



# APA – Vision 2025

APA's Vision and Mission are continually advanced by the efforts of our volunteer Board of Directors, Committees and Membership to achieve our strategic objectives.

**APA Vision Statement:** A national association of professionals with knowledge and expertise in pursuit of compliance with accessibility regulations related to the built and physical environment.

#### APA Mission:

- Support membership needs and organizational growth
- Enhance professional development
- Actively promote the services provided by our members
- Hold our members to a high standard of professionalism and ethics
- Facilitate consistency in the application of accessibility regulations
- Present a unified voice in our industry
- Actively participate in the development, interpretation and adoption of accessibility regulations
- Promote the value of certified accessibility specialists and consultants

APA vision and mission will be achieved by focusing the efforts of our Board, committees, and membership as follows:

#### A. Objective: Support membership needs and organizational growth

1. (Membership benefits) Investigate and facilitate the provision of various benefits to our members
  - Provide resources (i.e. technical forums, website, job postings, product information)
  - Look into best practices in other national organizations as a guideline
2. (Membership participation) Encourage active participation by all APA members
  - Provide social fellowship and networking opportunities
3. Support development of regional chapters

#### B. Objective: Enhance professional development

1. (Continuing education) Provide accredited continuing education training for various professional industry licensing
  - Determine appropriate course topics and our body of knowledge
  - Establish means of delivery and frequency of offerings
  - Establish standards for presentations and monitor for quality
  - Select presenters
  - Develop an Accessibility Academy
    - Develop Modules on an annual basis that lead to this goal
2. Establish and implement APA advanced certification for members
  - Research comparable certifications for other professions
  - Implement and oversee the certification process
  - Provide specialized certification by project type

#### C. Objective: Actively promote the services provided by our members

1. Search for opportunities to promote APA through other organizations and/or speakers bureau

2. Promote further use of graphics standards (APA logo on business cards, email, APA after member names)
3. Website and social media

#### D. Objective: Hold our members to a high standard of professionalism and ethics

1. Promote the APA ethics policy

#### E. Objective: Facilitate consistency in the application of accessibility regulations

1. Provide CE courses certified by appropriate organizations
  - Accessibility CE training
  - Specialized training by building type and/or regulation
2. Round table discussions on “Best Practices”

#### F. Objective: Present a unified voice

1. Establish and maintain a strong relationship with US Access Board, ADA Centers, ICC, TDLR/AB and other jurisdictional authorities as well as codes and standards promulgators

#### G. Objective: Actively participate in the development, interpretation and adoption of accessibility regulations

1. Monitor comment periods and provide input on development of accessibility codes and standards, and attend Access Board and ICC code hearings as appropriate
2. Promote the appointment of APA members to code review boards (ICC, Access Board, AB Advisory)

#### H. Objective: Promote the value of accessibility specialists

1. (Legislative outreach) Educate public policy makers to seek out and consider the opinions of APA members on key issues affecting accessibility
  - Identify the key public policy makers
  - Monitor the political environment as appropriate
2. (Educational outreach) Educate members of allied organizations, civic groups and building industry about the regulatory requirements for accessibility in the built and physical environment
  - Identify industry groups and associations
  - Develop and implement programs and outreach methods

#### AIA/CES Instructor Program Expanded for APA Members

APA members may now provide AIA/CES approved training. This is a great service to your clients and an excellent marketing tool for you! For approved instructors delivering AIA/CES approved courses, APA will directly report AIA/CES credit on behalf of any AIA member architects who attend – a win-win for you and your clients. This year we expanded the program to allow more instruction options. For more information on becoming an approved AIA/CES Instructor, please visit the APA website “Be an AIA Instructor” section, or contact [executivedirector@accessibilityprofessionals.org](mailto:executivedirector@accessibilityprofessionals.org).

#### A letter from our president

I can see APA in 2025, recognized as the growing, national, unifying organization for accessibility professionals. It is coming, and as current members, you will be a part of this evolution.

Why 2025? Because deadlines matter and establishing timelines is the way to assure we move forward with urgency. The year 2025 will mark the end of the first decade of our testing program. By then it will have matured to the point that a National Exam and Certification of Accessibility Professionals should have become a reality.

The Specialist Program began in 2015. This year the core test has been re-written, updated, and re-vetted for accuracy. Another new sub-specialty program and test on transient lodging has been developed for this year's annual meeting. Our membership and others outside of APA have embraced the value of the designation process.

A task force is pursuing opportunities for APA to provide product certifications for accessibility products, with an initial training in the process for the board's evaluation.

The ongoing committees have moved the quality marker way ahead in communications, education and events, membership, and the Jim Boyce Scholarship efforts. The online forums participation continues to grow with continued refinement by the technical standards committee.

Our goals of national expansion are moving ahead with the formation of a first chapter underway in Florida where APA will assist with a state-wide training session in the first quarter of 2019. Five other states are targeted for initial formation within the coming year.

Your Board of Directors is deliberating on modifications to the APA's structure to handle chapters across the country and assure an orderly transition in forming a Texas Chapter in the coming years as APA concentrates on expansion and collaboration with other accessibility groups at the national level.

Texas will continue to be the home of APA, and the formation of a Texas Chapter will assure greater focus on the TAS and the RAS program.

This year has been one of beginnings toward the future of APA. I am thankful for the unselfish participation of the board members, committee chairs, and especially those who served on committees and gave of their time and talent to turn goals into reality. All of our goals may not have been completed, but the pathway has been made clear and the first steps are behind us.

Committee work is at the heart of APA. It is where friendships are developed, business relationships blossom, and future leaders are born. In the coming year, take a leap of faith and discover the professional and personal rewards of participation.

One more thought – let us all make it a point to personally thank those who have worked in years past to make APA what it is today. Those founders who sacrificed their time and energy in the early TRASA years are the people who have enabled APA to follow the current path toward national prominence and influence.

Sincerely,  
Jack D. McClellan  
2018 APA President

## THANK YOU

#### 2018 Board of Directors

**Jack McClellan**, President  
**Sharon Woodmore**, President-Elect  
**Tom Ellis**, Secretary  
**Clark Teel**, Treasurer  
**Robin Roberts**, Board Member  
**Stacey Brewer**, Board Member  
**Paul Glenn**, Board Member  
**Carroll Pruitt**, Past President

#### 2018 Committee Chairs

**Mark Morley**, Communications  
**Kim Goss/Jim Terry**, Education/Events  
**Paul Glenn**, Exhibitors/Sponsors  
**Tanya Allen**, Jim Boyce Scholarship  
**Peter Grojean/Carroll Pruitt**, Legislative  
**Marcela Abadi Rhoads**, Membership  
**Donald Bloom**, Marketing Task Force  
**Bemmie Eustace**, Florida Chapter  
**Peter Grojean**, Specialists Track Test TF  
**Kim Hooker**, Technical Standards  
**Stacey Brewer**, Transient Lodging TF

## WELCOME

#### 2019 Board of Directors

**Sharon Woodmore**, President  
**Tom Ellis**, President-Elect  
**TBD**, Secretary  
**D. Clark Teel**, Treasurer  
**Robin Roberts**, Board Member  
**Stacey Brewer**, Board Member  
**Mark Morley**, Board Member  
**Jack McClellan**, Past President

#### 2019 Committee Chairs

**Jack McClellan**, Chapter Expansion TF  
**Diana Ibarra/Jeff Yanke**, Florida Chapter  
**TBD**, Communications  
**Gene Boecker**, Education/Events  
**Paul Glenn**, Exhibitors/Sponsors  
**Tanya Allen**, Jim Boyce Scholarship  
**Peter Grojean/Carroll Pruitt**, Legislative  
**TBD**, Membership  
**Kim Hooker**, Technical Standards

## CONTACT US

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#### Website

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#### Location

Accessibility Professional Association  
9433 Bee Cave Road  
Building II, Suite 203  
Austin, TX 78733



### Board of Directors

On behalf of APA members, the Board guides the organization and achieves desired results within approved budgets. This year we:

- Developed an additional Exam option –Transient Lodging which will be offered at the 2019 Annual Conference. Test questions for APA-ADA Specialist Designation for those without the required prerequisite certifications were refined. ADA-TAS Training and Exam was first offered at the 2017 Annual Conference.
- Worked with leaders in Florida to develop training and a Florida Chapter. Reviewed /established draft chapter bylaws as well as proposed edits to current bylaws
- Researched options regarding ADA Product Certification and conducted initial training in November, 2018 which provided further insight into the process and business development options for our members
- Updated the Mission and APA Strategic Plan (March) in order to provide focused direction to the organization
- Continued “re-branding” the organization via updated marketing materials, partnership development and website to promote our members and organization nationally
- Continued operational and budget oversight
- Provided board liaisons to each APA committee and task force
- Continued ongoing support and development of the Jim Boyce Scholarship Fund
- Utilized legal reviews and insurance coverage as needed to protect the organization
- Renewed organizational management services with KWPM per contract. Reviewed and renewed contract with KWPM.
- Sponsored a booth at the AIA 2018 Conference in New York City in order to further promote the services of our members and further develop membership
- Continued to investigate options to expand our services to members and increase our revenue sources

### Communications (Chair: Mark Morley)

The committee is responsible for the quarterly APA newsletter and reviews the effectiveness of all APA communications tools. Acting as the “gatekeeper,” we support other committees, as needed, with communications. This year we:

- Reviewed, updated or improved all website pages
- Researched and began implementing SEO and web analytics – retitle pages, cross-linking, external links, new articles.
- Continue developing mailing lists via national meetings and TDLR Academy for Constant Contact
- Updated annual Member Logo
- Proofed outgoing communications

### Education & Events Committee (Co-Chairs: Kim Goss, Jim Terry)

APA continued to maintain and improve its education services for Texas RAS’s, AIA Members, ICC Members, ADA Coordinators, and other Design Professionals by focusing on CE/LU Training at the 2018 Annual Conference, two Regional Trainings, AIA Training and the 2019 Annual Conference. This year we:

- Added CE Credit for Florida Professionals to the 2019 Annual Conference
- Provided over 3160 hours of TDLR, AIA, ADA Coordinators and ICC approved CE Units of training
- Conducted two Regional Training Meetings/Webinars to reach members and guests closer to their home-base

- Added Webinar CE/LU for AIA and TDLR for the required professional courses
- Utilized AIA – approved classes given by our members to reach individuals outside our membership. Conducted 19 various sessions
- Utilized break-out sessions for the 2018 and 2019 Annual Conferences to provide a range of courses from novice to experienced Accessibility Specialists
- Surveyed members following each training in an effort to continually improve programs
- Worked with other APA Committees to improve, coordinate, and promote programs
- Reached out to National ADA providers, such as the ADA Symposium to expand membership training and marketing opportunities
- Continued to promote APA training through expanded contact lists, AIA National Conference, TDLR Academy and new effort to establish a Florida chapter
- Planned the 2019 APA Annual Conference to include diverse group of subjects, tracks and experts

### Exhibitor & Sponsor (Chair: Paul Glenn)

This committee brings in exhibitors that can provide our Conference Attendees with exposure to new products, tools and concepts, as well as bring revenue to APA via exhibitor and sponsor fees. This year we:

- Signed up 14 Exhibitors and Sponsors that paid and/or attended the APA Annual Conference

### Legislative & Legal Committee (Co-Chairs: Peter Grojean, Carroll Pruitt)

Interfacing with TDLR and the Legislature remains one of APA’s most important functions. This year we:

- Monitored/reviewed state and national legislative bills that would impact our members
- Met with TDLR to provide APA input regarding the proposed RAS Procedures and training for the AB Online System (TABS). Training is being offered at the 2019 Annual Conference
- Represented our members and testified at the Architectural Advisory Committee Meeting in Austin as needed.
- Continued to support our membership as it relates to TDLR enforcement and application of administrative penalties to assure equitable enforcement amongst RASs

### Marketing (Expansion) Task Force (Chair: Donald Bloom)

This committee is responsible for the plans and actions, approved by the APA Board, to RECRUIT APA members from all US states outside of TX.

- Identified target states for chapter expansion (FL, GA)
- Made initial overtures in FL, GA, NY, IL, NM
- Initiated a chapter expansion process in FL

### Florida Chapter (Chair: Bemmie Eustace)

APA is expanding into other states with the intention of forming official chapters, with Florida being our first official initiative.

- In June, APA met with interested persons to introduce discussion of the formation a Florida chapter of the APA
- Numerous organizational teleconference calls with Florida to address Chapter formation steps

- Marketing materials, specific to Florida, sent to initial chapter organizers for distribution to potential members
- APA became a Florida Training Provider for continuing education. Ongoing efforts by national team to obtain course approvals.
- Educational Event tentatively scheduled for April 2019 in Central Florida
- Florida LLC and legal documents for Chapter formation in early process

### Membership Committee (Chair: Marcela Abadi-Rhoads)

The Membership Committee is responsible for the plans and actions used to communicate with and retain current Members, welcome new members, re-connect with dropped members and recruit potential new members. Additionally, we want to promote members and APA to the building and accessibility industry. This year we:

- Updated all member materials and web pages
- Developed a dropped member survey for recent non-renewals
- Developed a dropped member survey for older dropped members up to 3 years
- Made 20 new member emails sent/calls
- Sent 32 recruitment letters sent to new TDLR RAS licensees
- Presented at 5 TDLR Academies
- List 536 members on the linkedIN group
- Have 131 “Likes” on Facebook (increased by 18) and reached 424 people (increase of 160)

### Technical Standards (Chair: Kim Hooker)

This committee’s goal is to provide a technical resource library of FAQs and assist in resolving technical inconsistencies by maintaining a Forum on our website and give input on regulations affecting the industry. This year we:

- Edited FAQ web page for a more ADA (national) approach
- Developed new FAQ : Children’s Toilet facilities
- FAQs In development: Site Arrival Points, Signs Requirements
- Provided a Tech Talk Session at the Annual Conference

### Jim Boyce Memorial Scholarship (Chair: Tanya Allen)

Since 2010, the Jim Boyce Memorial Scholarship (JBMS), created in honor of Jim Boyce, has provided support to talented students who are dedicated and interested in promoting accessibility in their future careers and who are pursuing accredited degrees in architecture, landscape architecture, civil engineering, construction management, interior design, or other degree programs closely related to accessibility/universal design. Each fall, informational materials and a link to the APA-JBMS website are emailed to colleges, universities and scholarship websites across the United States. Applications are due at the end of March, and the Committee selects one or two recipients in April. Funds are raised via a summer campaign, membership online renewal and a Silent Auction held at each APA Annual Conference. This year we:

- Raised \$2,980.00 at the 2018 Silent Auction
- Raised \$140.00 via the Member Renewal System
- Received applications from 21 students in 13 different states
- Awarded two \$1,500 scholarships (total of \$3,000)
- Implemented an online application process for 2019

Budget Estimates:	2017	2018	2017 Balance Sheet as of December 31.
Training Revenue	\$66,370	\$77,700	Total Current Assets \$136,351
Membership Dues	\$43,482	\$50,175	Total Current Liabilities \$43,361
Other	\$5,055	\$7,025	Total Equity \$92,990
Jim Boyce Scholarship	\$4,282	\$4,000	Jim Boyce Scholarship Fund \$7,272
<b>Total Revenue</b>	<b>\$119,189</b>	<b>\$138,900</b>	
Professional Management	\$63,400	\$65,800	
Non-Personnel	\$8,709	\$10,796	
Committee Expense	\$6,878	\$14,175	
Training Expense	\$31,566	\$37,940	
Jim Boyce Scholarship	\$5,447	\$3,000	
<b>Total Expenses</b>	<b>\$116,000</b>	<b>\$131,711</b>	

### Membership Directory has updated features in 2018!

Membership Directory features a search tool. This is an exciting Member Benefit. Anyone wishing to Hire an Accessibility Professional, can search many new fields related to skill sets. **In order for you to provide an accurate picture of your services, you must go to your Member Profile and update your information and interests.** Interested parties looking to hire a Specialist, will not be able to find you unless you have updated all your “interests.”

Process to update your Profile:

- Login
- Click on your name in the top right corner
- Click on Profile: Is everything correct? Have you written a robust description with many accessibility-related KEY WORDS?
- Click on the Interest tab
- Check all items that apply to your services
  - Under *Areas I Serve* you MUST check all the states you are willing to serve
- Click the save button
  - Now go to the *Hire a Professional* page and try to search a number of ways so you see where and how your Profile will appear when searched

