

APPA December 2025 Operational Updates

HEADLINES

- Launched new Learning Management System (LMS)
- Launched new CEFP Self Study Course

MEMBERSHIP

Net Membership Changes in Month

- +18 Institutional Members
- +12 Business Partners
- **+30 Total Members**

Total Membership (end of month)

- Total Institutional Members = **1,044** (4.8% Year-over-Year Growth)
- Total Business Partners = **168** (78.7% Year-over-Year Growth)
- Total Members = **1,212** (11.2% Year-over-Year Growth)

Membership Notes

- Continued win-back campaign for former members
- Significant Institutional Member growth in December
- Completed APPA Census
 - o 1,376 people updated/validated their online profile information
 - o 196 organizations updated/validated their rosters
- Preparation for large renewal processing in January
- Modernized renewal communication protocols
- Configured renewal dashboard for board member tracking
- Shuttered former AMS system (active for prior 10 years)

FINANCIAL UPDATE

YTD Versus Month-by-Month Budget

- **Income is below budget** by -5.7% YTD.
- **Expenses are below budget** by -6.9% YTD.
- Notes:
 - o Membership revenue continues to outpace budget
 - o Several marketing and communication efforts to boost APPAU attendance
 - o Continuing to manage expenses to stay below income shortfall

ENGAGEMENT

- Supported Executive Committee in-person meeting
- Supported Bylaws Committee in-person meeting
- Attended meeting of The Council of Higher Education Management Associations (CHEMA) – CEO only, by invitation

OPERATIONAL HIGHLIGHTS FROM THE MONTH

- Launched updated CEFPP Self Study Course on new LMS platform
- Implementation of new enterprise event software (EventMobi) – will be used at APPAU
- Implementation of new submission management tool (Sched) – will be used for APPA Annual Conference and 2026 APPA awards
- Selection of AI in Facilities Workshop (T3) presenters; agenda published
- Completed testing of new CEFPP test provider (Strasz)
- Completed APPA Census – collecting updated personal information and rosters from members
- Completed shutdown of former Association Management Software (Association Anywhere) after 10 years of operations
- Beth Calehuff, Operations Manager, joined APPA Staff

PLANNED FOR NEXT MONTH

- Roll out of Strasz testing service for CEFPP
- Initial implementation of APPA's new Support Services (event and technology services)
- Launch of new APPA Events app
- Continued preparation for APPAU Phoenix