Minutes are considered draft until approved by the Committee

MEMBERSHIP PROMOTION COMMITTEE
MINUTES
From the meeting of Saturday, June 22, 2013, Denver, CO

Members Present
Roger Jones
Douglas Fick
Richard Vehlow
Michael Khaw
Gary Debes
Charles Knapp
Benjamin Skelton
Kenneth Rhoden
Randy Schrecengost

Guests
Murdoch MacPherson
Jason Alphonso
Wei-Dong Wang
Dimitrios Charalambopoulos
Bryan Holcomb
Pat Graef

Members Absent
Gaylen Atkinson
Devin Abellon
Drayton Stott

Staff
Daniel Gurley

Members Absent
Gaylen Atkinson
Devin Abellon
Drayton Stott

Staff
Daniel Gurley

I. Call to Order, 8:06 a.m.

II. Introductions: Chairman Jones

III. Old Business:

A. Approval of Minutes from Dallas Meeting

i. Gary Debes motioned to approve the minutes from the 2013 Winter Meeting in Dallas, Texas, and Benjamin Skelton seconded the motion. Vote: 12-0-0-3 (CNV).

B. Update on Action Items

i. Chapter Chair Training & Development:

a. We are planning our Centralized Training for 2013-14, our first training in Denver on Sunday of the Annual Conference. We have over 60, a slight drop over last year’s numbers.
Minutes are considered draft until approved by the Committee

b. Staff has worked to force succession planning by current chapter chairs earlier than in years past. There are currently over 120 MP chairs identified for the 2013-2014 year.
c. Discussion still continues to research providing a centralized training event coinciding with either Region XIII or RAL CRC.

ii. Dues & Applications:

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Members Paid</th>
<th>Members Unpaid</th>
<th>Students Paid</th>
<th>Students Unpaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>53,692</td>
<td>40,558</td>
<td>3,345</td>
<td>4,407</td>
<td>2,045</td>
</tr>
<tr>
<td>2013</td>
<td>53,905</td>
<td>40,500</td>
<td>3,935</td>
<td>4,412</td>
<td>1,835</td>
</tr>
</tbody>
</table>

a. The May 31, 2012 membership dashboard serves as ATTACHMENT A.
b. The developing economies membership program is in its fourth year. In July 31, 2008, just after it began, there were 135 members participating. As of May 31, 2013, there were a total of 784 members participating, up by 3 from the same time last year (781).
c. The D&A Subcommittee is working to develop a new member recruitment program to encourage local chapter persons to recruit new members. The former program was manual and not user friendly, and only focused on rewards for recruiting new members. We hope to include a renewal/delinquent member component to incentivize them for retention efforts as well.
d. D&A Subcommittee also directed staff to work with IT to include a source code to identify new members from other industry groups that join ASHRAE to meet its MBO.

iii. Member Communications:

a. We are continuing our monthly training email newsletters to all chapter MP Chairs and presidents. Past topics were circulated from the previous year.
b. Text Messages to members has been investigated and due to cost, and potentially upsetting members, this has been removed from our action items.
c. It was mentioned that some Chapters are using text messages, RVC will follow up with those Chapters to see how the program is being received.

2. Recruitment & Retention:

a. In support of MBO #1, we are working on creating effective marketing/messaging campaigns for small, medium and large companies for design, contracting and sales/manufacturing, with a goal to be able to encourage individuals and companies directly based on their makeup and industry, on the long-term benefits of ASHRAE membership and participation. The MP committee is also reviewing the effects of generational change and its impact to membership.
Minutes are considered draft until approved by the Committee

recruitment and retention. This item still needs direction from Members Council.

b. The long-term goal is to grow ASHRAE membership to 55,000 by the end of 2014-15. With current membership at 53,905, with the net growth goal for 2012-13 of 504, for a total 2012-13 goal of 54,200. We need to grow 295 members by June 30, 2013 to meet this goal.
c. ASHRAE Staff will produce a marketing campaign called “Let’s Grow” that will motivate current members to sign up new members.

3. Membership campaigns in 2012-13 targeted at membership growth:
   a. Invitation to join to:
   b. All AHR Expo attendees who were scanned at the ASHRAE booth
   c. Cancelled members (to rejoin) from Tom Watson similar to previous campaign done last year
   d. Email and phone calls to all terminated members over the last 18 months to remind them of the Fundamentals Handbook.
   e. All non-members who became ASHRAE certified, took courses, or purchased products/events directly through ASHRAE.org
   f. An “invitation to opt in” to receiving ASHRAE membership information to all non-members who have purchased in the ASHRAE Online Store through TechStreet

4. Student Transfer Ad Hoc Committee
   a. Members of the Student Activities Committee have forwarded the motion to modify the student transfer program (aka SmartStart) costs to reflect the ASHRAE Rules of the Board and make the second and third year membership costs the same as the Affiliate program.
   b. Update on MBOs (ATTACHMENT B)
      i. Chairman Jones reviewed the MBOs and provided updates
   c. Member Get A Member Program Concepts
      i. RVC Schrecengost and Staff Liaison Gurley reviewed the new potential membership recruitment campaign, “Let’s Grow”

IV. New Business:

A. Centralized Training Updates
   i. RVC Alphonso gave an update of Centralized Training efforts for 2013-2014 year. Denver has over 60 attendees and the date for Atlanta will be September 14, 2013 at ASHRAE HQ.

B. Introduction of New MBO’s
   i. Vice Chairman Fick introduced the MBO’s for 2013-2014. (ATTACHMENT C)

C. 2013-2014 Subcommittee Assignments
   i. Vice Chairman Fick and Consultant Holcomb assigned subcommittee positions and chairs for the 2013-2014 year. (ATTACHMENT D)
ii. It was also decided that the Committee would add a second Vice Chair position to concentrate on retention, while the first Vice Chair concentrates on recruitment. The second Vice Chair would move into the first Vice Chair position at the end of Society Year, also creating a continuity plan. A motion was made by Vice Chair Fick, seconded by RVC Debes and unanimously approved.

iii. Recognizing the necessity of concentrating on recruitment and retention, the Committee voted to revise the Subcommittee structure, creating a Retention, Recruitment, Chapter Chair Training and Development, and Communications subcommittees. The Dues and Applications committee would be folded into Member Communications. A motion was made by Vice Chair Fick and seconded by RVC Schrecengost. The motion carried unanimously.

D. Student Transfer Ad Hoc Committee
   i. Chairman Jones and Vice Chairman Fick reviewed with the Committee about the Student Transfer Ad Hoc. This included discussing the motion, and next steps. It was decided that YEA would present the motion and Student Activities and Membership Promotion would support following the current Rules of the Board.

E. 2013 – 2014 PAOEs
   i. Vice Chairman Fick reviewed the final draft of the 2013-2014 PAOE with the committee.

F. Additional Reciprocal Agreements discussion
   i. Chairman Jones and Staff Liaison Gurley discuss the intent behind the policy change regarding additional reciprocal agreements with other associations.
   ii. Vice Chair Fick made a motion to “When it is agreed that a reciprocal membership agreement is beneficial to ASHRAE and another organization, ASHRAE will take measures to expedite such membership that may include streamlined approval of membership applications, links to membership information for the partner institution, and others deemed valuable and feasible. ASHRAE dues for members joining from another organization under a reciprocal membership agreement shall be a full dues rate for the appropriate grade with full benefits associated with that grade.” The motion was seconded by RVC Debes.
   iii. Motion was approved

V. Regional Reports Highlights (Attachment E)
   A. Vice Chairman Fick reviewed the highlights from the regional reports submitted by RVCs.

VI. Liaison Reports:
   A. Electronic Communications Committee (ECC)
      i. ASHRAExChange
      ii. Feedback when doing renewals
VII. Next Meeting
   A. Centralized Training: September 14, 2013, Atlanta, Georgia
   B. Committee Meeting: January 18, 2013, New York, New York

VIII. Adjournment, 2:47 p.m.

Respectfully submitted,

Roger Jones, Chair
ASHRAE Membership Promotion Committee

Last updated July 18, 2013