

Senior Representative Report to 2012-2013 APPA Board of Directors February 2nd, 2013

By Larry Zitzow, CAPPAs Senior Representative/APPAs Senior Representative

Each of the regions have been working diligently on the Institutional membership initiative that was laid out by the regional relation task force (RRTF). It appears at this point we have gotten positive responses from each region to move in that direction. However more discussion is needed before we can finalize this plan and hope that the meeting on the 29th of Nov will shed even more light on this plan. Lander will be sending out a status report that will outline where we are today on this subject and to also indicate the next two steps that need to be taken once we get this plan approved. This information was sent out and discussed. I am hoping for more discussion at our face to face meeting on Feb. 1st to prepare for possibly a decision on an Integrated institutional membership plan that we can work with either before the August meeting in Minneapolis or at Minneapolis.

ERAPPA presently utilizes this method and plans to keep their percentage at 25% for the coming dues cycle.

MAPPA presently utilizes this method and their percentage is set at 10%. They plan to review the updated FY 2013-2014 dues matrix and associated data at their December Board meeting to make a final determination of their exact percentage for the coming dues cycle. MAPPA has had a face to face meeting and has approved the concept but not a % figure yet.

CAPPA plans to utilize APPAs institutional dues matrix this coming year and will assess a percentage of 36% (or less) depending on the final numbers that result from the updated FY 2013-2014 dues matrix. In fact, CAPPAs passed the following motion. *“Adopt the APPAs*

proposed dues structure at the 36% recommendation level. For institutions that see an increase of \$100 or more, offer complimentary registration(s) to any CAPPAs event for the next two years. The value will be approximately the amount of their increase” For new members “institutions two complimentary registrations per institution to any CAPPAs event for one year”.

SRAPPA plans to move to the new percentage basis method but will not do so until the next dues cycle (FY 2014-2015) given the necessity for a membership vote on a by-laws change accordingly. SRAPPA has also met and has decided to bring this proposal to their fall meeting.

RMA plans to utilize APPA’s institutional dues matrix this coming year. They will review APPA’s updated FY 2013-2014 dues matrix and associated data to make their final determination of the exact percentage to peg. They are presently centering on 30-31%.

The second item that has been worked on is with the integrated membership business partner plan that David Gray and Bill Nelson are heading up. Each region supplied a name of a business partner that they can work with. David did have his first meeting with the group and will report at the board meeting his progress. Some discussion did take place about some comments that I heard at the CAPPAs regional meeting and provided some concerns that David would be looking into with his group.

The November 29th BOD meeting has been canceled due to the Executive committee traveling to the Executive committee in Alexandria. A new meeting is being set up for December.

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All of the regions should have had their annual regional meetings and so with that said I indicated that I would be sending an email to all of you about how your meeting went and some of the discussion that took place with the assignments that we all given to bring forward. So if you could elaborate on this it would be great. The two major items of discussion were to get a rep from your business partners for each region and to have that passed on to David Grey so he can start

conversations with this group would be great. The second item of discussion was to discuss the membership fee that the Regional Task force had approved by the APPA Board.

At CAPPa we had a very lengthy discussion on this subject but also very thoughtful one. In that discussion CAPPa passed the following motion. **“Adopt the APPA’s proposed dues structure at the 36% recommendation level. For institutions that see an increase of \$100 or more, offer complimentary registration(s) to any CAPPa event for the next two years. The value will be approximately the amount of their increase”** For new members **“institutions two complimentary registrations per institution to any CAPPa event for one year”**.

To move in this direction will require our board to be able to show the extra value that is added and that we are not just increasing the cost of membership. This is a very important step and one that will require some time by the membership committee and the professional development committee especially. However it does not stop there. It will require all of us to help get that message out as well. So I have made this email too long already and will wait to hear your responses as to how your regional meeting went. Thanks to all of you for your help to carry this vital message forward.

Response from David Button:

At RMA we did discuss the issue of changing fee structure and definitely supported this change. We did not determine a specific rate for across the regions, but felt strongly that we should move to a central fee structure combining APPA and Regional fees into one. The amount of the fee should be calculated centrally with perhaps a phase in approach. As such, RMA strongly supports the initiative and encourages the Board to move forward with it as quickly as possible. It was noted that this will also help our discussions with Mexico and again the sooner we sort this out the better. Since the board meeting we have done some calculations and conclude at a rate between 25 - 30% would likely work for RMA.

In response to the Business Partner rep, RMA has had a full Business Partner on our board for the past two years. Here are her contact points.

Mexico sub group

A conference call has been held with two more scheduled to discuss the proposal that has been made by the Mexico group to become a member of APPA and several regions. Dave Button is leading the sub group and hope to come up with a proposal at the August meeting in Minneapolis