

Change, for the Better

By Kristin Witters

In today's environment, consistently updated and accurate data is important to the success of any organization. By extracting and dissecting data, APPA is able to gain a better and more comprehensive picture of all those we serve, along with the most actively engaged in APPA, the regions and chapters, and other potential members/customers.

With this in mind, APPA made the decision to launch and embrace newer technologies by purchasing a more robust association management system (AMS). This transition to a turnkey system is critical to APPA's success in providing our members with a more enhanced experience when utilizing portions of our website, and the "myAPPA" web portal.

GOING LIVE

Over the past year and a half, the APPA staff, in conjunction with our service provider, has been diligently hard at work building and converting our data infrastructure and datasets into this new AMS. With much anticipation and excitement, the APPA staff were able to successfully go live with our new system in mid-December.

In doing so, APPA made the transition from its old database system to a new AMS. This has resulted in numerous enhancements and positive changes to various areas of the APPA website, with more to come when additional phases roll out. During the transition, and certainly moving forward, APPA staff is available for assistance in navigating the new myAPPA and any other areas of the APPA website. Please don't hesitate to call or email us—we are here to help! Additionally, we will be providing you with tutorials and detailed directions on how to maximize your membership/customer experience.

THE SAME, YET BETTER

By now, I hope I have piqued your curiosity. Take a minute to open myAPPA (www.appa.org/login.cfm). All of your informa-

tion remains the same, yet once you log in, you will notice a few helpful changes. As you look to renew your APPA and regional membership, purchase one of our many publications, or register for an APPA event, you will see a slightly different look and feel to the process on myAPPA.

MyAPPA will serve as your one-stop shop for membership renewal, publications and subscriptions, certification, transcripts, and registration for any professional development event. You will be able to see a more comprehensive view of your membership engagement with APPA, as well as customize your communication preferences and help us tailor communications and programs to *you*—based on your area of specialization and your role at your campus.

We see this enhancement as a positive change for all of our members and customers. Our goal is not only to show you the value of membership and participation, but to enhance and transform the way you engage with APPA and the regions/chapters. We hope you will complete your full profile and explore your new myAPPA. This is *your* association, and we hope that you join us in this leap forward. ☺

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