

# Implementation of the *Integrated Institutional Membership* – A Reality!

By E. Lander Medlin

First envisioned by the APPA-Regional Relationship Task Force, and then by the respective board members for International APPA and all six regions, the bold and new initiative of an *Integrated Institutional Membership* has been realized. Movement to the *Integrated Institutional Membership* model is here NOW!

## TAKING FULL ADVANTAGE

Over the past three years, International APPA has been working with all six

regions to achieve implementation of a “membership integration” and dues alignment strategy. This means that employees of a member institution (or for that matter interested individuals at a member institution) can now take full advantage of APPA and their respective region’s membership benefits. That’s right – this is an all-inclusive dues membership approach resulting in “unlimited associate membership” for individuals at member institutions.

Your latest institutional membership dues for the 2014-15 membership year includes APPA benefits for all associate membership, as well as your respective regional membership, to EVERY employee in your organization, both for the first time at NO additional cost to the institution.

## THE BENEFITS OF MEMBERSHIP

Membership dues invoices were mailed from the APPA office in Alexandria, Virginia in mid-February. A list of the many benefits for APPA membership are as follows:

- The APPA “BOK” – online access to the leading practice document for educational facilities professionals.
- Access to a rich network of more than 16,000 fellow professionals (and growing quickly).
- APPA Membership Directory – available on the APPA website to members only.
- Online access to *Facilities Manager* magazine.
- APPAinfo Discussion List – submit your questions to fellow subscribers on APPA’s e-mail discussion list, and get answers to your questions from peers throughout the APPA network.
- Member discounts on APPA professional development offerings, to include the APPA 2014 conference scheduled for July 21-23 in San Diego, CA; APPA U (the Institute for Facilities Management and Leadership Academy under one roof); the Supervisor’s Toolkit; and various regional annual conferences and offerings.
- Eligibility for scholarships to APPA and regional training offerings.
- Complimentary access to APPA’s *Inside APPA* e-newsletter.
- Member discount rates on APPA publications, books, and monographs.
- Discounted member rates on CEFP or EFP credentialing fees and exam preparatory courses.
- Participation in APPA’s Standards and Codes Council work groups.
- Eligibility to participate in APPA and regional awards and recognition programs.
- Opportunities to participate in surveys, research, and to receive public policy and compliance updates.



- Eligibility to participate in APPA and regional committees, and receive leadership opportunities.

**...AND THE SERVICES**

In addition to these valuable Associate Membership benefits, with your membership dues payment your institution will continue to enjoy other important organizational services, to include the APPA Facilities Performance Indicators (FPI) program; the Facilities Management Evaluation Program (FMEP); published findings of APPA's Thought Leaders Series (TLS); plus hosting opportunities for APPA Drive-In Workshops; and so much more.

Again, what this means is that EVERY individual at your organization can now take advantage of APPA and their respective region's membership benefits. The institution's primary representative can en-

roll additional associates and update their institution's record via a special link posted on the *myAPPA* page under myMembership (requiring an existing log-in user ID and password to gain access). Individuals will also be able to enroll themselves as associate members via a special link posted on the APPA website home page ([http://www.appa.org/login/newaccount\\_membership.cfm](http://www.appa.org/login/newaccount_membership.cfm)).

The APPA login icon, found in the upper right hand corner of every APPA website page, provides a pull-down window and a button marked "Create an Account." Click on "Create an Account" and a page will appear that gives you two choices: 1) Sign up for Associate Membership if you are an employee of a member institution, OR 2) create a guest account. Separately, there is also a short news item on the home page, with an explanation of

the new "unlimited associate membership benefit" for APPA member institutions. It, too, has the link to the Associate Membership account application.

Competition is fierce for your time and money. APPA and the regions recognize this fact and have renewed their focus on demonstrated value and a clear return on investment of your membership dollars. This change is but one way APPA is addressing the challenge of differentiation and increasing value for each and every institution. Correspondingly, we will be able to continue to help members work less stressfully and more effectively, and their organizations work more profitably and productively. ☺

Lander Medlin is APPA's executive vice president; she can be reached at [lander@appa.org](mailto:lander@appa.org).

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