

Regional Relationship Task Force Group II (Business Partners) Report and Recommendations to the APPA Board of Directors

RRTF II Group Members

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Background

The creation of the RRTF II (Business Partners) Task Force Group was approved by the APPA Board of Directors in July 2012. The board established the following objectives for RRTF II:

- 1) Identify effective ways for APPA International and the Regions to enhance their relationship with the Business Partners.
- 2) Identify effective ways for Business Partners to enhance their relationship with and further the goals of APPA International.
- 3) Establish a more uniform approach between APPA and the Regions concerning conference fees, booth cost and membership dues.

Each APPA regional president was asked to appoint a business partner representative to serve on the RRTF II, and on behalf of their region. Monthly conference call meetings of the RRTF II began in November 2012.

Recommendations to the APPA Board of Directors (for approval)

The following recommendations were drafted by the group for consideration by the APPA Board of Directors:

1. **Conduct a survey among APPA International and APPA regional business partners** – The survey will be used primarily to assess business partner satisfaction with APPA/regional/chapter conference exhibition and sponsorship opportunities, and to solicit suggestions from business partners on how these same venues can be enhanced to expand business partner engagement and value among business partners.

2. **Enhance visibility of APPA Business Partners on APPA and regional web sites** – The committee recommends that more efforts should be taken to recognize business partners on the APPA web site, especially the APPA Strategic Business Partners, as well as those regional memberships maintained by each APPA business partner. Plans are now underway with the launch of a new APPA web site in 2013 that should support this recommendation. Additionally, the new APPA web site will include opportunities for business partners to post industry “white papers” that will enhance content and value to institutional members, while recognizing business partners for their subject matter expertise and acumen.

3. **Establish up to two, business partner “At-large” positions on the APPA Board of Directors** – Up to two At-large, non-voting positions on the APPA Board would provide representation from the business partner community, and also serve as a reporting mechanism for the APPA Business Partner Committee. The At-large board members would attend scheduled face-to-face meetings and conference calls of the APPA Board.

4. **Establish an APPA International Business Partner Committee** – The Business Partner Committee would be comprised of a representative from each APPA region, plus up to two “At large” business partner representatives serving on the APPA Board of Directors (a total of 7-8 committee members). As with all APPA committees, the Committee chair would be appointed by the APPA President. The Committee would conduct three, one-hour meetings each year, two of which would be held via conference call (the third would be a face-to-face meeting of the Committee, held in conjunction with the APPA annual conference and exhibition). The Committee’s charge, expectations and responsibilities, as proposed by the RRTF II members, are as follows:

Charge:

The Business Partner Committee’s key role is to identify effective ways by which APPA International and regions can enhance their relationships with business partner members, and to further the goals of member institutions, affiliates, and the entire APPA membership organization. The Committee seeks to continually evaluate, validate and promote the value of APPA membership and participation among members of the business partner community. To accomplish this charge, the Committee solicits and receives feedback from all Business Partners supporting APPA and its various regions. What is more, the Committee strives to offer creative thinking and innovative ideas that support the purpose and values of APPA International.

Expectations & Responsibilities:

Each Committee representative should begin and continue their role with a passion for the work of the Committee and provide support for the chairperson and other Committee members alike. As with other APPA committees, there is the expectation of full

participation, to the maximum extent possible, in Committee meetings, held three times each year. Among its three meetings, one face-to face meeting will be held in conjunction with APPA's Annual Conference and Exhibition. The remaining meetings will be held via conference call. If for some reason the committee member is unable to attend meetings, he or she should arrange with the regional board president for a substitute attendee to be selected to ensure a balance of representation and continued flow of information to the Committee and the regional board. Each committee member should also attend their regional annual meetings and provide routine feedback to their regional boards on the activities, actions, and initiatives of APPA's Business Partner Committee.

