



Accessibility  
Professionals  
Association

# Setting a Course

## 2014 Annual Report

### Thank You

This year we have been Setting a Course for the future of APA. Your Board of Directors, Committees and Staff have all worked to move the organization forward and expand benefits such as technical FAQs and Job Opportunities on our website. We don't have to make great strides every year, sometimes baby steps are the way to go. But the continued success of your Accessibility Professionals Association requires you, as a Member, to get involved. No experience necessary, but rather a commitment of your time, which we know is valuable!

Serving as your President has been a rewarding experience and I will continue to support our organization.

Sincerely,  
Chris Schexnayder

#### 2014 Board of Directors:

Chris Schexnayder – President  
Carroll Pruitt – President-Elect  
D. Clark Teel – Secretary  
Peter Grojean – Treasurer  
Anthony Covacevich – Board Member  
Robin Roberts – Board Member  
Jack McClellan – Board Member  
Gaila Barnett – Past President, Ex-Officio

#### 2014 Committee/Chairs:

APA/GCPD Award – Fred Cawyer  
Communications – Mark Morley  
Education & Events – Jeromy Murphy  
Jim Boyce Scholarship – Tanya Allen  
Legislative & Legal – Robert Ronson  
Marketing – Attila Huszka  
Membership – Tom Ellis  
Technical Standards – Sharon Massey

### Welcome

#### 2015 Board of Directors:

Carroll Pruitt – President  
Peter Grojean – President-Elect  
D. Clark Teel – Secretary  
Jack McClellan – Treasurer  
Robin Roberts – Board Member  
TBD – Board Member  
Sharon Massey – Board Member  
Chris Schexnayder – Past President, Ex-Officio

#### 2015 Committee/Chairs:

Communications – Mark Morley  
Education & Events – Jeromy Murphy  
Jim Boyce Scholarship – Jimmy Bell  
Legislative & Legal – Robert Ronson  
Marketing – Attila Huszka  
Membership – Tom Ellis  
Technical Standards – Walter Qualls



[www.accessibilityprofessionals.org](http://www.accessibilityprofessionals.org)

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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. Vision, Mission and Strategic Plan are all available on [www.accessibilityprofessionals.org](http://www.accessibilityprofessionals.org).

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

- 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 outside of Texas
- Continued operational and budget oversight and updated APA Bylaws to reflect national membership expansion
- With committee input, revised exhibitor/sponsor guidelines
- Provided board liaisons to each APA committee and task force
- Continued ongoing support and development of the Jim Boyce Scholarship Fund
- Continued discussion regarding Advance Certification initiative with a task force led by Michael Love. APA hopes to create a new certification program for accessibility specialists who are members of APA
- Utilized legal reviews and insurance coverage as needed to protect the organization
- Renewed organizational management services with KWPM per revised contract
- Continued partnership to print APA-branded version of the TAS Field Reference Manual, 2014 Edition

APA is organized into results-oriented committees. Committees include a Board Member and an appointed Committee Chair. The volunteer members explore, research, critique and recommend action on agreed-upon objectives. We are structured to maximize individual and organizational productivity.

**Communications Committee (Chair: Mark Morley)** – The committee is responsible for the quarterly APA newsletter and, when needed, reviews effectiveness of all APA communication tools. Acting as the Gatekeeper, we support other committees, as needed, with communications. This year we:

- Produced Quarterly newsletters
- Reviewed and updated all website pages for accuracy and to include a national focus
- Developed Publication Flow Chart
- Established a Photo Page Editor-in-Chief role
- Updated Member Logo
- Established a regional breakout of US states for APA
- Developed an Accessibility News web page for links to regional resource websites

**Legislative & Legal Committee (Chair: Robert Ronson)** – Interfacing with TDLR and the Legislature remains one of APA's most important functions. This year the Committee:

- Updated Legislative Handout and made available to members for utilization with their representatives
- Recruited member volunteers to meet with their representatives in preparation for the 2015 Legislative Session. Completed training material for volunteers and conducted initial training
- Developed a plan to identify and reach out to key legislators in 2015 for informational sessions and to drop off promotional material
- Continued to support our membership as it relates to TDLR Enforcement and application of administrative penalties to assure equitable enforcement amongst RASs

**Technical Standards Committee (Chair: Sharon Massey)**

– This committee's goal is to provide a technical resource library and assist in resolving technical inconsistencies by drafting position papers. We manage the Forums on our website and give input on regulations affecting the industry.

This year we:

- Developed, approved and posted the following FAQs:
  - Mezzanines
  - Counters
- Provided a Tech Talks session at the 2014 Annual conference
- Updated use of Tech Standards Forum for committee use
- Updated Resource section of Tech Standards Forum for committee
- Developed Accessibility News page for APA website
- Submitted comments to TDLR on Chapter 68 Rule

**Membership Committee (Chair: Tom Ellis)** – The committee is responsible for the plans and actions to welcome new members, reconnect with dropped members and recruit potential new members. We also serve as a resource to assist the APA Board in its initiatives to retain current members and provide member benefits. This year we:

- Updated recruitment letter
- Updated Welcome New Member Packet
- Updated new member contact process
- Created standard message to leave on new members' answering machines
- Gave 3 APA presentations to TDLR Academy
- Contacted new TDLR Accessibility Academy graduates by mail (Four new members have been gained by our recruitment letters & TDLR academy speakers)

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## How to download your 2015 member logo:

Visit [www.accessibilityprofessionals.org](http://www.accessibilityprofessionals.org). In the blue sidebar menu, click on Members Only and Member Logo. Login as prompted. Choose the appropriate logo and right click to download logo to your desktop.

**Marketing Committee (Chair: Attila Huszka)** – Addressing the challenges of promoting the APA as an organization, this committee develops new marketing ideas and assists with various marketing tasks. We are open to all types of marketing from postcards and presentations to social media. One of the primary objectives is to increase visibility of valuable membership benefits.

2014 Accomplishments:

- Updated Speaker's Bureau spreadsheet
- Sponsored a booth at Blue Book and developed Constant Contact booth attendee list
- Had a presence at: Metrocon, ECO El Paso
- Developed 4 APA PPT slides for presentations
- Updated Postcard for 2014
- Posted all APA activity to Facebook and LinkedIn

**Education & Events Committee (Chair: Jeromy Murphy)** –

APA continued to maintain and improve its education services for Texas RAS's, AIA Members and other Design Professionals by focusing on CE Training at the 2014 Annual Conference, three Regional Trainings, AIA Training and the 2015 Annual Conference. This year the Committee Members:

- Provided over 3858 hours of TDLR & AIA approved CE Units of training, conducted three Regional Training Meetings to reach RAS's closer to their home-base and offered sessions by national speaker Jim Terry through internet training
- Utilized AIA approved classes given by our members to reach out to individuals outside our membership. Conducted six various sessions
- Utilized break-out sessions for 2014 Annual Conference with an emphasis on a range of courses for the novice to the experienced RAS: Accessibility by Building Type; Healthcare, Transient Lodging and Resort, Multi Use Facilities as well as Overview of Various States Access Laws and Standards and International Building Code. 2015 Conference national and regional speakers will address additional areas of accessibility law
- 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

### **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 or potential clients. And this year we expanded the program to allow more instruction options. For more information on becoming an approved AIA/CES Instructor, please go to the APA website "Be an AIA Instructor" section, or contact [executivedirector@accessibilityprofessionals.org](mailto:executivedirector@accessibilityprofessionals.org).

### **The Jim Boyce Memorial Scholarship (Chair: Tanya Allen/ Jimmy Bell)**

Since 2010, APA has awarded select Design students The Jim Boyce Memorial Scholarship for their dedication and interest in promoting accessibility in their future careers. We mail out an informational package regarding the scholarship each October to accredited architecture schools in Texas. Awarded in March, application forms and donation links are available on our website. Funds are raised via a Silent Auction each January at the APA Annual Conference. This year \$3,049 was raised and 2 students were awarded a total of \$2,500.

### **APA/GCPD Award (Chair: Fred Cawyer)**

Since 2010, this committee, in conjunction with the Governors Committee on People with Disabilities, has recognized APA member projects with outstanding accessibility features within the State of Texas. Site visits are made by APA professionals to inspect physical accessibility and by professionals familiar with disability issues to inspect for service accessibility. Each year, the winners are recognized as part of APA's Annual Conference in January. The 2014 winners were the Dallas Children's Medical Center, the Irving Convention Center and the Perot Museum of Nature and Science in Dallas.

## APA Financial Summary

<b>Budget Estimates:</b>	<b>2014</b>	<b>2015</b>	<b>2014 Balance Sheet as of December 31.</b>
Training Revenue	\$66,178	\$72,800	
Membership Dues	\$45,491	\$47,000	
Other	\$1,135	\$2,300	
Jim Boyce Scholarship	\$3,049	\$2,800	Total Current Liabilities \$41,535
<b>Total Revenue</b>	<b>\$115,853</b>	<b>\$124,900</b>	
Professional Management	\$59,129	\$57,750	Total Equity \$90,362
Non-Personnel	\$10,095	\$10,151	
Committee Expense	\$1,330	\$10,720	Total Liability and Equity \$131,897
Training Expense	\$32,277	\$43,255	
Jim Boyce Scholarship	\$2,952	\$3,000	
<b>Total Expenses</b>	<b>\$105,783</b>	<b>\$124,846</b>	
National Campaign Certification		\$15,000	

**APA Vision Statement:** Further develop a national association of professionals with knowledge and expertise in pursuit of compliance with accessibility codes and standards related to the built environment.

**APA Mission:**

- Support membership needs and organizational growth at a national level
- Enhance professional development including specialized and advanced certifications
- 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 codes, rules and standards
- Present a unified voice in our industry
- Actively participate in the development, interpretation and adoption of accessibility codes, standards and 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. fillable forms, 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 and fellowship opportunities regionally
3. Support development of regional chapters

**B. Objective: Enhance professional development including specialized and advanced certifications**

1. (Continuing education) Provide accredited continuing education training for various professional industry licensing
  - Determine appropriate course topics
  - Establish means of delivery and frequency of offerings
  - Establish standards for presentations and monitor for quality
  - Select presenters
2. Establish and implement APA advanced certification for members
  - Research comparable certifications for other professions
  - Organize and facilitate certification process

- Create a committee to implement process and oversee the certification process
- Increase our body of knowledge
- Provide specialization 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 standards**

1. Provide CE courses certified by appropriate organizations
  - Accessibility CE training
  - Specialized training by building type and/or codes
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 codes, standards and 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 physical environment
  - Identify industry groups and associations
  - Develop and implement programs and outreach methods