

APPA – August 2025 Operational Updates

MEMBERSHIP

Net Membership Changes in Month

- +18 Institutional Members
- +4 Business Partners
- +22 Total Members

Total Membership (end of month)

- Total Institutional Members = **978** (3.9% Year-over-Year Growth)
- Total Business Partners = **146** (78% Year-over-Year Growth)
- Total Members = **1,124** (9.9% Year-over-Year Growth)

Membership Notes

- Some rebound from non-paying members that were turned off in July
- Expect minor dip in September due to additional non-paying members being turned off during transition to Novi

FINANCIAL UPDATE

YTD Versus Month-by-Month Budget

- Income is below budget by 9% YTD.
 - o Primary drivers:
 - Lower than forecasted Evaluation Income (APPA Advisors/FMEP)
 - Lower than forecasted Education Income (softer June APPAU attendance and fewer on-campus trainings YTD)
- Expenses are below budget by 7.6% YTD.
 - o Primary drivers:
 - Travel savings (in conjunction with fewer Evaluations and on-site trainings)
 - Reduced contractor spending
 - Lower publication costs
- Working on:
 - o Ways to make APPAU more affordable for attendees and not a loss for APPA
 - o Promotion of Evaluation including updates to FMEP for K-12
 - o Updated advertising opportunities that align with refreshed publications and website
- Other financial notes:
 - o Building sale completed 7/31. All proceeds from sale are excluded from income reporting. Net cash received has been deposited in CD.
 - o Some non-budgeted spending was required for the process to sell the building. However, we will see expense savings through the end of the year due to eliminated office expenses.

AUGUST HIGHLIGHTS

- [Lindsay Wagner](#) joined the [APPA Staff](#)
- Significant work to prepare for new website and membership database launch (Novi)
 - o Data and invoicing cleanup
 - o Website building and content move/update/create
 - o Financial system connection
- Attended ASAE (American Society of Association Executives) conference – several leads for improved credentialing testing and advertising opportunities
- In-person Executive Committee meeting – operational deep-dive and board planning
- Narrowing down location for September 2026 APPAU
- Completed first APPA Advisors engagement with Lindsay as the program lead
- Hosted CEO 1-Year Review webinar

PLANNED FOR NEXT MONTH

- Website and membership database launch (significant effort across all staff)
- Support/attend regional conferences. Staff attending/presenting at RMA, CAPPA, MAPPA, and ERAPPA in September.
- Updated CEFPP renewal process
- Ticket sales go live for APPAU and 2026 Annual Conference
- Attend TEFMA conference (international partner)
- Magazine prep for October edition