



A New Direction for Membership

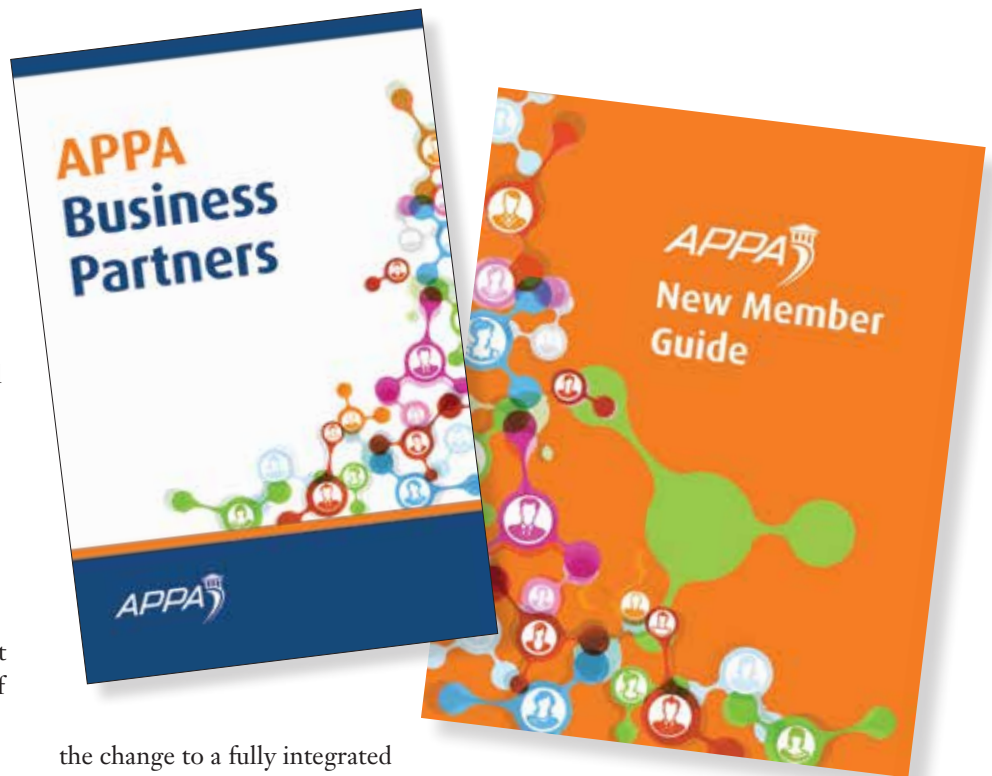
By Kristin Witters

Our members are our most important asset at APPA. On a daily basis, we strive to answer the most important question posed by you, our members: “Why APPA?” Why should we continue to renew our membership? Participate in programs? Engage on an international and regional level? The answer is simply that we, as an association, believe that the quality of academic programming is directly related to the quality of the educational facility.

Over the past nine months as the new director of membership and outreach, I have asked myself, “Why APPA?” What is the value proposition for facilities staff to join? What is it that sets this organization and its regional and state chapters apart from every other association geared towards the facilities professional? It’s the people. The passion, wealth of knowledge, experience, and endurance to continue day-to-day, supporting the students, other staff, and the community around you.

USING YOUR APPA MEMBERSHIP

For this very reason, we have been working to provide current and potential members with a map of how to navigate the APPA international and regional membership. How to justify your engagement in an organization that can advance not only your career, but the careers of your staff and every emerging facilities professional. In addition,



the change to a fully integrated institutional membership has assisted us in reaching more facilities professionals. If you haven’t already taken advantage of this, it means that your institution now holds the APPA and regional membership. Each staff at your institution may now take advantage of the benefits afforded to you with your membership.

COMMUNICATING OUR SERVICES

After receiving the results of our 2014 membership survey, completed by you, we also did an audit of our membership material and the method of delivery, which led to the production of several brochures.

Our first new brochure focused on institutional member benefits. We

sincerely hope that this newly printed brochure will assist you, our biggest advocates, and APPA staff in welcoming and onboarding new members from all over the world. In addition, we are creating inserts for various target groups such as community colleges, K-12, and historically black colleges and universities (HBCU). We recognize that while we are all part of the facilities profession, there are certain key characteristics and challenges facing these groups.

Our second brochure was the new member guide, which is available to you at the APPA website under myAPPA. This guide highlights all of APPA’s

available member benefits, and why you should take advantage of each product or service. This electronic resource is an online flip book that you can download onto your desktop. You and your staff can click on the hyperlink and be directed to specific Web pages on the APPA and regional websites. In the next few months, we will also provide our business partner members with an online member guide to assist them in maximizing their membership and their return on investment.

A PRESENCE IN SOCIAL MEDIA

APPA has also increased its presence on social media, specifically Facebook, Twitter, and LinkedIn. Since April 2015, we have been working diligently with staff and the regions to provide members and others with highlights of programs, a personal insight into staff,


and information encouraging involvement. While social media can be a bit daunting, it can be the perfect outlet for you to share your campus success stories and highlight your institution. If you are not active on social media, we would encourage you to join one of APPA's services simply to use as another avenue to connect with APPA and fellow members.

THE MEMBERSHIP COMMITTEE WORKING FOR YOU

Looking forward, it is the goal of the APPA Membership Committee to work with the members within APPA, the six regions, and new members. By utilizing the 2020 APPA Strategic Plan, this committee, comprising of representatives from each region, will work to provide the membership with tangible, relatable, and meaningful benefits to each facilities employee on your campus. We encour-

age you to get involved locally, regionally, and internationally.

The future is bright for APPA, but we need your support to push us forward through the next 100 years. Your word-of-mouth recruitment and grassroots efforts are what continue to make us strong, and keep us focused on the needs of our members and the facilities profession. We look forward to hearing from you, and to meeting each of you throughout the year at the various APPA, and regional professional development events.

So, take a minute to ask yourself, "Why APPA?" Or better yet, ask "Why Not APPA?" 

Kristin Witters is director of membership and outreach at APPA, and can be reached at kristin@appa.org. This is her first article for *Facilities Manager*.



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