

## REGION IV FALL CRC MOTIONS

Last Revised: 01/31/2019

### **Charleston Chapter – Motion 38 (11/8/2018):**

That transportation reimbursements for Region IV members eligible for reimbursements as outlined in the CRC Guidelines – Appendix DH – Transportation Reimbursement Policy for Regions, be set at a maximum of \$500 for one year only for the 2019-2020 Region IV joint CRC with Region XIV.

**Answer:** This motion was approved. **(Complete)**

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### **Triangle Chapter – Motion 8 (11/3/2017):**

That ASHRAE Society shall remove the Option to uncheck the box for chapter dues for all renewing memberships.

**Answer:** Members Council was not in favor of this motion. It would make chapter dues mandatory, going against the Society Bylaws. **(Complete)**

### **Charleston Chapter – Motion 18 (11/3/2017):**

That ASHRAE Society provide a stipend for Regional Operations similar to the current Chapter Opportunity Fund.

**Answer:** Members Council was not in favor of this motion. It would eliminate the need to hold chapters accountable and leaves no incentive for chapters to follow-up with local dues collection. **(Complete)**

### **Charleston Chapter – Motion 19 (11/3/2017):**

That ASHRAE Society add the ASHRAE Region LeadRS Program participant to the list of individuals reimbursed for transportation to the Winter and Annual Meetings.

**Answer:** Members Council was not in favor of this motion. The Council already approved a motion which allows LeadRS to attend the Society conferences (1 per meeting per region). The LeadRS are reimbursed transportation using the DRCs' allotted visits. LeadRS were also approved to pay the same 75% discount registration fee as the BOD, speakers, CEC members, etc. **(Complete)**

### **Atlanta Chapter – Motion 21 (11/3/2017):**

That Society move the Historical Committee from reporting to PubEd Council to reporting to Members Council making this committee a Grassroots Committee and to include the 14 RVCs as voting members of the committee.

**Answer:** Members Council was not in favor of this motion. The Historical Committee was not in favor of the motion. **(Complete)**

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### **Southern Piedmont Chapter – Motion 4c (10/14/2016):**

That ASHRAE create an annual stipend of \$100,000, paid monthly to the President of Society.

**Answer:** This motion was referred to the Society Executive Committee. The Society Executive Committee was not in favor of this motion. A leader of a volunteer organization should be a volunteer without any pay. A possible solution is to add more Vice Presidents to the Executive Committee. **(Complete)**



**Charleston Chapter – Motion 8a (10/14/2016):**

That DRCs, ARCs and RMCRs be given read only access to all chapter online activities at ASHRAE.org and ASHRAERP.com to be able to monitor the Chapter activities within their respective Regions.

**Answer:** Members Council was not in favor of this motion. Regional officers have access to their chapters' database. There may be some who may not have access to the ashraerp.com, if this is the case they need only to notify RP Staff. **(Complete)**

**Southern Piedmont Chapter – Motion 8b (10/14/2016):**

That ASHRAE extend chapter reporting access to outgoing chapter president.

**Answer:** Members Council was not in favor of this motion. Chapters can give access by adding the chapter past president as a chapter administrator. **(Complete)**

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**Southern Piedmont Chapter – Motion 29e (11/6/2015):**

That ASHRAE create an online Chapter Speakers file for Chapter Leaders to use by November 1, 2015.

**Answer:** This motion was referred to the Chapter Technology Transfer Committee and the ad hoc committee on Effective ASHRAE Materials Delivery to and through Chapters. **(Complete)**

- CTTC response: CTTC was not in favor of this motion. The Committee had concerns about the maintenance of the list and the inability to receive and review feedback of the speakers listed. Additionally, the speakers would not be vetted and the compilation of the list could be seen as an endorsement from ASHRAE. Currently, there are several ways for Chapters to find speakers outside of the DL program – CTTC RVCs maintain a regional speakers list, a list of TC Members is sent annually to CTTC RVCs to provide to the Chapters, and Chapter Members can search the Winter and Annual programs to find local speakers.
- PEC's Functional Planning Subcommittee assigned a small working group in response to the "Effective ASHRAE Materials Delivery To and Through Chapters" report developed by Mr. Austin and has tasked the group to work on a response to this referral. The ad hoc committee gave a detailed report during the St. Louis meeting and other groups have been assigned to implement. The detailed report serves as an attachment to this and similar motions that were submitted during the regions fall CRCs.

**Atlanta Chapter – Motion 30A (11/6/2015):**

That ASHRAE Staff shall notify the Regional Vice Chair – Student Activities of the respective region whenever a scholarship application is received for that region effective February 1, 2016.

**Answer:** This motion was referred to the Scholarship Trustees and the Student Activities Committee. **(Complete, see responses below.)**

- SAC response: The Committee is in favor of this motion. SAC will have a representative attend the Scholarship Trustees meeting.
- The Scholarship Trustees are in favor of this motion. The SAC staff liaison will provide a list of scholarships to Student Activities Regional Vice Chairs and Student Activities Chairs each spring/summer. The staff liaison will also remind the RVCs and Chairs to distribute the information to their Chapters and to actively encourage student members to apply for the scholarships. The staff liaison to the Scholarship Trustees will provide a list to the SAC staff liaison of the number of scholarship applications submitted from



each region. The list of applications and winners will be forwarded to the SA Committee so that the committee can identify regional trends.

**Southern Piedmont Chapter – Motion 31 (11/6/2015):**

That ASHRAE MC and/or PEC undertake a project for ASHRAE to share ASHRAE provided attendee training and income with ASHRAE Chapters in order to expand use of ASHRAE provided member education.

**Answer:** This motion was referred to Publishing and Education Council, Chapter Technology Transfer Committee, and the ad hoc committee on Effective ASHRAE Materials Delivery to and through Chapters. **(Complete)**

CTTC response: The Committee discussed that this information could help Chapters to identify which Members have support from their employers and are participating in ASHRAE training. The proposition of revenue sharing raised concern for several members of the Committee. After much discussion, the Committee concluded while they are not in support of revenue sharing, a list of attendees for training courses could be easily shared with the Chapters. While the motion speaks specifically to ALL courses, also sharing the database of Annual and Winter Meeting attendees could provide the Chapters with useful information as to what their members are doing. This information sharing may help to quell fears that many Chapters have of “losing” members to Society-level training.

- PEC response: Currently, ASHRAE Chapters can purchase ASHRAE educational materials in bulk for resale, retaining profits if they wish, and can schedule ALI instructor led seminars, charging registration fees they wish and retaining revenue. In effect, these incentives already allow chapters to “share ASHRAE provided training and income with ASHRAE chapters.”
- PEC’s Functional Planning Subcommittee assigned a small working group in response to the “Effective ASHRAE Materials Delivery To and Through Chapters” report developed by Mr. Austin and has tasked the group to work on a response to this referral. The ad hoc committee gave a detailed report during the St. Louis meeting and other groups have been assigned to implement. The detailed report serves as an attachment to this and similar motions that were submitted during the regions fall CRCs.
- PEC took the referral as a motion; PEC was not in favor of the motion. After discussion the council decided that this motion will be hard to implement and would negatively affect the business of Publishing and Education Council (PEC). PEC has additional background information if further explanation is requested.

**Charleston Chapter – Motion 34a (11/6/2015):**

That the first deadline (chapter deadline) for Society ASHRAE Student Project submissions be moved from 1<sup>st</sup> week of May to 4<sup>th</sup> week of May. This would allow schools on the Quarter system to finish their projects within a week or two. Quarter finish (1<sup>st</sup> week of June) and not a full month in advance.

**Answer:** Members Council was not in favor of this motion. The Design Competition is due May 4<sup>th</sup>, entries are sent to the chapter president and chapter SA chair by May 6<sup>th</sup> to be judged. They are given 2 weeks to judge (2 weeks for workload or vacation/sickness). Once the deadline of May 18<sup>th</sup> is reached, the results are sent to the respected RVC to judge. They are given two weeks to judge (2 weeks for workload or vacation/sickness). The submissions are received by June 1<sup>st</sup> to be processed and sent out for committee judging which they are also given two weeks (2 weeks for workload or vacation/sickness) before the Annual meeting. The judging should be complete one week before the meeting to help the RVCs prepare for the meeting and missing work. **(Complete)**



**Triangle Chapter – Motion 8 (10/2/2014):**

That chapter committee chairs for Research Promotion, Membership Promotion, Refrigeration Chair, and YEA Chair (those not currently allowed reimbursement) be allowed as current chairs the same transportation reimbursement for CRC Regional meeting effective July 1, 2015.

**Answer:** This motion was referred to the ASHRAE Executive Committee. (Note: a report will be made to Members Council by BOD member Ginger Scoggins during the St. Louis conference in June.) **(Complete)**

Ms. Scoggins reported on information gathered from Membership Promotion and RP Centralized Training versus CRC Workshop Training. She stated that the ad hoc committee was not charged to fix or improve anything, rather compare the affects centralized training has on CRCs. The ad hoc committee worked on this for over a year and found the results inconclusive because of the lack of consistent data from CRC workshop attendance. Other results indicated that both RP and MP has grown successfully from their training, however both resulted in a decrease in attendance to CRC.

Ms. Scoggins stated based on the ad hoc committee's findings and inconclusive results that the attached report be turned over to Members Council for further investigation of the two training entities.

Ms. Scoggins also recommend that Members Council take pro action into tracking attendance at the CRC workshops in order to have more of an accurate count of those in attendance when comparing results of centralized training and CRC workshops.

**Atlanta Chapter – Motion 30 (10/2/2014):**

That Members Council create a Chapter Committee Chair Training Ad-Hoc comprised of one Chapter- level volunteer from each Region, elected by the Delegates of each Region, to provide recommendations regarding volunteer training at local level (CRCs), at society level (Centralized Training), or via other methods by March 1, 2015.

**Answer:** Members Council was not in favor of this motion. An action item was assigned to the Members Council Region Operations Subcommittee to review the structure of CRC to ensure they continue to meet chapter and regional needs (e.g. the need to balance positive results of centralized training with the need to keep the CRCs relevant, robust and well-attended). **(Complete)**

**Greenville Chapter – Motion 31 (10/2/2014):**

That committee chairs be allowed to attend CRC training via a web interface.

**Answer:** Members Council was not in favor of this motion. See action item above in Motion 30 (10/2/2014). **(Complete)**

**Region IV (Atlanta Chapter) – 2014 CRC Motion 16:**

That training for grassroots committee chairs must take place at Chapter Regional Conferences (CRCs) and not centralized training effective February 1, 2015.

**Answer:** This motion was withdrawn. See Motion 30 (10/2/2014) above for action item. **(Complete)**

**Greenville Chapter – Postponed Motion 24 (10/2/2014) / Motion 13 (01/27/2015):**

That the Manual for Chapter Operations (MCO) be revised to allow all YEA Members (including Affiliate Grade Members) to serve specifically as YEA Chapter Committee Chairs.

**Answer:** This motion was approved. Affiliate grade specifically for YEA Chapter Chairs can be entered on the CIQ. **(Complete)**



**Atlanta Chapter – Motion 1.4 (10/5/2013):**

That the Society pursues a new web user interface for membership and chapter functions.

**Answer:** This motion was referred to the ASHRAE IT Manager who implemented change and functionality of the current system, i.e. new online programs for the CIQ, PAOE, tracking system and chapter reports. **(Complete)**

**Southern Piedmont Chapter – Motion 9 (10/5/2013):**

That Society provide an email notification at the beginning of the final month of a member's current membership and upon a member entering delinquent status.

**Answer:** Members Council was not in favor of this motion; see notification schedule below:

The following is the current schedule for renewal materials, both postal and electronic. This may help the region to understand what is generated and when. All items are pulled around the first day of the month and are sent out by the end of the first week:

- 3 months before renewal date: Annual notice – email with outlook reminder to add to their calendar, paper invoice
- 2 months before renewal date: First notice – email and postcard reminder
- At time of renewal date: Second notice – paper invoice (delinquency/grace period starts at the end of the month it's sent)
- 2 months past renewal date: Third notice – email and postcard reminder
- 4 months past renewal date: Final notice – email and postcard reminder
- 5 months after renewal date: Personal email from Membership Manager (grace period ending/cancelled at the end of the month)
- 6 months after renewal date: Cancellation – email and postcard

We start 90 days out to allow time for members who employers pay for their memberships to process check requests internally. An additional email can be added, but as you see, we currently send out 6 emails, 3 postcards and 2 invoices over the course of the renewal period. However to add an additional email would incur a cost of approximately \$500 as we use an outside vendor to create the email templates and postcards as an overall marketing campaign. **(Complete)**

**Atlanta Chapter – 2013 CRC Motion 16:**

That the requirements for any RVC position be relaxed to include qualifying alternative that any person who served as chapter officer for 3 years or more.

**Answer:** This motion was sent back to the chapter for clarification, background information and to determine which ROB the chapter wants "relaxed" and will be later voted on by Members Council. The motion was not approved because Members Council believes that an individual needs to be active in ASHRAE long enough to know enough about Society and the industry to be able to operate effectively at the regional level. Also, the motion does not specify where the change should be inserted in the rules or how the materials should be revised. **(Complete)**

**Southern Piedmont Chapter – Motion 38 (10/5/2013):**

That the Manual for Chapter Operations (MCO) be revised to allow all YEA members (including Affiliate Grade Members) to serve as YEA Chapter Committee Chairs.

**Answer:** Members Council was not in favor of this motion; see response below:

In the background of the motion, the chapter indicate that the Affiliate grade is under the age of 35 but is actually 30 years or younger. The Affiliate grade is an introductory membership for individuals 30 years and younger who will automatically transfer into Associate grade after 3 years. The Affiliate



grade does not have voting privileges at the Society or Chapter level. Affiliate grade members cannot sign a petition if a chapter or section is formed in their area. If Affiliate grade members hold chapter chair positions, it would apply to all positions in the chapter including the chapter president because it would be opened in the database for all. Currently, the database is programmed to not accept Affiliate and Student grades for chapter positions.

**Update:** During the 2015 Chicago Conference, Members Council approved a motion for the YEA position to serve as committee chair if the member is Affiliate grade. **(Complete)**

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**Charleston Chapter – Motion 6 (11/5/2011):**

That students and/or faculty from NAAB (National Architectural Accrediting Board) accredited schools actively involved in ASHRAE at the chapter, regional and national levels, be allowed to apply for ASHRAE grants, scholarships and awards when only ABET accreditation is required.

**Answer:** The Scholarship Trustees has been asked to make the following revision to the list of accreditation agencies and programs that meet the Society’s scholarship criteria: Undergraduate Engineering and Engineering Technology programs and NAAB accredited programs at schools with an active ASHRAE student branch <http://www.ashrae.org/students/page/699>.

In addition, the list of options for students to input their “major program of study” in ASHRAE’s membership database has been expanded to include the following: AE and ARCH. This should make it easier to track students whose major is architecture as opposed to engineering; however, the other proposed changes to the “Industry” codes and “Job” cannot be done since it would involve an expensive customization of the NetForum database. After reviewing the list of ASHRAE student members who have indicated on their member record that they pursuing a degree in “architecture,” the scholarship trustees took no action to expand the scholarship criteria to include students majoring in architecture outside of those architecture students who are currently eligible for the ASHRAE Region IV Benny Bootle Scholarship. **(Complete)**

**Atlanta Chapter – Motion 7 (11/5/2011):**

That Honors & Awards Committee create an award to recognize outstanding leadership efforts and other contributions to ASHRAE by YEA (Young Engineers in ASHRAE) members where 2 members would be recognized each year.

**Answer:** The YEA Committee supports the addition of a YEA award at the Society level but would need to further develop the criteria, qualifications and award description. This task was assigned to a YEA subcommittee who will submit their recommendation for consideration to the Honors and Awards Committee in San Antonio, Texas.

**Update:** During the Members Council 2013 meeting in Dallas, the council approved the Honors and Awards Committee’s recommendation for the YEA Award of Individual Excellence, Youth Outreach Award. **(Complete)**

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**North Piedmont Chapter – Motion 35 (10/24/2010):**

That the Conferences and Expositions Committee (CEC) and ASHRAE staff be directed to schedule the Society Winter and/or Annual Meetings such that each region has the opportunity to host a meeting within their region on a rotational basis.

**Answer:** CEC is favorably inclined to rotate the conferences among the regions but is unable to commit to doing this on a rotational schedule. This is because some cities may not have the facilities (meeting space or convention space) necessary to host the conference. A list of criteria will be developed by CEC and staff to see what cities could be considered as potential hosts for an



ASHRAE conference. This can be shared with local chapters interested in hosting the annual conference. **(Complete)**

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**South Carolina Chapter – Motion 3 (09/21/2007):**

That Society amend the current transportation policy to include reimbursement for CTTC and SAC chairperson to attend the Chapters Regional conference (CRC) beginning 2008-09 fiscal year.

**Answer:** This motion was approved. This same motion was submitted by several regions during their 2007 Fall CRC. Because of this, Members Council considered one motion from Region IV which asked that both the CTTC and SAC chairs be reimbursed. **(Complete)**

**North Piedmont Chapter – Motion 9 (09/21/2007):**

That any member wishing to hold a Regional or Society level officer position must be an active chapter dues paying member for 5 years. These years do not have to be in the same chapter but the person must demonstrate engagement in the “grass roots” chapter level for the required period of time. All persons wishing to hold a position as a regional officer or a Society officer position member must have a letter from the current president of the person’s current assigned chapter.

**Answer:** Members Council was not in favor of this motion. This is covered by the Nominating Committee who reviews the experience of each individual before recommending the individual for the proposed position. **(Complete)**

**North Piedmont Chapter – Motion 10 (09/21/2007):**

That any member wishing to hold a position as a voting member of a technical committee shall be an active chapter dues paying member for a period of no less than 3 years. These years do not have to be in the same chapter but the person must demonstrate engagement in the “grass roots” chapter level for the required period of time. All persons wishing to hold a position as a TC voting member must have a letter from the current president of the person’s current assigned chapter.

**Answer:** Members Council was not in favor of this motion. The TCs put in long and hard hours during the Society meetings with no reimbursement of expense costs for anything. Also, there are members of the Society who do not live close to chapters and serve on technical committees. **(Complete)**

**Atlanta Chapter – Motion 26 (09/21/2007):**

That it will be the practice of the ASHRAE publications department to post on the ASHRAE website downloadable copies of all papers presented at ASHRAE meetings once they are more than three years old.

**Answer:** This motion was referred to Publishing and Education Council (PEC). PEC concluded that due to the estimated loss of revenue, papers more than 3 years old should not be made available for free access on the ASHRAE website. The negative fiscal impact is estimated at \$5,000 per year. The PEC is investigating creating subscription based access to a body of knowledge that would provide access to all meeting papers and to other papers and articles. **(Complete)**

**North Piedmont Chapter – Motion 27 (09/21/2007):**

That the number of miles traveled by ASHRAE members for all regional, society and technical committee meetings be reduced by fifty percent by July 2010.

**Answer:** Members Council was not in favor of this motion; it cannot be implemented. Members Council does agree that Society need to move forward and find alternative and electronic means to hold meetings to reduce travel. **(Complete)**

**North Piedmont Chapter – Motion 28 (09/21/2007):**

That Society make all ASHRAE standards viewable from the ASHRAE website for no cost to all



ASHRAE members that are in good standing. Downloading a copy, print copies and using information for reports or uses other than personal information will cost the same as it does currently for members. The cost of standards for non-members will be increased an additional 30% as a penalty to non-members.

**Answer:** This motion was referred to the Publishing and Education Council (PEC). PEC concluded that based on the cost of making documents available for viewing only and the potential loss of income that all standards should not be made available for free viewing. ASHRAE income from standards sales and royalties is approximately \$1 million annually. At the current time, ASHRAE makes available for free viewing code intended standards. Converting all standards would add initial cost of about \$70,000. (The cost per standard to create a viewable only file is \$900.) In addition, there would be an annual cost to convert new and revised standards. Lastly, posting all standards as viewable would increase the annual hosting fee to by an estimated \$3,000. **(Complete)**

**North Piedmont Chapter – Motion 29 (09/21/2007):**

That Society look for a way that Joe/Jill Public hears the word ASHRAE.

**Answer:** This motion was referred to Bill Harrison and Tom Watson. (Mr. Harrison reported that this motion has been fulfilled and is considered complete since the structure in ASHRAE's marketing area has changed, i.e., new marketing manager; marketing embedded in each department at headquarters; and hiring new marketing specialist.) **(Complete)**

**North Piedmont Chapter – Motion 30 (09/21/2007):**

That ASHRAE implement an intense and ongoing marketing and promotional campaign utilizing outside vendors and public relations specialists.

**Answer:** This motion was referred to Bill Harrison and Tom Watson. (Mr. Harrison reported that this motion has been fulfilled and is considered complete since the structure in ASHRAE's marketing area has changed, i.e., new marketing manager; marketing embedded in each department at headquarters; and hiring new marketing specialist.) **(Complete)**



## Effective ASHRAE Materials Delivery To and Through Chapters

This document summarizes the recommendations of an ASHRAE ad hoc committee charged with determining means and methods for more effective ASHRAE educational materials delivery to and through chapters to the membership. This ad hoc committee consists of current members of Members Council and PubEd Council. Following are five recommendations, with background and supporting information. Votes on two related motions referred to the ad hoc are also noted.

1. A Chapter Speakers Database (CSD) should be created and accessible by all chapters. The current CTTC committee leadership requested that they take responsibility for the development and support of the database and this ad hoc concurs. Supporting ideas for this recommendation are as follows:
  - a. ASHRAE ECC is an excellent resource for CTTC to use as they develop and rollout this project.
  - b. The CSD is designed to supplement the DL and other methods for creating chapter educational programs.
  - c. The CSD would be developed and owned by ASHRAE. It would be online like the ASHRAE Terminology database but with controlled access. Users are the CTTC Chapter Chairs, CTTC RVCs and ASHRAE Staff.
  - d. Chapters could enter past non DL chapter speaker info, speech topic and keywords, their rating feedback including any commercialism comments. The presentations would not be included. (Storing presentations, if CTTC desires, could be a Phase 2 project after the CSD is done.) The CSD project goal is for the chapter to select a speaker and their topic and be able to contact them to give the presentation in person or electronically.
  - e. An informal survey by our ad hoc of Chapter leaders indicates that this CSD idea is highly favored and needed.
  - f. One recommended concept for the CSD is to create an excel table of the data – one table per region. The Regional RVC works with this table in excel and/or thru an online regional portal. Chapter CTTC chairs enter their data into their regional table thru the online portal. This allows for easy maintenance and security. (Very similar to how Region I and IX have previously done it.) To look at all the data, a CSD full search form would link to all the regional tables and do a filtered search of all speakers and speeches so the Chapter Chairs could find speakers near them, even if in nearby other regions. The CTTC RVC's control the data quality. ASHRAE Staff and the CTTC Committee would control speaker deletion based on reviews, deaths, etc. (This part is the same as the DL program.)
  - g. The author's/presenter's contact information needs to be included so that they could be invited to speak.
  - h. Speeches should be removed after a period of time, say 2 years. Speakers removed after, say, three year.
  - i. It is strongly recommended that they develop a beta of the CSD and have two or three regions try it out. Work out the bugs and develop the user support literature/information before full rollout. This software development concept is generally very effective in reducing changes later which increase the program development costs.
  - j. This should improve communication between regional RVCs and chapter CTTC chairs.

2. ASHRAE Meeting should provide Chapter CTTC Chair with limited access to the Society Meeting Virtual Conference and then give them an option to view and download the presentations from one session for local chapter presentation at a chapter meeting by a chapter member.
  - a. The download would need to be in ppt format, require attribution to ASHRAE, and require the original authors release for this purpose.
  - b. This option is mainly for small and medium size chapters and sections as they often struggle to find good programs for their meetings.
  - c. This is low cost, easy to do option and should have high value to Chapter.
  - d. It will also make some Chapters much more aware of the benefits in attending the society meetings and/or purchasing access to the virtual conference.
  
3. ASHRAE marketing should produce a presentation for chapter leadership that effectively demonstrates available ASHRAE educational products and how to access them. Supporting ideas for this recommendation are as follows:
  - a. An informal survey by our ad hoc of Chapter leaders indicates that they are generally not aware of all of the ASHRAE educational materials that are available to members and nonmembers in the chapter area.
  - b. Chapter program chairs should be very interested in what materials are available and how well they have been received in the past in their chapter area.
  - c. This presentation would be good material for the CRC CTTC workshops and Chapter President Elect Training.
  
4. The Global Center for Building Innovation initiative should include a recommendation for new ASHRAE staff positions that would be dedicated to work permanently for the Regions in full time positions. Supporting ideas for this recommendation are as follows:
  - a. It would likely be that each “Regional Coordinator” would work for two regions, but Region XIII and RAL would each have a dedicated “Regional Coordinator”.
  - b. This position would create a more consistent and knowledgeable transfer of communication from society to regions and chapters, and feedback in turn back to society; even as the volunteer leaders come and go.
  - c. This should create a much more informed and consistent message of ASHRAE benefits and offerings to regions and chapters.
  - d. This could enhance our goal of “Effective ASHRAE Materials Delivery To and Through Chapters”.
  
5. That ASHRAE PEC Staff should provide feedback to PEC and MC on the effort and costs involved to develop a training related “big data” capability so would involve chapters more directly. This effort might allow Chapters to market/advertise ASHRAE materials to individuals in the same way that retail companies currently market to individuals.
  - a. Example: You buy gluten free foods at the local grocery store and begin receiving advertising from the retailer that includes more gluten free products. This information helps the customer and the store.
  - b. ASHRAE need to be a leader in this area to maintain our leadership position. Otherwise others will do it and provide a better service and may gain market share.

- c. ASHRAE would more definitively know which educational products that are important to individual members.
  - d. This step would make Chapters/Sections partners in ASHRAE PEC provided education
  - e. This could be a marketing inducement for chapters/sections to promote and encourage their members to take ASHRAE Society provided training.
6. The following motion was referred to this ad hoc. We voted in favor of this motion by a vote of 7-0-3.

**Region IV (Southern Piedmont Chapter) – Motion 29e (11/6/2015):**

That ASHRAE create an online Chapter Speakers file for Chapter Leaders to use by November 1, 2015.

Background: The MC/PEC working group on Chapter Educational Support identified a need for a list of potential ASHRAE Chapter Speakers to supplement the ASHRAE DL speakers. This need is very strong in the small and medium sized chapters where program resources are more limited. Implementing this idea should significantly improve chapter programs and reduce the workload on the Chapter/Section/Branch Program Chair.

Examples: Region I maintains a Regional Speakers list in excel format today; and Region IX and the College of Fellows have developed previous versions of the Chapter Speakers Database. This is not a new idea. As a first step to support chapters more effectively, ASHRAE could take the Region I list and put it online for all chapter program chairs to contribute to and be able to use. Access to this product would be limited to the Regional and Chapter Officers and the Chapter CTTC/Program Chairs. (i.e. password controlled). ASHRAE Regional CTTC Chairs would have input and editing rights of the content provided by their Chapters. Longer term, the monthly Chapter meeting/program reports could go into this file versus the one Chapters fill out and email to the CTTC RVC today. It might even become an online database.

Fiscal Impact: Estimated 2-5 days of ASHRAE IT program time (\$1600-\$4000); implementation training.

7. The following motion was referred to this ad hoc. We voted in favor of this motion by a vote of 6-1-3.

**Region IV (Southern Piedmont Chapter) – Motion 31 (11/6/2015):**

That ASHRAE MC and/or PEC undertake a project for ASHRAE to share ASHRAE provided attendee training and income with ASHRAE Chapters in order to expand use of ASHRAE provided member education.

Background: The recent MC/PEC working group on ASHRAE Educational Support to Chapters identified a need. Chapters do not know which chapter members take ASHRAE sponsored training, and further, some Chapters see it as a potential loss of chapter training revenue or reduced meeting attendance. Bluntly stated, they are out of the loop and some view ASHRAE training as competition to their local training. To improve this situation and actually make all Chapters/Sections a partner in ASHRAE PEC provided education, ASHRAE should advise the Chapters monthly of who in their chapter has attended an ASHRAE course, seminar, webinar,

etc. In addition, ASHRAE will provide the attendees Chapter with 15% of the training educational net income as a marketing inducement to promote and encourage their members to take ASHRAE Society provided training. (They have some skin in the game.)

Fiscal Impact: Provide the attendee lists to each chapter needs to be programmed by ASHRAE IT. Needs a defined project and then the time/cost estimate. On the income sharing for marketing support, need the attendee and net income numbers.