

APPA October 2025 Operational Updates

HEADLINES

- First complete month using NoviAMS as membership database and website
- Significant growth in APPA Advisors/FEMP engagements
- New/returning membership campaigns producing results
- Selection process underway for event management app and speaker/scholarship management app

MEMBERSHIP

Net Membership Changes in Month

- +26 Institutional Members
- +5 Business Partners
- **+31 Total Members**

Total Membership (end of month)

- Total Institutional Members = **1,007** (4.6% Year-over-Year Growth)
- Total Business Partners = **152** (78.8% Year-over-Year Growth)
- Total Members = **1,156** (10.6% Year-over-Year Growth)

Membership Notes

- Launched “Win Back” email marketing campaign to former members (separate content for institutional/business partner members). Multiple memberships already opened as a result.
- One of the biggest single-month membership jumps in years.
- Auto-renewal processes now in place—reducing staff burden and potential errors/missed invoicing.

FINANCIAL UPDATE

YTD Versus Month-by-Month Budget

- **Income is below budget** by 7.1% YTD.
- **Expenses are below budget** by 8.2% YTD.
- Notes:
 - o Seeing growth in Evaluation (APPA Advisors/FEMP) – result of multi-month effort to rebuild pipeline and promote/market these offerings
 - o Growth in APPA On Campus income in October – increasing awareness across marketing channels and added prominence on website
 - o Healthy, sustained webinar sponsorship interest

ENGAGEMENT

- Continued attendance and support for APPA Regional Conferences
 - o Staff participated in and presented at ERAPPA, SRAPPA, and PCAPPA conferences

- Supported international alliance partner in Southern Africa (HEFMA) at annual conference
- Participated in the Customer Advisory panel for Platinum member JCI to discuss industry trends in digitization and AI
- Participated at the Utah FM managers meeting (unofficial Utah APPA Chapter) in Salt Lake City to update on changes at APPA

OPERATIONAL HIGHLIGHTS FROM THE MONTH

- Rollout of additional APPA Support Services for regions/chapters – provide consistent tools/resources that lower the burden on volunteers
 - o Additional free technology and event services
 - o For-fee event support options up-to and including onsite event management
 - o Additional details to be shared broadly in November
- Review and correction of CEFP expiration dates
- Reviewed draft of 2026 advertising and sponsorship pricing with Business Partner Advisory Committee
- Crystal Smith (Treasurer) had first meeting of the recently formed Finance Committee
- Fall issue of Facilities Manager Magazine published
- Participation in the FPI survey is up 60% from the last survey cycle. Reminder emails will be sent on 11/7. Working toward a 100% increase in participation
- APPA Advisors has 8 Advisors projects and 1 FMEP currently underway
- Launch of new HR/payroll system (Gusto)
- Continued implementation of new Learning Management System (LMS) – launch scheduled for mid-November

PLANNED FOR NEXT MONTH

- Launch of Learning Management System (LMS)
 - o Replace current CEFP study system (CIL) with new CEFP Prep Course in LMS
 - o Make previous webinars available on-demand (credit earned)
- Purchase and initial configuration of new event management system
- Purchase and initial configuration of speaker submission/review tool
- Attend/present at industry and chapter events:
 - o AAPPa fall conference
 - o KAPPa fall conference
 - o HEFF (Higher Education Facilities Forum)
 - o ABOPS (Association of Business Officers of Preparatory Schools)
- Promotion of new APPA Support Services for regions/chapters
- Promotion of upcoming T3 (AI in Educational Facilities Management) – Phoenix, AZ
- Promotion of 2026 sponsorship opportunities
- Implementation of new website marketing tool (Feathr)
- Prepare for CEFP testing platform transition (from Kryterion to Strasz)