MEMBERSHIP PROMOTION COMMITTEE MINUTES
From the meeting of Saturday, June 30, 2014, Seattle, WA

<table>
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<tr>
<th>Members Present</th>
<th>Guests</th>
<th>Staff</th>
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<tbody>
<tr>
<td>Douglas Fick</td>
<td>Michael Lawrence</td>
<td>Daniel Gurley</td>
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<tr>
<td>Bryan Holcomb</td>
<td>Robert Finkboner</td>
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<tr>
<td>Randy Schrecengost</td>
<td>Nasser Ahmad</td>
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<tr>
<td>Steve Sill</td>
<td>John Breidenthal</td>
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<tr>
<td>Gary Debes</td>
<td>Richard Bowman</td>
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<td>Drayton Stott</td>
<td>Mark Miller</td>
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<td>Ted Kussow</td>
<td>Cris Washburn</td>
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<td>Benjamin Skelton</td>
<td>Chris Grey</td>
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<td>Kenneth Rhoden</td>
<td>Art Holstrum</td>
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<td>Ian Bost</td>
<td>Nohad Boudani</td>
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<td>Michelle Swanson</td>
<td>Kevin Marple</td>
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<td>Devin Abellon</td>
<td>Isabelle Lavoie</td>
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<td>Bruce Dobbs</td>
<td>Roger Jones</td>
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<td>Jason Alphonso</td>
<td>Michael Burgess</td>
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<td>Wei-Dong Wang</td>
<td>Joyce Abrams</td>
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<td>Dimitrios Charalambopoulos</td>
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<td>Rick Zbin</td>
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I. Call to Order, 8:04 a.m.

II. Introductions: Chairman Fick

III. Old Business:

A. Approval of Minutes from New York City Meeting

   i. Gary Debes motioned to approve the minutes from the 2014 Winter Meeting in New York, NY and Ken Rhoden seconded the motion. Vote: 16-0-0 (CNV).

B. Update on Action Items

   i. Chapter Chair Training & Development:
   a. We are planning our Centralized Training for 2014-15, our first training in Seattle on Sunday of the Annual Conference. It was also decided to conduct the first International Centralized Training at the Region at Large CRC in Madrid, Spain.

   i. Motion presented to Members Council: That Appendix H (Attachment A) be added to the Membership Promotion Manual of
ATTACHMENT A: Minutes are considered draft until approved by the Committee

Procedures to formalize the Membership Promotion centralized training policy, adding an international event to better serve the Region-at-Large (RAL) and Region XIII. This will commence with 2014-2015 Society year.

Background Information: Since 2010, the Membership Promotion Committee has held at least two centralized training events each year. In 2010 and 2011 these were held at ASHRAE Headquarters and in 2012 and 2013 one at the Annual Conference (San Antonio – 2012, Denver – 2013) and one at ASHRAE Headquarters in Atlanta. The centralized training events have been planned and executed by the Chapter Chair Training and Development subcommittee. The attached policy formally adds Centralized Training to the Membership Promotion MOP.

As part of this formal policy, the subcommittee recommends that in addition to the centralized training events held within the continental United States (up to two), an additional event be held on a rotating basis between the Chapters Regional Conference for RAL and Region XIII to make centralized training more accessible to the membership promotion chairs in these areas. The first international Centralized Training will take place at the RAL 2014 fall CRC.

Fiscal Impact: There is no fiscal impact to add Appendix H to the Membership Promotion Manual of Procedures.

The projected fiscal impact of adding a third centralized training event would be as follows:

1. The committee currently budgets transportation reimbursement for RAL membership promotion chairs to attend centralized training in the continental United States an average of $1,250 per chair. Region 13 travel reimbursement is budgeted at up to $2,000 per chair. With 30 chairs (23 RAL, 7 Region XIII), the potential cost would be on the order of $43,000.
2. By holding an event at the local Chapters Regional Conference, the projected average travel cost per chair could be on the order of $750.
3. Travel costs for ASHRAE Staff and participating RVCs would increase, depending on the number of participants.
4. Based on these reasons we anticipate no impact to the MP Budget.

Vote: MOTION PASSED 16-0-0 (CNV)
b. Staff and the committee will work on producing short videos for MP training.

ii. Recruitment:
   a. Recruitment brainstormed several ideas for staff to review and potentially implement to increase membership.
   b. The committee discussed opening up the Affiliate member grade to all honorably discharged military veterans recognizing many countries require military service upon graduation from college.

   i. Motion to Members Council: Membership Promotion Committee recommends the modification of the Rules of the Board, Section 2.103.003.7, Item A to extend the Affiliate Grade Membership to honorably discharged veterans of all military services around the world, regardless of age.

   **Background:** Due to financial restraints of military veterans, allow veterans of all ages to join ASHRAE at the Affiliate Membership grade. This will give veterans a 3-year window to participate / network in ASHRAE at the reduced cost of the Affiliate Membership Grade. Suggested wording of Section 2.103.003.7 Item A would read: “A member must be under 30 at the time of application to qualify, (newly added) except if an honorably discharged military veteran."

   **Fiscal Impact:** Minimal. We are not sure how many veterans over the age of 30 join ASHRAE.

   **Vote:** Motion Passed 16-0-0, CNV

ii. Membership Promotion recommends that the Rules of the Board 2.103.003.6 Affiliate Member Benefits subsection D. Annual Cost be amended to reflect the current affiliate member pricing structure.

   **Background:** The affiliate member pricing structure identified in 2.103.003.6 subsection D identifies the cost of the affiliate member grade as $40.00. Membership Promotion recommends this subsection change to state "D. Annual dues shall be as stated in Rules of the Board Volume 3 Section 3.200.001 Society Dues"

   **Fiscal Impact:** Zero

   **Vote:** Motion Passed 16-0-0, CNV

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.
ATTACHMENT A: Minutes are considered draft until approved by the Committee

b. MP RVCs volunteered to supply articles for the Keynotes newsletter.

iv. Retention:
   a. Several ideas were presented as potential programs to enhance retention. Staff will review and report back to the subcommittee.
   b. Suggested changing the point system to obtain Member grade. More research is needed prior to offering a suggestion.

C. Update on MBOs
   i. Chairman Fick reviewed the MBOs with the committee.

D. Let’s Grow Program Update
   i. Staff discussed with the committee how in an attempt to mirror the recent restructuring of the MP Committee, staff proposes concentrating on both retention and recruitment, instead of spending funds on strictly a recruitment program.

IV. New Business

Motion 1:

That Appendix H of the Membership Promotion Manual of Procedures be amended to read, “IV. Travel Training team should consist of one staff member the Membership Promotion Committee Staff Liaison or their designee, 2 identified MP Committee members and the RVCs from RAL and Region XIII. This will commence with 2014-2015 Society year.

Background Information:

Similar to the training that has occurred in the US, there are components of the training that can only be performed by the MP Staff Liaison. For an effective training session, as part of the training team are there.

Fiscal Impact:

There is no fiscal impact as this motion clarifies the intent of the original motion presented at the New York Winter Meeting.

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

Motion 2

Recommendation: The Membership Promotion Committee recommends that the Regional and Society Rules Committee review and modify as necessary the requirements for all society level committees specific to the application of the Associate and Member Grade for the purpose of consistency.

Background:
The Associate member grade is an important distinction and should remain. The application of the Associate and Member grade as a requirement for Society level positions is inconsistent. Alteration of the requirements allowing Associate members to participate on more committees will assist with retention, participation and Regional and Society involvement. This is consistent with the strategic goal “Connect, Objective B” to maximize the opportunities for members. Approximately one-third of ASHRAE membership are Associate grade members and thus are prohibited from participating on Regional and Society committees.

Example of rules:

2.425 STANDARDS COMMITTEE
A. Membership of this committee shall be open to all grades except Affiliate Members and Student Members. (12-06-27-25)

2.427 STUDENT ACTIVITIES COMMITTEE
Regional Vice Chairmen shall be Members of the Society in good standing and shall have been Members for three years prior to the start of their terms. (71-08-21-20/78-06-26-28/88-05-21-57)

2.429 CERTIFICATION COMMITTEE
C. The chair and vice chair shall hold the grade of Member or higher in the Society.

2.431 CONFERENCES AND EXPOSITIONS COMMITTEE
C. All members shall be Associate Member grade or higher.

2.414 MEMBERSHIP PROMOTION COMMITTEE
The Regional Vice Chairmen shall be Members of the Society in good standing, and shall have been Members for 3 years prior to the start of their terms.

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

1. Retention:

<table>
<thead>
<tr>
<th>As of May 31st</th>
<th>Total</th>
<th>Members Paid</th>
<th>Members Unpaid</th>
<th>Students Paid</th>
<th>Students Unpaid</th>
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<tr>
<td>2013</td>
<td>53,762</td>
<td>43,723</td>
<td>3,935</td>
<td>4,412</td>
<td>1,835</td>
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<tr>
<td>2014</td>
<td>53,145</td>
<td>43,275</td>
<td>4,065</td>
<td>3,888</td>
<td>1,917</td>
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a) The May 31, 2014 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, 2014, there were a total of 747 members participating, down by 20 from the same time last year (767).
c) The Retention Subcommittee is working to formalize several programs that chapters are doing at the Society level. These include hosting Principal Breakfasts, outreach to
ATTACHMENT A: Minutes are considered draft until approved by the Committee

employers, studying the Associate membership grade and finalizing a regional membership dashboard.

2. Chapter Chair Training & Development:
   a) We are planning our Centralized Training for 2014-15, with a goal to kick off with our first training in Seattle on Sunday of the Annual Conference. With the great response we had at last year’s Annual Meeting of over 50 attendees, Member Promotion will hold another training in Atlanta in the Fall.
   b) The MP Committee will also host the first International Centralized Training for Region XIII and RAL to mitigate financial issues with multiple member promotion chairs traveling to the United States. This will be held in conjunction with the RAL CRC in Madrid, Spain in September.

3. Recruitment:
   a) Membership campaigns in 2013-14 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.
      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

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 has recommended to pursue an agreement with an Affinity Group provider.

V. Next meeting will be Saturday, January 24, 2014 in Chicago, Illinois.

VI. Adjournment, 1:08 p.m.

submitted,

Douglas Fick, Chair
ASHRAE Membership Promotion Committee

Last updated January 13, 2015