

2025-28 Strategic Plan KPIs

A strong member and volunteer base	High utilization of ASHRAE resources	Organizational foresight, leadership	A viable and thriving industry	A positive impact on the environment and the larger industry
<ul style="list-style-type: none"> • # of Members, Volunteers • Member Retention • Member Satisfaction • # of motions from CRC's that align with strategic plan goals/objectives 	<ul style="list-style-type: none"> • Annual transactions per member • Conferences attendance (Winter, Annual, topical) • Training and professional certifications 	<ul style="list-style-type: none"> • # of joint meetings & events <ul style="list-style-type: none"> • Chapter joint meetings with other societies (PAOE CT18) • Student activities held jointly with another organization (PAOE SA5.1) • YEA joint event with another society (PAOE YEA16) 	<ul style="list-style-type: none"> • # of activities in support of the emerging workforce <ul style="list-style-type: none"> • K12/STEM activities hosted by chapters (PAOE SA5) • Students participating in chapter meetings (SA6.10) • Chapter members participating in post-high school activity (SA6.13) 	<ul style="list-style-type: none"> • Market Penetration Rate: Tracking the utilization of ASHRAE standards / guidelines through a member and / or non-member survey (e.g. have you used ASHRAE standards in your work within the last three months?) • Members reporting use of ASHRAE standards in their work in the past year (addition of question to an existing survey) • Number of government outreach events • Perception of ASHRAE's influence in the advocacy space (eg via Penta research)