Members are considered Draft until approved by the Committee

MEMBERSHIP PROMOTION COMMITTEE MINUTES
From the meeting of Saturday, January 24, 2015, Chicago, IL

Members Present
Bryan Holcomb
Randy Schrecengost
Jason Alphonso
Steve Sill
Michael Lawrence
Robert Finkboner
Drayton Stott
Ted Kussow
Benjamin Skelton
Carrie Kelty
Ian Bost
Michelle Swanson
Devin Abellon
Bruce Dobbs
Paula Hernandez
Wei-Dong Wang

Members Absent
Naseer Ahmed

Guests
Jeff Watson
Bill Dean
David Underwood
Kevin Marple
Jessica Mangler
Karine Leblanc
Michelle Dionello
Jack Zarour
Chris Grey
Blake Ellis
Daniel Greenblatt
Jay Stake
Aaron Smith
Bill Klock
Dan Pettway
Eva King
Mark Miller

Staff
Daniel Gurley

I. Call to Order, 8:11 a.m.

II. Introductions, Chair Holcomb

III. Old Business

1. Retention:

<table>
<thead>
<tr>
<th>As of December 31st</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>2013</td>
<td>53,175</td>
<td>39,741</td>
<td>4,130</td>
<td>4,348</td>
<td>1,857</td>
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<td>2014</td>
<td>52,952</td>
<td>39,119</td>
<td>3,344</td>
<td>4,115</td>
<td>1,957</td>
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</tbody>
</table>

a) The December 31, 2014 membership dashboard serves as ATTACHMENT A.
b) The developing economies membership program is in its fifth year. In July 31, 2008, just after it began, there were 135 members participating. As of December 31, 2014, there were a total of 823 members participating, up by 67 from the same time last year (756).
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2. Chapter Chair Training & Development:
   a) We had our first International Centralized Training with 23 attendees (some were not MP Chairs). MP is planning its Centralized Trainings for 2015-2016 starting in Atlanta in June for the Annual Meeting with the fall Centralized Training.
   b) CCTD continues to identify training deficiencies and offer tools to chapter MP Chairs to assist with AHSRAE’s growth goal.

3. Recruitment:
   a) Membership campaigns in 2014-15 targeted at membership growth:
      i. Invitation to join to:
         1. All AHR Expo attendees who were scanned at the ASHRAE booth
         2. Cancelled members (to rejoin) similar to previous campaign done last year
         3. All non-members who became ASHRAE certified, took courses, or purchased products/events directly through ASHRAE.org
         4. Phone calls to members that had cancelled in the last 18 months.
         5. The roll out of #myashrae as both recruitment and retention marketing.
         6. Postcards to the pre-attendee list of AHR, inviting them to become ASHRAE members.
         7. Applications at the Bookstores in the exhibit hall to sign up nonmembers to receive member pricing.
      ii. An “invitation to opt in” to receiving ASHRAE membership information to all non-members who have purchased in the ASHRAE Online Store through TechStreet
      iii. Investigating giving free membership for a year to nonmembers that purchase $300 or more in the Bookstores at AHR.

4. Member Communication:
   a. Have discussed ways to market to members better, and to get out the word regarding the new Veteran rate, if it’s approved.

5. The Committee heard from members of the Indoor Air Quality Association regarding a joint membership option. The Committee decided to table any final decisions until after the Board of Directors decides on the consolidation.

MBO Update:

There are no changes to the 2013-14 MBO document.
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IV. New Business

MOTIONS:

Motion 1:

That for Student members residing in Developing Economy countries be offered a reduced membership fee similar to Developing Economy and SmartStart programs to give graduating Student members the opportunity to transition to Associate Member Grade equal to the Developing Economies discount ratio. The benefits for this program will be the same as the Developing Economies program.

Background:
For Developing Economies, student membership fee is $10 (instead of $20). Now under SmartStart program, a graduating student has to pay as per the following:

1. The first year out of college annual membership is still only $20.
2. Then it is $73 for the second year and $94 for the third year.
3. Students also have the option of paying $187 for all three years.

Since the student membership fee is reduced to half for Developing Economies, SmartStart program for developing economies should be reduced proportionately as new graduates may not have a job and will not be able to afford the sudden incremental dues. This is required to keep and retain the membership of the new graduates.

Finance Committee to determine fee schedule.

Developing Economies SmartStart Package to reflect the same benefits as the Developing Economies Package.

Fiscal Impact: Positive, saving the cost of sending the printed handbook and may increase participation in the SmartStart program from Developing Economy Student members.

Vote: MOTION PASSED 13-0-0 (CNV) 3 members absent

REFERRED MOTIONS:

Region XII (Spacecoast Chapter) – Motion 6.g (10/02/2014):
That Society change its existing rule and reporting metric of attaining Chapter membership goals from using the difference of Chapter Area-Assigned Members (AAM) between the first and last days of the Society year to being equal to new Society memberships at the Associate and Member levels brought by that Chapter subtracted by cancelled Society memberships at the Associate and Member levels in that Chapter for that respective Society year, beginning on July 1, 2015.

Background: From Society's perspective, the intent of Chapter membership goals are to provide a reasonable target for net membership growth in a Chapter that contributes to a growing Society's membership. Per the Strategic Plan, Society is tasked with increasing Society membership by 5% for the
next 5 years. Increasing membership is based on net membership growth, or new paid memberships subtracted by cancelled paid memberships. Along with the MP Committee’s goal of 55,000 members by 2015, RVCs pass the task of yearly percentage growth of membership to Chapters by designating Chapter membership goals via increases in Chapter Area-Assigned Members (AAM).

The current approach to tracking Chapter membership goals uses the difference of Chapter AAM between the first day of the Society year, July 1, to the last day of the Society year, June 30 of the following year. Chapter AAM only accounts for active and delinquent members at the Associate and Member levels. Members at the Student, Retired, Life, or other levels that do not pay the equivalent or any amount are excluded from the AAM. In addition to tracking Chapter membership goals, AAM amounts are used to track members and create ratios of who paid Society and Chapter dues and how much Regional dues each Chapter pays based on the number of AAM designed for each Chapter in that Region. As will be elaborated, AAM is not an accurate reflection of Society membership growth based on two points:

1. AAM treats active members transferring out of Chapters as member losses. Likewise, AAM treats active members transferring into Chapters as member gains.

2. Based on the designation of AAM accounting for active and delinquent members at Associate and Member levels, any status change of those members to Retired or Life levels would be considered a decrease in AAM and, therefore, a decrease in membership.

Addressing the first point, transferred members between Chapters should not be accounted for in membership goals. With the current Chapter membership goal system in place, a Chapter is able to recruit members from other Chapters, whether by persuading members to transfer their primary membership to the Chapter or other means, and attain their Chapter membership goal. As the members transfer away from the other Chapters, those other Chapters sustain losses according to their membership goal. Member transfers may be due to relocation from new employment or personal circumstances, both of which are out of the Chapter’s control. In this process, the transferred members still have active Society memberships, but Chapters are impacted positively and negatively by these transfers in regards to their membership goals. It is unfair to cast a negative connotation upon the Chapter and place a negative measurement against the Chapter’s membership goal when the Society does not lose the member. In regards to the second point, a Chapter that retains members transferring to the Retired or Life Members levels should not be penalized in attaining that Chapter’s membership goal. This concept hinders two Society initiatives to increase overall membership. First, the penalization of Chapters for retaining members through their level transfer to the Retired or Life Member levels counters the earlier mentioned overall Society goal of increased membership. Second, this policy places a double standard against members entering Retired or Life levels, where PAOE points are awarded for retaining members at Associate or Member levels in their second or third year of membership, while the current system indirectly discourages retaining members entering Retired or Life statuses. Chapters that retain members entering Retired or Life statuses have a unique opportunity to create mentors for YEAs, provide technical presentations based on their experience, and assist with SA at the K-12 and collegiate levels. Moreover, these members may retire because of severance from a company, lack of business in an area, or personal circumstances, all of which are beyond the control of Chapters. Chapters should not receive a penalty for retaining members in Society, regardless of their levels.
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These two points prompt the need to pursue a more accurate measurement of Society membership growth, where attainment of Chapter membership goals are based on new Society memberships brought by that Chapter subtracted by cancelled Society memberships in that Chapter within a Society year. The foremost benefit of the new measurement is Society’s ability to accurately track membership growth based on gained and lost paid memberships at the Associate and Member levels. This benefit is handed down to Chapter MP Chairs, where an MP Chair may obtain new and cancelled membership data within a Society year from the ASHRAE website and quickly calculate the Chapter’s real-time progress towards the Chapter’s membership goal. Finally, membership goals can be decoupled from AAM, which may still be retained for accounting purposes and tracking other metrics. Since membership goals are closely linked to awarding PAOE points, this new calculation may be incorporated into the PAOE awarding system for the MP category.

Fiscal Impact: None; except for staff time to change the program metrics. Anticipated staff costs associated with the change of membership goals would include revisions in the MCO Manual and Region Operations Manual publications from Society, both of which are distributed in electronic format to minimize printing costs. Moreover, any membership tracking and delivery systems would need to be revised. Anticipated savings would entail more collaboration between Membership Promotion Chairs at the Chapter level, leading to savings in volunteer time and resources paid for by Chapters.

Vote: Motion Failed 0, 15, 0, 1 member absent (CNV)

Committee Response:
The Area-Assigned Members (AAM) figure includes all member grades except Student members. This means that Members who change to Retired or Life membership are included in the AAM figure.

As mentioned in the background, transfers (both in and out of a chapter) are counted as gains or losses for chapter. The number of transfers is usually not significant, but if it is, a chapter’s starting AAM is adjusted accordingly (for example, if a new chapter is established and a large number of members are transferred out of an existing chapter and assigned to the new chapter, then the AAM for that existing chapter would be adjusted so they weren’t penalized for those who transferred out). Based on a review of total transfers in all chapters during the 13-14 SY, the net number of transfers was +7, so the majority of chapters were positively impacted by transfers. Another point to consider is that some new members are assigned to a “Default” Chapter when they join, and are then manually transferred into the correct chapter. If we do not count transfers, then these new members would not be counted.

Region-At-Large (Northern Pakistan Chapter) – Motion 6.j (10/02/2014):
That for developing economies, similar to student fee which is $10 (instead of $20), under smart start program, new graduate student fees should be reduced to half too.

Recommendation:
1. The first year out of college annual membership should be $10
2. Then $25 for the second year and $25 for the third year.
3. Students should also have the option of paying $60 for all three years.
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Background: For developing economies, student fee is $10 (instead of $20). Now under Smart Start program, a graduate student has to pay as per the following:

1. The first year out of college annual membership is still only $20.
2. Then it is $50 for the second year and $50 for the third year.
3. Students also have the option of paying $120 for all three years.

Since student fee is reduced to half, smart start program for developing economies should be reduced accordingly as new graduates may not even have a job and will not be able to afford the sudden incremental dues. This is required to keep and retain the membership of the new graduates.

Recommended new structure:
1. The annual membership fees for the first year out of college remains $10.
2. Then $25 for the second year and $25 for the third year.
3. Graduate Students could also have the option of paying $60 for all three years.

(Note: Motion 6.j was referred to both the Finance Committee and the Membership Promotion Committee. The Student Activities Committee Chair was sent a copy of the referred motion.)

Vote: Motion Failed 0,15,0, 1 absent (CNV)

Committee Response:

The Committee agreed with the intent of this motion, however, the fees were incorrect and wasn’t detailed enough. The Committee took the intent and put forth their own motion clarifying the fee schedule and benefits.

V. Adjourned, Chair Holcomb, 2:36 pm