

The Three Rs: Recruitment, Retention, Reward

By Randy Culver



One of APPA's core values is to "elevate the recognition and value of educational facilities and their direct impact of the recruitment and retention of students, faculty, and staff."

Some may think a career in facilities services is all about maintenance, construction, custodial, and grounds, but it's really all about the students. Recruitment and retention of our students is as much our responsibility as anyone in the university, maybe even more. Facilities impact every moment of our students' educational careers.

Recruitment and retention of APPA members is our responsibility as well, not only for our own

professional development, but for the benefit of our universities and ultimately for the benefit of our students. The more engaged students are in their college career, the more successful they will be. Similarly, the more engaged we are as facilities professionals, the more successful we and our universities will be.

Higher education is all about investing in people, our students, who desire something better, something more. APPA is about investing in people, our career professionals, who want to make a difference, have an impact, and enhance the educational experience of our students.

APPA and the regional associations are a membership community made up of people who believe that together we can make a positive difference in the facilities services profession and transform the lives of our youngest adults, those students we serve every day on our campuses. Being a member of APPA means you're never alone or on your own. You have an elaborate network of professionals available to answer questions, share their experiences, and assist you with decisions that will make a positive impact on your campus.

The rewards of a college education are infinite. The rewards of APPA membership are unlimited. I can honestly say I have a renewed energy and passion for my profession, my university, and the students, faculty, and staff I serve after participating in APPA events and connecting with my professional peers. Membership in APPA allows you to stay on the leading edge of the facilities discipline, to meet and create life-long friendships with other professionals, and

to impact the lives of the faculty, staff, and students at your own campus.

Take the time to make a difference in someone's life. If you're already a member, invite a co-worker from your institution to participate in an APPA event, share a copy of *Facilities Manager* magazine with someone outside of your department, invite a peer from another university to join APPA and attend an event with them. If you're not a member, consider joining our organization. The impact it will make on your life, your career, your university will be unparalleled.

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader." —John Quincy Adams

Randy Culver is director of facilities services at Black Hills State University in Spearfish, SD. He can be reached at randy.culver@bhsu.edu. This is his first article for *Facilities Manager*.

Effective and Innovative Practices for the Strategic Facilities Manager

Edited by Jeri Ripley King

This book offers a sampling of tested-in-the-field practices and frameworks that can help educational facilities managers meet the challenges of today, as well as those in the foreseeable future.

Ever-tightening resources and pressures to work more efficiently and effectively call for a skill set that is able to assess the environment, advance new initiatives that are aligned with institutional goals, and help organizations behave more proactively. Those who can do that, and are able to communicate effectively with their constituencies, are more apt to thrive and help their organizations do the same.

The 16 chapters focus on such topics as:

- Strategies
- Customer expectations
- Assessment
- Information technology
- Prioritizing and decision making
- Leadership in the future

To order: www.appa.org/bookstore

