

APPA November 2025 Operational Updates

HEADLINES

- Rollout of new APPA Support Services (technology + events)
- Launched new Census tool to keep membership data up-to-date

MEMBERSHIP

Net Membership Changes in Month

- +19 Institutional Members
- +4 Business Partners
- **+23 Total Members**

Total Membership (end of month)

- Total Institutional Members = **1,026** (4.1% Year-over-Year Growth)
- Total Business Partners = **156** (75.3% Year-over-Year Growth)
- Total Members = **1,182** (10.0% Year-over-Year Growth)

Membership Notes

- Continued win-back campaign for former members
- Launched “APPA Census” to update membership data – both personal data and organization rosters
- Launched automatic email campaign to new website registrants – encourages use of member benefits or promotes becoming a member based on status

FINANCIAL UPDATE

YTD Versus Month-by-Month Budget

- **Income is below budget** by -5.4% YTD.
- **Expenses are below budget** by -8.6% YTD.
- Notes:
 - o Membership income is trending above budget YTD — higher membership counts than forecasted
 - o Evaluation income (APPA Advisors/FMEP) is trending above budget YTD — strong uptake in past few months
 - o Education income is trending below budget YTD — February APPAU attendance is lower than projected

ENGAGEMENT

- Attended/presented 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)

OPERATIONAL HIGHLIGHTS FROM THE MONTH

- Unveiled technology and event support for regions/chapters
 - o Already receiving positive feedback and interest
- Procured and began implementation of enterprise event management system
- Procured speaker submission/review tool
- Published sponsorship details for 2026 events (APPAU and Annual Conference)
- AI in Facilities Workshop (T3) call for presenters opened
- Began implementation project for new website marketing tool (Feathr)
- Continued configuration of CEFPP test with new testing service (Strasz)
- David McCabe, Director of Event Management, separation from APPA Staff

PLANNED FOR NEXT MONTH

- APPA Bylaws Committee in-person meeting
- Roll out of new APPA Learning Management System (LMS) with CEFPP Self-Study Course
- Roll out of Strasz testing service for CEFPP
- Continued preparation for APPAU Phoenix