

ELEMENTS OF FORMATION FOR APPA ENGAGEMENT

Entity Name: "Member Engagement"

Purpose

The group will explore, analyze, and advise on differentiating initiatives that enhance APPA's value proposition in the eyes of its members in an effort to gain and retain members within the education facilities community.

Proposed activities

Members direct involvement in recruitment and retention activities along with development of enhanced participation and engagement initiatives.

Type of committee and structure

Standing Activity

Charge(s)

Utilizing volunteer ambassadors, APPA, and the region's resources, the group will implement strategies designed to promote greater understanding of APPA's community, brand, and value proposition. Ensure APPA products and services are increasingly differentiating and valued by its members. Continuously work to recruit and re-engage new and current members.

Number and composition of members/ staff

At least 1 volunteer per region*; and one staff member

*One volunteer specifically designated by each of the six regions; plus, open engagement to general membership

Leadership (may be staff or volunteer)

Staff supported; group of volunteers select a chair to work with staff liaison

Appointment time period

3 years

Method for appointment or selection

Appointment by region board; plus, email response of interest

Commitment and expectations

Minimum expectations:

- Virtual meeting once a month; In-person 1-2 times a year
- Responsiveness to region/ committee and commitment to working on renewals and generate new members
- Incumbent will share previous reports, data, access to prior membership information with their respective region and ultimately their replacement (when that time occurs)
- Minimum reporting items from each regional representative to be posted to the online community group. Standard reporting items to be determined

- Community Engagement - Promote community participation among their regions, regional boards, etc., brainstorm ways for members to participate and offer feedback on initiatives
- 'Membership Matters' column/article in *Facilities Manager* magazine.
- Coordination of efforts within their region (and chapters) to ensure the members are personally contacted during the membership renewal period, and follow up with all members with outstanding membership balances
- Each committee member should also stay in close communication with their regional board, regional director and regional president and relevant chapters

Qualifications

Interest in promoting APPA/regional/chapter membership and engagement

Reporting line (position title), accountability measures, & cycle

Director of Member & Community Engagement and a selected volunteer co-chair

Formal Board review period (one, two, or three year time frame)

Every 3 years

Funding requirements (if applicable)

Minimum support for one face-to-face meeting (mid-year)