

ERAPPA Strategic Plan 2017-2020

2020 Vision

BACKGROUND & CONTEXT

ERAPPA is the Eastern Region of APPA: Leadership in Educational Facilities. The Eastern Region consists of institutions from: The United States (Washington DC, Maryland, Delaware, Pennsylvania, New Jersey, New York, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire and Maine) and Canada (Ontario, Quebec, Newfoundland and Labrador, Prince Edward Island, New Brunswick and Nova Scotia).

Throughout its history, ERAPPA has been dedicated to supporting the common interests of planning, maintenance, and operations of facilities within the region's educational institutions. It has aligned itself as a source for the promotion of professional ideals and standards designed to serve its membership better, and continually foster a professional spirit among those engaged in this work. Additionally, ERAPPA assists and supplements the work of APPA in such endeavors as Professional Development, Credentialing, and many others.

ERAPPA maintains a vision designed to understand the needs of its members, be a key resource for their professional development and inspire them to reach full potential as facilities management professionals.

VISION

ERAPPA's vision is to be the preferred source of learning, career development and networking for educational facilities professionals.

MISSION

The Eastern Region of APPA's (ERAPPA) mission is to provide members and associates of ERAPPA with quality opportunities for professional development through relevant education and networking programs.

PRINCIPLES & VALUES

In carrying out ERAPPA's mission, we embrace the following values: Collaboration, Diversity, Excellence, Fiscal Responsibility and Sustainability.

OBJECTIVES

I. PARTICIPATION

- a. Our desired outcome is increased participation of membership in leadership positions within ERAPPA and APPA.
- b. We are successful when:
 - i. Multiple candidates for each position are seeking office.
 - ii. We fill all committee positions.
- c. This is important to ensure a vibrant, robust, and sustainable organization that fosters individual professional growth and enhances personal ownership.

II. CLARITY

- a. Our desired outcome is complete understanding of the organizational structure, roles, offerings, and the value of APPA, ERAPPA, and the chapters to membership.
- b. We are successful when:
 - i. Number of questions and inquiries decreases.
 - ii. Member survey results demonstrate understanding.
- c. This is important to meet member needs and expectations, and enhance trust within the organization.

III. EDUCATION:

- a. Our desired outcome is expanded, diversified, and accessible professional development offerings.
- b. We are successful when:
 - i. There are multiple ERAPPA programs or ERAPPA sponsored programs.
 - ii. Chapters offer localized professional development opportunities.
 - iii. Scholarship utilization increases.
- c. This is important in order to have our members be the very best they can be.

III. MEMBERSHIP:

- a. Our desired outcome is broadened and increased membership.
- b. We are successful when:
 - i. Institutional membership increases.
 - ii. Business Partner membership increases.
 - iii. Annual Meeting attendance increases.
 - iiii. Increased young professional participation in offerings.
- c. This is important to sustain the organization, enhance the profession, and provide a network of opportunity for members.

V. BUSINESS PARTNERS:

- a. Our desired outcome is Business Partner engagement in support of the ERAPPA mission through clearly defined roles.
- b. We are successful when:
 - i. Subject matter expert numbers increase and our members engage them.
 - ii. Business Partners in the organization broaden our member's perspective.
 - iii. Continued promotion of ERAPPA through generous sustained financial support.
- c. This is important to create and sustain value for business partners who are an essential part of the profession.

VI. CREDIBILITY:

- a. Our desired outcome is ERAPPA's credibility and value increases.
- b. We are successful when:
 - i. Members know us to be a trusted partner in their professional development.
 - ii. Produce CFaR Research Projects from this region.
 - iii. Institutions see us as the go to source for regional professional development.
- c. This is important to the advancement of the facilities profession.

STRATEGIES

- I. MENTORING: Establish a robust and productive mentoring program.
- II. VIRTUAL PRESENCE: Improve our virtual presence and information delivery.
- III. MARKETING: Implement a comprehensive marketing and communications program for member recruitment and engagement.
- III. PROFESSIONAL DEVELOPMENT: Continue to identify professional development needs of membership and potential members to keep ERAPPA relevant.
- V. BUSINESS PARTNERS: Continue developing and sustain our BP engagement plan.

FOUNDATIONAL ELEMENTS

- I. COMMUNICATION PLAN: For each strategy we need to develop a plan that clearly communicates who is responsible, who is accountable, who to consult and who needs to be informed.
- II. MARKETING PLAN: Each strategy needs a plan of how to promote it, what the message is, who to target and when, and what channels to use.
- III. TECHNOLOGY PLAN: Each strategy will have a plan for what technology we will use to execute the strategy and how to support it.
- III. METRICS & MEASURES THAT DEFINE SUCCESS: Each strategy will have a plan for how we measure its' success.
- V. RESOURCE MANAGEMENT: Each strategy needs a plan detailing necessary organizational resources and responsible investment of those resources to execute the strategy successfully and sustainably.