

This year has had many challenges and I hope that each of you are staying safe. We've had to postpone pursuing some of our larger goals, but with any luck things will start to ramp back up in 2021. I hope to "see" you all at our Virtual Annual Conference in January.

APA accomplished a number of exciting goals in 2020, despite the year's hardships. Through our partnership with our website host and UsableNet, we conducted an audit of our website's most utilized pages and implemented changes to provide a more accessible website. We have also updated our newsletters and emails to be more visually accessible.

We provided over 3300 hours of continuing education, through TDLR, AIA, ADA coordinators, and ICC-approved CE units of training. We conducted two regional training meetings and webinars to reach members and guests through our National Conference and two webinar-based trainings. And we're committed to maintaining this high level of training, as evidenced by our impressive lineup of speakers for the 2021 National Conference, which will be held virtually via webinar.

Through a new approach using a raffle at last year's National Conference, as well as through donations and corporate matches, the Jim Boyce Memorial Scholarship Committee raised \$5,160 and awarded two scholarships for \$1,500 each. The deserving recipients were Tyler Kleinsasser (Civil Construction Engineering and Management) and Matthew L. Gilbert (Construction Management).

We look forward to getting back to a regular rhythm next year and seeing all of you in person!

Sincerely,
Robin Roberts
2020 APA president

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.

THANK YOU

2020 Board of Directors

Robin Roberts, President
Robert Ronson, President-Elect
Meghan Simecek, Secretary
Clark Teel, Treasurer
John Torkelson, Board Member
Stacey Brewer, Board Member
Mark Morley, Board Member
Sharon Massey Woodmore, Past President

2020 Committee Chairs

Jack McClellan, Chapter Expansion TF
Diana Ilbarra, Florida Chapter
Maggie McCarthy, Communications
Gene Boecker, Education/Events
Tom Ellis, Exhibitors/Sponsors
Tanya Allen, Jim Boyce Scholarship
Staff, Legislative
Staff, Membership
Kim Hooker, Technical Standards

WELCOME

2021 Board of Directors

Robert Ronson, President
Clark Teel, President-Elect
Meghan Simecek, Secretary
Mark Morley, Treasurer
Matt Lescher, Board Member
Stacey Brewer, Board Member
John Torkelson, Board Member
Robin Roberts, Past President

2021 Committee Chairs

Jack McClellan, Chapter Expansion TF
Diana Ilbarra, Florida Chapter
Charles Watt, Communications
Gene Boecker, Education/Events
Staff, Exhibitors/Sponsors
Tanya Allen, Jim Boyce Scholarship
Sharon Woodmore/Carroll Pruitt, Legislative/Legal
Staff, Membership
Kim Hooker, Technical Standards

CONTACT US

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SAVE THE DATE!

The next APA National Conference will be January 2022.

Board of Directors

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

- Utilizing a partnership with Club Express (our web host) and Usable net, conducted an audit of our website's most utilized pages and implemented changes to provide a more accessible website
- Continued to offer previous exams at 2020 Annual Conference
- 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
- Continued to investigate options to expand our services to members and increase our revenue source

Communications Committee (Chair: Maggie McCarthy)
Responsible for the quarterly APA newsletter, website, and all communications tools. We also support other committees, as needed, with communications. This year we:

- Developed articles for web home page and newsletter
- Reviewed the website after professional changes were made
- Developed a public relations template
- Enhanced SEO by two new original articles, ongoing biweekly Member Spotlights and a Press Release template
- Improved newsletter and Constant Contact push emails layout

Education & Events Committee (Chair: Gene Boecker)
Responsible for maintaining and improving education services for Texas RASs, Florida and other design professionals, AIA members, ICC members and ADA coordinators, by focusing on CE/LU training. This year we:

- Provided over 3305 hours of TDLR, AIA, ADA Coordinators and ICC approved CE Units of training
- Conducted two regional training meetings/webinars to reach members and guests through our National Conference and two webinar based trainings
- Continued 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 11 various sessions
- Utilized break-out sessions for the 2020 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
- Planned the 2021 APA National Virtual Conference to include a diverse group of subjects and experts

Legislative & Legal Committee

Responsible for interfacing with congressional representatives, TDLR and the legislature. This year we:

- Monitored/reviewed Texas state legislative bills that would impact our members

Chapter Expansion Committee (Chair: Jack McClellan)
Responsible for the plans and actions, approved by the APA Board to recruit APA members from all U.S. states outside of Texas. This year we:

- Held organizational teleconference calls with Florida and Washington to address chapter formation steps
- Sent marketing materials to initial chapter organizers for distribution to potential members

Florida Chapter Committee (Chair: Diana Ilbarra)
Responsible for expanding into Florida with the intention of forming an official chapter. This year we:

- Continued chapter discussion with key stakeholders

Exhibitor & Sponsor Committee (Chair: Tom Ellis)
Responsible for bringing 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:

- Recruited six exhibitors and sponsors

Membership Committee

Responsible for the plans and actions used to communicate with and retain current members, welcome new members, reconnect with dropped members and recruit potential new members. We also promote APA and its members to the building and accessibility industry. This year we:

- Continued to offer a Member Spotlight on our home page
- Presented at TDLR Academies
- Sent 32 recruitment letters to new TDLR graduates
- Welcomed 23 new members with new member packet/follow-up email
- Provided this year's new member logo

Technical Standards Committee (Chair: Kim Hooker)
Responsible for providing a technical resource library of FAQs and assisting in resolving technical inconsistencies by maintaining a FORUM on our website. This year we:

- Worked on developing new FAQs and Tech Talks
- Provided a Tech Talk Session at the National Conference
- Continued to monitor the APA online FORUM
- Reviewed technical articles for PR and the APA Newsletter

Jim Boyce Memorial Scholarship Committee (Chair: Tanya Allen)

Responsible for memorializing Jim Boyce, founder of APA. Scholarships are awarded to students who are pursuing degrees related to accessibility and universal design. Publicize the application in the fall and award one or two scholarships each spring. This year we:

- Raised \$5,160 via a raffle and donations with corporate matches
- Awarded two \$1,500 scholarships

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, industry partnerships)
 - Look into best practices in other national organizations as a guideline
2. (Membership participation) Encourage active participation by all APA members
 - Provide social fellowship, mentoring and networking opportunities
3. Support development of state/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 with high level of experience for topic
2. Establish and implement APA advanced certification

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, tradeshow, 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 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 as appropriate
 - Identify the key public policy makers
 - Monitor the political environment as appropriate
2. (Industry outreach) Educate members of allied organizations, civic groups, building industry, commercial real estate 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

Budget Estimates:	2020	2021	2020 Balance Sheet as of December 31
Training Revenue	\$95,605	\$65,000	Total Current Assets \$176,194
Membership Dues	\$48,965	\$45,000	
Jim Boyce Scholarship	\$5,295	\$1,500	
Other	\$3,820	\$1,400	
Total Revenue	\$153,685	\$112,900	Total Current Liabilities \$29,349
Professional Management	\$56,520	\$71,800	Total Equity \$148,885
Non-Personnel	\$13,192	\$13,475	
Committee Expense	\$9,091	\$10,700	Jim Boyce Scholarship Fund \$7,832
Training Expense	\$37,624	\$12,200	
Jim Boyce Scholarship	\$3,000	\$1,500	
Other	\$166		
Total Expenses	\$119,593	\$109,675	