

ASHRAE SMEs for GOEs Program

The Subject Matter Experts (SMEs) for Government Outreach Events (GOEs) pilot program identifies and recruits SMEs within ASHRAE who can communicate technical information effectively to government officials and policymakers. The program establishes a pool of SMEs with specific expertise to provide technical support and information for government briefings, legislative testimony, and/or responses to government requests for information. The SMEs identified will be sources of technical support for local to global level government affairs work.

The program will develop a vetted list of SMEs for government interaction so that responses to government officials are provided in a timely manner, which can be especially important when legislation or regulations are moving quickly. This program supports ASHRAE's mission of advancing the sciences of HVAC&R to serve humanity and promote a sustainable world.

Application Process for Selecting SMEs

A rolling application process has been launched and established; applicants will be evaluated on a quarterly basis.

- *Criteria for selecting SMEs:* Individuals selected for this program will:
 - Have a deep technical understanding of certain subject(s) related to HVACR and the built environment;
 - Have experience communicating technical information to government officials and/or the public;
 - Be able to communicate technical information in an easy-to-understand manner; and
 - Be willing to travel to attend government meetings.
- *Process for Applying:* Applicants can apply through an on-line portal housed on the ASHRAE Government Affairs website.
- *Marketing and Communication:* A marketing and communications plan will be developed to spread awareness about this program, including through Chapter Notes and communication with Tech Council and the entities that report to Tech Council (directly or indirectly). We will work to have GAC Leadership included on Tech agendas to share briefly about the program during conferences. We will encourage applicants from around the world. Having geographically proximate experts for government outreach will be encouraged to save on transportation expenses.

Applicant Evaluation Process

1. Applications will be compiled by the Government Affairs staff who will make initial recommendations and submit the full package on a quarterly basis to the GAC through an "SMEs for GOEs Task Team."

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2. Applicants will be evaluated on the criteria listed above.
3. Applicants will be contacted within 6 months and informed whether:
 - They have been selected for the program;
 - Additional information is needed for consideration; or
 - They were not selected for the program.
4. Applicants will also be reminded that even if they are selected for the program, their service will depend upon the needs and requests from government as well as their geographic proximity.
5. Applicants will be informed that if they are requested to participate in a GOE as an SME, a quick response will be required. After the GOE, the SME is required to submit a written report on the meeting/event. Reports shall be emailed to GovAffairs@ashrae.org

SME Review Process

If an applicant is selected for the program, the SME will have a 3-year term on the program. A re-application process is required to maintain status in the program. The “SMEs for GOEs Task Team” will review the performance of SMEs on an annual basis, which will include the following factors for consideration:

- Quality of reports submitted after conducting events;
- Feedback reported by the chapter or member requesting the SME; and
- Feedback (if any) reported from the government entity.

Pilot Program Review

Staff will collect feedback and prepare a draft report with a summary of feedback and recommendations for improvement on an annual basis for consideration by the PPSC. The PPSC will report findings to the GAC on an annual basis that includes recommendations for improvement, the program’s impact, and whether or not it should continue as an ongoing program.