



Membership—Moving Forward, the Next 100 Years

By Robert Andrews

APPA has reached a historical marker—100 years young. So as we look to the future, it's more important than ever to support our leaders in educational settings. As American Council on Education president Molly Corbett Broad reminds us, "We face the urgent requirement to develop the pipeline for the next generation of leaders, who will step into a much more complicated higher education environment."

APPA serves this pipeline and challenges its members to step forward, be counted, and build their skills to support individual development and intuitional strength through its members.

What does this pipeline look like? Regional geographic participation, chapters, conferences, networking, drive-in workshops, toolkits, certifications, research, codes, leadership academy, job listings, facilities journals, trade books, metrics, and more. In other words, opportunities for growth.

But the catalyst for all of these opportunities can be summed up in the title of a recent article in *Facilities Manager* magazine: "Membership...It is Really Everyone's Responsibility." (Lisa Potter, November/December 2012). Membership is the privilege that allows us all of these unique chances to gain from APPA's leadership opportunities.

CHANGE

APPA membership and participation is the first opportunity we have to keep job knowledge current and develop

strategies to stay focused while planning for tomorrow. It's true that we still have campuses with 100-year-old buildings standing tall. But technology has changed many facets of the facilities profession.

Perhaps you saw the Super Bowl commercial mocking news commentators who 20 years ago asked what the Internet is and what the "@" symbol means. Can you imagine performing your job, going out to dinner, looking up a travel destination, much less seeking advice to solve a facilities problem today without the Internet? Understanding how the Internet continues to change facilities drives APPA leadership training, to ensure you stay on top of your game.

THE APPA SURVEY

What will tomorrow's membership look like? APPA recently asked this question via survey to our members. The survey results showed strong support for current opportunities, as well as how to develop new opportunities to propel us forward.

First, the survey showed that *conference educational sessions* internationally and locally are offering us best practices that we are frequently using to solve real issues. This saves us time and resources while providing us a known pathway to success.

Second, *networking with members* offers us chances to explore new issues and gain direct responses from peers, professional vendors, and other members



who are resolving complicated problems just because they have met together.

Third, *mentoring* with individuals regardless of experience level builds our character, develops our knowledge, and simply allows us a knowledgeable source of information when needed.

APPA has allowed us to be recognized for what we do well—train and develop facilities industry professionals for the past 100 years. Moving into the next 100 years will require our members to stand up, participate, join in the conversation, and assist in building the pipeline for tomorrow's opportunities. Your APPA membership is a privilege, so utilize it fully to grow, and assist the next generation of leadership to grow as well. ☛

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APPA's Facilities Drive-In Workshop offerings are an excellent way for APPA member institutions to encourage networking and professional development among educational facilities professionals within their local vicinity. These workshops are ideal for professionals who might not normally have access to training and professional development opportunities, due to operating budget restrictions or similar constraints and are a great way to introduce these professionals to APPA, its regions, and chapters.

How are APPA's Drive In Workshops Planned and Organized?

Each workshop is organized with the support of APPA, an APPA Business Partner, and a host educational institution.

Responsibilities of the Host Institution:

- Provide adequate meeting space plus tables and chairs (conference room plus adjoining registration area, as well as separate seating in adjoining area for sponsored luncheon).
- Supply audiovisual equipment (typical requirements are a podium, one or two mics, a projection screen and LCD projector).
- Arrange for parking if needed for attendees.
- Provide menu options to the sponsor (if the host location site has a kitchen or works with required caterers). The sponsor picks up the cost of lunch and all breaks.
- The person coordinating on behalf of the host institution (typically the institution's facilities officer) is present during the workshop to welcome attendees and provide some introductory comments on APPA.

Responsibilities of the Sponsor:

- Works with APPA and the host institution to identify suitable session content and speakers, and firms up the program. This also ensures that the content is fully educational in nature, i.e., does not advocate a particular product or service.
- Manages on-site registration on the day of the workshop, distributes badges and distributes/collects evaluation forms.
- Pays sponsorship fees, cost of food/beverage at the workshop.

Responsibilities of APPA:

- Manages event promotions (produces flyer, email invitations and distributes these promotions).
- Creates list of prospective attendees (from both APPA member institutions and prospective institutions). Shares this targeted attendee list with the host and the sponsor.
- Creates an online registration link and sends regular attendee registration reports out to the sponsor and host prior to the event.
- Works with host institution's facility officer to prepare any comments, supporting materials, slides describing APPA, benefits of becoming involved with APPA, etc.

For more details about sponsoring or hosting an APPA Drive-In Workshop, please contact APPA's Professional Development Manager, Corey Newman at corey@appa.org.

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