

Responsibilities for Membership Promotion Committee Members

General Overview

Membership Promotion Committee publicizes the goals, activities, achievements, and scientific and educational purposes of the Society to encourage qualified persons to apply for membership. The committee also monitors the Society's membership demographics and, where appropriate, adjusts or creates programs to ensure that individuals from all demographic backgrounds are being equally attracted to ASHRAE. This committee reports to Members Council.

The committee is made up of the chair, two vice chairs, 16 regional vice chairs, 2 staff liaisons, board ex officio, and coordinating officer.

Term of Service for 16 regional vice chairs is three years as recommended by each region executive session and approved by the president. The term of service for vice chairs and chair is one year each. The First Vice Chair assumes the Chair's role and the Second Vice Chair moves into the First Vice Chair's position.

Required Qualifications of the regional vice chairperson shall be Members of the Society in good standing, and shall have been Members for 3 years prior to the start of their terms.

Helpful qualifications, experience, interests or skills Promoting ASHRAE membership is very important. Another important qualification is the desire to share your personal story about becoming an ASHRAE Member and the benefits, both professionally and personally, that you have experienced. Because regional vice chairs perform training and guidance for the chapters, leadership competencies are essential. Finally, one of the most important qualifications or skills necessary would be the ability to sell. It is very difficult to sell something you do not believe in. Being able to communicate your ASHRAE experience is very important. ASHRAE offers every member the opportunity to grow both professionally and personally. You will develop public speaking, communication, and presentation skills as part of this position in ASHRAE.

Specific Time, Money and Task Commitments

- I. Attend the ASHRAE Annual (June) and Winter (January) Conferences: 1. You will typically fly in on a Thursday and have meetings/events all day Friday and Saturday. You can fly home Saturday night or on Sunday evening (Annual Conference), depending on the city and the flights available. The Saturday meeting usually ends at 3:00 PM. The Annual Conference is typically in late June and also has Centralized Training for Chapter MP Chairs on Sunday and the Winter Conference is in late January. RVCs may also be required to attend Centralized Training events hosted around the globe, depending on need.
2. Who covers transportation? Transportation costs to the Annual and Winter Conferences are paid by Society. Transportation is cost of transportation to the meeting only. Room and board are not reimbursed. Check with your Director and Regional Chair (DRC) for the possibility of funds available from your regional fund for room and board reimbursement. Some regions may reimburse some or all of these expenses. Transportation is also covered for attendance at Centralized Training events.

3. Detail any expenses covered by the region. Many regions cover additional expenses you may have. For example, some regions provide RVC's with an annual stipend. Other regions cover certain expenses for regional activity only. Some North American regions cover some of the additional expenses you will have such as CRC meeting registration, CRC lodging, etc. However, please confirm this with your DRC. Region XIII and RAL are handled differently, because of the travel expense in those regions, and clarification of expenses paid should be verified with the Region XIII and RAL DRC.
 4. Special note for expenses covered by region for incoming positions. For the Annual Conference, you would attend the meeting as the *incoming* RVC and the outgoing committee member would attend as the current RVC. ASHRAE covers the transportation of both current and incoming RVCs at Annual Conferences only. Transportation for current RVCs is covered at the Winter Conferences.
 5. Sub-committee work description. The Friday meetings are for standing committee sub-committees. You will be assigned to two or more sub-committees and there will be assigned action items to each RVC between meetings. Membership Promotion Subcommittees are:
 - Recruitment
 - Chapter Chair Training & Development
 - Member Communications
 - Retention
 - Executive Committee (comprised only of the chair, vice chairs, subcommittee chairs {at the discretion of the Chair}, board ex officio, and staff liaison)
 - Special events to be aware of at this meeting. There is typically a dinner on Friday night with your fellow committee members. The Saturday meeting is for the full committee (all RVCs from the various regions), and on Sundays during the Annual Meeting, we host a Centralized Training session. The Chair and Vice Chairs are expected to attend Members Council on Tuesdays. There may also be other receptions that are sponsored by the committee that will require your attendance.
- II. Requirements between Annual and Winter Conferences:
1. Describe frequency of conference calls. As a subcommittee member, you will be asked to participate in one spring and one fall teleconference subcommittee meeting. The teleconference sub-committee meetings are typically one hour.
 2. List anticipated face-to-face meetings in spring and fall. At this time, there are no other face-to-face meetings in the spring or fall. The Chair may be requested to attend additional Members Council meetings outside of the Annual and Winter meetings.
 3. Describe individual work load and anticipated time requirement per week. Please refer to the Membership Promotion RVC – Calendar of Duties which is on the ASHRAE Web Site. The time

you invest in your duties will depend on many factors. However, as a general rule, most RVC's spend between 4-6 hours a month performing their RVC duties.

III. Attend your Chapters Regional Conference (CRC) each year: Typically you can fly in on a Thursday and fly home on a Saturday night or Sunday morning. You will present the workshop for chapter Membership Promotion chairs at your CRC (you will get training for this at the Annual Conference). It is important for you to coordinate your attendance with your DRC. You are also responsible for presentation of regional membership promotion awards. Verify with your predecessor what this consists of.

2. Who covers transportation? Transportation costs are paid by Society.

3. Detail any expenses covered by the region. Some North American regions cover many of the CRC expenses. Please verify with your DRC.

4. Special note for expenses covered by region for incoming positions. For regions with spring CRCs (VI, VIII, and XI), you would attend as the *incoming* RVC. The outgoing RVC would present the workshop and incoming RVC watches and learns. Typically the current RVC asks the incoming RVC to help with a part of the workshop so they have an opportunity to participate with their incoming chapter chairs. For Fall CRCs, the new RVC conducts the workshop and the former RVC's attendance is optional. Society reimburses transportation costs for both the current and incoming RVCs.

IV. Attend regional planning meeting: 1. Attendance at your regional planning meeting is critical for planning the upcoming year and your regional activities. The meeting length, location, and time of year will depend on when whether your CRC is held in the spring or fall. Some regions conduct regional planning in a one day meeting at a central regional location. Some are two-day planning sessions. Others are conducted via web meetings. Some are combined with other regional activities such as President-Elect Training. It is important to verify how your regional planning meeting is conducted and what expenses are covered by the region. Your responsibility is to report on the Membership Promotion Committee activity and gather input from your regional leadership. It is also a time to discuss other regional activities such as nominations, honors, and awards. Other fun or entertaining activities may be planned around the meeting and those are generally optional.

2. Who covers transportation? Transportation costs are paid by Society.

3. Detail any expenses covered by the region. The region generally covers the food expense and sometimes lodging for this meeting but again, please verify with your DRC.

V. Chapter Visits:

1. Based on need identified by the DRC in the Region, the MP RVC may be expected to visit 2-3 selected Chapters in their Region. Transportation costs are paid by Society. The chapters are typically asked to pay for your hotel and meal costs. The region generally picks up the cost if the

chapter is not able to. Chapter visits are also an opportunity to visit employers, give an extra workshop, attend a board of governors meeting, etc. Have all proposed or planned chapter visits reviewed and approved by the DRC.

- VI.** Assisting Chapter Chairs during the course of the year. Often times a simple phone call is all it takes to prompt someone to act. Everyone is very busy in their personal and professional life. If you make contact with the chair you will be proactive and show them that you care. Communication to your chairs is very important. A quarterly newsletter emailed to every chair in your region gives you the opportunity to communicate important information and data to them. This may prompt communication from them. You should attempt a monthly call to all chapters, but particularly struggling chapters for encouragement and support. There are many ways to work with the chapter chairs throughout the year. Please refer to the Membership Promotion RVC – Calendar of Duties which is located on the ASHRAE web site.
- VII.** As Membership Promotion RVC, you will be part of something much bigger than your chapter or even your region. As part of this committee, you will meet and make friends from around the world! People you would otherwise never have met will be working with you for the common purpose of promoting ASHRAE membership. You will have access to a global network of experience you can share and learn from. You will also make many new friends and probably run in to some old friends as well. Grassroots committee work in ASHRAE is very rewarding both personally and professionally. You will develop leadership experience through your work on this committee and through your work at the local and regional level as well. Grassroots committee work is unique in that you are working for the member – all 57,000 of them. We conduct a lot of business and do a lot of work, but we also have a lot of fun doing it!

Visit <https://www.ashrae.org/communities/committees/standing-committees/membership-promotion-committee> for more information about the role of the Membership Promotion Committee and their related resources.