

STUDENT MEMBER TOOL KIT

Member Resources & Member Benefits:

Six Easy Ways to Leverage your APTA Student Membership Today!

1. Visit the APTAU Learning link: <https://learning.aptagateway.com/> for:
On-Demand Videos, Webinars, E-Learning Courses, Leadership Programs
2. Join an APTA committee that matches your area of interest:
 - Students may join several APTA committees, except those that are invitation only, or have prerequisites.
 - Students are encouraged to join a limited number of committees to ensure active engagement
 - Students should use the chat feature when joining a committee meeting to identify themselves as a Student Member
 - Important Note: Student Members are non-voting members of APTA.
 - <https://www.apta.com/member-resources/committees/>
3. Federal Legislative Issues:
 - Learn about Federal Regulations: Rulemaking and Notices
 - i. <https://www.apta.com/advocacy-legislation-policy/federal-rulemaking-and-notice/>
 - APTA Smart Guide: Bipartisan Infrastructure Law and Inflation Reduction Act
 - ii. <https://www.apta.com/advocacy-legislation-policy/bipartisan-infrastructure-law-hub/>
4. Access research and statistical information: <https://www.apta.com/research-technical-resources/>
5. Discover more than 300+ industry standards - visit: <https://www.apta.com/research-technical-resources/standards/>
6. Network at APTA conferences and workshops; visit the Events link for information on future events being planned, registration and program information: <https://www.apta.com/conferences-events/>
 - **FREE Conference: Your Student Membership provides you complimentary registration to education sessions and the EXPO hall at the Annual Conference, value: \$2500+.**
 - i. Transform and EXPO 2023: October 8 – 11, 2023 in Orlando FL**
 - ✓ Register online: coming Spring 2023
 - ✓ Student Registration with meals: Discounted Rate – coming Summer 2023
 - ✓ Important Note: All Student Member attendees to the annual Transform conference (regardless of age) will be prohibited from being served alcoholic beverages at APTA receptions and events.

This is just the start of your membership experience. There is so much more for you to explore. The APTA staff are available to assist you as you begin your Student Membership journey.

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Topic	Membership Status	Online Link
Networking – Access to APTA Member database	Included Members only	Member Directory Link Member Organization Link
APTAAconnect – portal to share, discuss and connect to industry professionals	Included Members only	https://www.apta.com/member-resources/aptaconnect/
Committees – Join in and participate. Over 100+ committees	Included Members only	https://www.apta.com/member-resources/committees/
Industry Standards – Access to 300+	Included	https://www.apta.com/research-technical-resources/standards/explore-standards/ https://www.apta.com/member-resources/aptaconnect/
Research - #1 source on the web	Included	https://www.apta.com/research-technical-resources/research-reports/
Scholarships	Open for all	American Public Transportation Foundation (APTF), our affiliated foundation offers annual scholarships to help pay for your education. Find out more at the APTF website .
APTA Knowledge Hub: free downloadable content includes white papers, webinars, product guides, case studies, industry analysis and more	Included Members only	https://www.apta.com/apta-knowledge-hub/
Conference Registration	Student Member Registration - FREE Student Member Discount Registration that includes Meals	https://www.apta.com/conferences-events/ link to come
APTAU – online webinars and sessions	Included Members only	https://www.apta.com/research-technical-resources/aptau/
APTAU – special past conference sessions and special education sessions	Fee Members only	https://www.apta.com/research-technical-resources/aptau/
APTA Career Center	Included	Based on your interest area, expand your network with professionals to secure internships and jobs. APTA’s Career Center Transit Workforce Readiness Guide
Job Postings	Included	https://www.apta.com/news-publications/passenger-transport/place-a-classified-ad/
APTA Emerging Leaders Program (Professional development program for those with 3+ years of professional experience)	Application & Tuition Members Only	https://www.apta.com/research-technical-resources/aptau/leadership-programs/aptas-emerging-leaders-program/

APTA Accounts & Hashtags	Open for all	<p>We ask that you tag and engage with APTA’s social media accounts.</p> <p>APTA’s social media handles are:</p> <ul style="list-style-type: none"> • Instagram: @APTA_Transit • Twitter: @APTA_info • LinkedIn: American Public Transportation Association • Facebook: @AmericanPublicTransportationAssociation <p>Please use hashtag: #InvestInPublicTransportation</p>
Social Media Content Guidelines		<p>Tips for using Facebook and Instagram stories:</p> <ul style="list-style-type: none"> • Don’t aim for perfection. Stories should be spontaneous, authentic, and imperfect, so don’t spend too much time editing them. • Give a window into what you’re seeing and experiencing. Show what’s going on behind the scenes to pique viewers’ interest. • Keep speed and sound in mind: People consume stories content much faster than regular post content. Use speed as a creative element to keep the attention of users. Stories with sound tend to increase the engagement results of the content. Diversify your content with voiceovers or music to add interest.
		<p>Tips for taking good, selfie-style videos for Instagram and Facebook stories:</p> <ul style="list-style-type: none"> • Be sure you’re in an area without too much noise and decent lighting. • Film yourself with your cellphone in a vertical position. Use the front facing camera if possible. • At the beginning of the video, state your name and where you are from. This gives context for people who may repost or share your video story.
		<p>Tips for tagging accounts on Twitter:</p> <ul style="list-style-type: none"> • After adding a photo to your tweet, tap on the “who’s in this photo?” option. This will be located at the bottom side of the picture. • Search for an account to tag in your picture. You can tag up to 10 people in a photo. When you’re done, hit the “done” button and post. <p>Good luck! We look forward to seeing and sharing your posts!</p>