an integral part of APPA’s Strategic Plan

The body of work accomplished over the past two years set the stage for some exciting new opportunities for changes in membership for International APPA and the regions. In fact, the RRTF Phase 2 team’s recommendations suggested there were two remaining tasks that needed much more work, time, and attention and would

focus on the development of an “integrated institutional membership model” (i.e., they emphasized the importance of eventual movement by all of APPA to an institution-based model). In alignment with this long-term move to an institution-based dues model, APPA is pleased to announce that APPA’s BOK (Body of Knowledge—a searchable, online, digital database) is now included in your membership dues. That means that everyone at your institution will have access to this powerful tool upon pay-

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require a multi-year implementation plan.

Those two tasks were: 1) Move to an “integrated Institutional Membership” dues model; and 2) Establish a Business Partner engagement group. With respect to Task # 2, the regional presidents identified a business partner representative from their respective region to work on this engagement group. Bill Nelson (Chair & business partner from GLHN) and David Gray (APPA’s Immediate Past President) have begun this work in earnest. Their work is still in progress and proving to be an important feedback mechanism for business partners. A final report is due to the APPA Board this July 2014.

With respect to Task # 1, the intent was for International APPA and the regions to

ment of your 2013 APPA dues. No more subscription fee! Instead, everyone at your institution can gain access to the BOK, with its best practices, recommendations, resources, and professional guidance to aid you in supporting the mission and vision of your educational institution—simply by being an APPA institutional, affiliate, or business partner organization member.

As we slowly move to this integrated institutional membership model over the next two to four years, all individuals at the institution will be able to take advantage of International APPA and regional engagement. This should significantly reduce confusion over who is a member of International APPA and the region at each institution or business partner organization,

and who can take advantage of all the benefits offered across both entities.

Each region has been provided detailed institutional membership dues data and a suggested plan of action for its regional board to consider. As a result, there has been general agreement and alignment to make this movement over time and begin taking the next series of steps toward its implementation. Implementation will occur over the course of the next three membership billing cycles. Each region is considering how to incorporate this type of change in the membership model as a formal report and/or vote at its respective business meeting. Be on the lookout for these important meetings and discussions.


There are a series of decisions necessary in order to move to an integrated institutional membership model and is part of a three-step process requiring three to four years for implementation:

Step 1/ Years 1-2: Move regions to an institutional dues billing utilizing APPA's Institutional Dues Matrix. Several regions (ERAPPA & MAPPA) already utilize APPA's institutional dues matrix and bill a "percentage" of APPA's dues. The other regions charge dues based on an individual membership basis. Together, we are exploring how we might move to a percentage basis overall.

Step 2/ Years 2-3: Incorporate additional "paid" associate members into the overall institutional bill. The intention is to allow the institution as many associate members as they would like for one membership price. Each region would do the same, thereby also allowing for as many individuals to be part of the region as the institution would like.

Step 3/ Years 3-4: All new institutions would automatically be assessed membership in both APPA and the region. We plan to

"grandfather" any institutions that are presently members of either APPA only or the region only, but would move to an "all-in-one" membership model for all newly recruited institutions.

Why change? Why now? The benefits of all institution staff to network with like-minded facilities professionals and to be exposed to guidelines, standards, and best practices availed at the International APPA, region, and chapter levels are critical and will produce more effective and successful professionals and facilities organizations that meet the mission of the education enterprise. Therefore, streamlining our membership process is the desired goal over the long term. We will keep you updated on this exciting new endeavor. 

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IT'S TIME TO MAKE THE CHANGE!

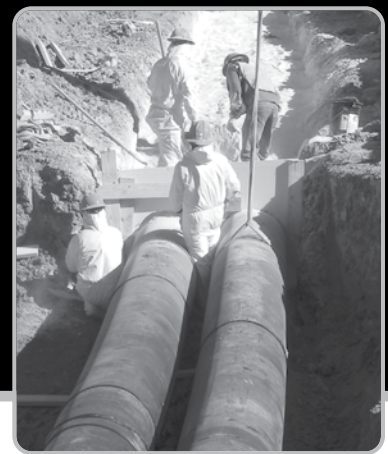
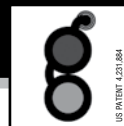
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