MEMBERSHIP PROMOTION COMMITTEE MINUTES
From the meeting of Saturday, January 18, 2014, New York, NY

**Members Present**
Douglas Fick, Chair
Bryan Holcomb, VC Retention
Randy Schrecengost, VC Recruitment
Steve Sill
Michael Khaw
Gary Debes
Drayton Stott
Ted Kussow
Benjamin Skelton
Kenneth Rhoden
Ian Bost
Michelle Swanson
Devon Abellon
Bruce Dobbs
Jason Alphonso
Wei-Dong Wang
Dimitrios Charalambopoulos
Rick Zbin

**Guests**
Hani Hawamdah
Aakash Patel
Joyce Abrams
John Harrod
Mike Fullerston
Jessica Mangler
Mark Miller
Richard Bowman
Andrew Farrish
Kevin Marple
Nikolaos Kourakos
Isabelle Lavoie
Ashok Virmani
Cameron Labunske
Karine Leblanc
Ryan Mac Gillivray
Russell Lavitt

**Staff**
Daniel Gurley

---

**I. Call to Order, 8:04 a.m.**

**II. Introductions: Chairman Fick**

**III. Old Business:**

A. Approval of Minutes from Denver Meeting

   i. Gary Debes motioned to approve the minutes from the 2013 Annual Meeting in Denver, Colorado 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 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
Minutes are considered draft until approved by the Committee

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.
   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
A. Referred Motions
   i. **Region X (Sacramento Valley Chapter) – Motion 6 (10/5-6/2013):**
      That effective Society Year 2014-15, Chapter Dues shall be mandatory and collected by society at the same time as society dues. Chapter Dues shall no longer be collected at the Chapter level.

      **Background:** Currently Chapter Dues are collected both at the Society Level as well as the Chapter Level. A portion of Chapter dues that is collected is allocated for the Regional Assessment.

      The Region Operations Manual (ROM) requires that the regional assessment be collected based off of Area Assigned Members (AAM) which is different count than Chapter Dues Paying Members (CDPM). The current way that Society collects Society Dues allows for members to not pay Chapter Dues at the same time as Society Dues. A look at the Region X master list report indicates that only about 2/3rds of AAM’s are also CDPM’s. We do not believe that the remainder of chapter dues is being collected at the chapter level. This is then causing a hardship on the chapters to make up the difference in their annual assessment to the region.

      If Chapter Dues were required to be paid online at the same time as Society dues then AAM’s would equal CDPM’s and the hardship at the chapter level would no longer exist.

      **Fiscal Impact:** This will have a positive fiscal impact at the Chapter level. Chapters will no longer have to collect chapter dues at the chapter level. This will close the gap between AAM’s and CDPM’s. The fiscal impact at
Minutes are considered draft until approved by the Committee

Response to Members Council: Motion Failed 1-15-0, CNV
Motion should be referred to Finance or Regions Operations Subcommittee for further research on fiscal impact.

ii. Region XIII (Hong Kong Chapter) – Motion 20 (10/5-6/2013):
That Society provide MP Centralized Training (CT) for the Region XIII chapter MP Chairs at Region XIII CRC.

Background: MP Chairs are highly recommended to attend the one day MP CT on techniques for membership promotion and retention in US every year. Although travelling cost will be subsidized by Society, MP Chairs in Region XIII are required to spend more than one day to travel from the Region XIII to US and back to their home countries after the training. Providing a MP CT in Region XIII CRC can provide an additional choice for MP Chairs in Region XIII and outside US to select and receive training at their best cost and time arrangement. This may also help Society to save subsidies on long distant travels for MP Chairs outside US. Moreover, more Region XIII Chapter Committee Members can also attend the training without additional cost.

Fiscal Impact: It is expected to have overall money savings for ASHRAE as head counts of long travel can be reduced.

Response to Members Council: MOTION FAILED 0-16-0 (CNV)
Membership Promotion had already started working on a motion to answer this referred motion.

iii. Region-At-Large (Hellenic Chapter) – Motion 26.1 (10/5-6/2013):
That ASHRAE create a new membership grade awarded to applicants based on their Engineering discipline.

Background: ASHRAE has made an effort to expand their activities beyond HVAC&R. The Hellenic Chapter (H.C) has implemented this with great success, having a significant percentage of our followers coming from disciplines outside those traditionally in the HVAC industry. Despite following H.C. activities closely and consistently, such interested parties show to be reluctant to become members, as they feel the cost is too high and the benefits (handbooks etc) is practically useless for them. We believe the same applies to other Chapters as well. Thus, in order to attract members from a wider variety of disciplines, we propose establishing a new grade at a smaller cost but with limited benefits for non-traditional HVAC related disciplines.

Our motion is to introduce a new member grade at a cost of $50 without receiving ASHRAE Handbook, which appeals mostly to HVAC&R engineers. The procedures and requirements should outline:
Minutes are considered draft until approved by the Committee

1. Examine the financial impact in ASHRAE (widen the people involved with less financial participation)
2. Create the new grade (find a name, change the applications etc.)
3. Promote the new grade

Fiscal Impact: Positive considering that new members will join, who otherwise would remain merely followers.

Response to Members Council: MOTION FAILED 1-15-0 (CNV)
Membership Promotion felt this was too broad to act upon.

iv. Region-At-Large (Lebanese Chapter) – Motion 26.2 (10/5-6/2013):
That an e-membership option be created and made available to all at reduced fees. The e-membership option entitles its holders to the same privileges except for printed materials (journal, handbook) which are made available as soft copies only (online).

Background: The reduction of fees will help chapters better advertise ASHRAE at local scale and work towards increasing membership. The reduction can be calculated in such a way to end up with zero losses (discount equivalent to the cost of the printed materials).

Fiscal Impact: None if calculated correctly. Increased membership leads automatically to some benefits.

Response to Members Council: MOTION FAILED 1-15-0 (CNV)
The Committee felt this new grade could have damaging effects to the ASHRAE budget as current members may downgrade their membership.

v. Region XIII (Singapore Chapter) – Motion 8 (10/5-6/2013):
That ASHRAE allow student members to start their “smart start program” after their mandatory period of national service in countries where such conditions prevail.

Background: Countries like Singapore have mandatory National Service after graduation and this is currently a de-motivator for students to join us. If the student to affiliate “smart start program” is started after such mandatory conditions, it might be a key driver for motivating students to join us during their studentship.

Fiscal Impact: Nil

Response to Members Council: MOTION PASSED 16-0-0 (CNV)
Motion passed with unanimous support.

B. Associate member grade was discussed. It was decided that the current advancement process would be reviewed with potential additions/changes to the
Minutes are considered draft until approved by the Committee

point system. This was referred to the Retention Subcommittee. Staff was tasked with investigating how much of the process could be automated.

C. Nationwide/Affinity Group Programs. Staff was asked to provide more solid numbers and research. The committee voted to send to Retention Subcommittee.

D. Life Member Pins. This item was tabled to Retention Subcommittee for further discussion and fiscal review. Staff was asked to provide information regarding current pin policy.

E. Review of VITAL employer materials. Staff shared with the committee the VITAL employer materials that were created by a group of Board members with staff assistance. These materials are currently embargoed and will be released once ExCom created a policy.

F. Membership Promotion Committee approved our 2012-13 Lincoln Bullion award recipient, and forwarded our recommendation to the Honors & Awards Committee.

G. Membership Promotion Committee has made recommendations to the PAOE Subcommittee regarding 2014-15 to reflect the membership growth goals set by the committee, as well as place a greater emphasis on recruitment and retention. These changes will be submitted to the PAOE Subcommittee during the next conference call by Vice Chair Holcomb.

V. Next meeting will be Saturday, June 28, 2014 in Seattle, Washington.

VI. Adjournment, 3:04 p.m.

Respectfully submitted,

Douglas Fick, Chair
ASHRAE Membership Promotion Committee

Last updated March 13, 2014