

MEMBERSHIP PROMOTION COMMITTEE

Minutes

From the meeting of Saturday, June 22, 2024, Indianapolis, Indiana

Members

Daniel Chudecke, Chair
Jason Urso, 1st Vice Chair
Louise McKenzie, 2nd Vice Chair

Rob Druga, Consultant

Chonghui Liu
Reaz Usmanali

Ryan Westlund **Absent**

Timothy Cannon
Akshay Bhargava
Fiona McCarthy
Stephen Grant **Absent**

Ron McCarty
Mark N Penchoff
Greg Jernstrom
Guillermo Massuco
Nicolas Rosner
Sam Hui **Absent**
Adelio Gaspar
Adil Inam

Incoming Members

Non-Voting

Darrell Sandlin **Absent**
Jason Leffingwell
Lionel Davis **Absent**
Lawrence Hodgins

Dennis Siu Lok Tung
Muhammad Ershed Jaman

Board ExO

Bryan Holcomb

Staff

Daniel Gurley, Staff Liaison
Anne Wilson, Staff Liaison
Lizzy Seymour, Director Member Services

Guests

Anuj Gupta
Mosead Husain
Ravindra Senavirathna
Jacob Saxinger
Sierra Spitulski
Nitin Niak
Armardeep Singh
Mohamed Daoud

Dan Russell
Bria Poe
Money Khanna
Mark Miller
Michelle Swanson
Erik Sanchez
Devin Abellon

Julia Call
Greg Schnable
Joel Deddens
Genevieve Lussier
Alkis Triantafyllopoulos
Anoop Peediyaakkan
Shaun Nienhueser
Scott Peach
Bob Snow
Estaban Baccini
Alexander Armstrong
Buzz Wright
Mark Jumper
Robert Romero
Jonathan Smith

Call to Order, 8:03 am

Motion to accept minutes from Chicago meeting, passed unanimously.

Motion 1:

Move to provide complimentary access to two technical sessions at the annual and winter conferences for RVCs and ExComm from grassroots committees.

Background:

By sitting on a grassroots committee, you are expected to be in-person at the conference. This is a tremendous commitment of time and resources. This small benefit would aid these volunteers in justifying this attendance and encourage increased active participation in the grassroots committees.

For example, the MP Committee Chair can only attend one or two sessions on Monday between their other commitments. By offering this opportunity to attend two technical sessions it may encourage attendees to extend their trip, increasing participation in ASHRAE events, technical sessions, and maybe even offer opportunity to get involved in a TC as they are present at the conference for longer.

It should be noted that not all RVCs and ExComm will use both, or even one of these registrations. For Indianapolis, the cost for "One Session Registration In-Person" is \$75.00.

Fiscal Impact:

Based on 25 – 40 sessions used, this would be a \$1,875 - \$3,000 in potential lost revenue, which would likely be offset by increased participation and promotion of other conference events.

Staff Impact:

Staff time required to update conference registration, estimated to be 1 day.

MP Vote: 14-0-0-3 absent, CNV

Motions referred to Membership Promotion Committee for recommendation to the Membership Models Ad Hoc:

1. **Spring 2024 CRC Motion, Region VIII Central Oklahoma Chapter – Motion 24-8-1 (April 26, 2024):** Move to allow Student Members access to the online versions of the ASHRAE Handbooks as part of the Student Membership benefits effective July 1, 2024.

Background: In order to join as a student member, the student must be studying or have an interest in an HVAC&R industry related field. A student member could be working on a senior cap-stone project, an undergraduate research project sponsored by ASHRAE, or one of the many equipment grants that is awarded by ASHRAE. However, these students do not have free access to the ASHRAE Handbooks as reference for the work they are performing, and many times this is ASHRAE related work. Access to these online files provides the necessary resources for HVAC&R related work that students are performing. This benefit encourages students to join ASHRAE and encourages the student to remain a member of ASHRAE after graduating.

Note that Student Branch Advisors receive the same benefit as student members and ASHRAE's system cannot separate benefits between the two.

Fiscal Impact:

(\$12,500.00) current student purchases of printed handbook, (\$65 per copy)

(\$1,000.00) current student purchases of PDF handbook, (\$65 per copy)

(\$1,500.00) current student purchases of online subscription (\$52 per subscription)

Fiscal impact based on current FY's revenue from student members provided by the Staff Group Manager, Electronic Products and Publishing Services.

Staff Impact: None.

CRC Vote: 16-0-0 CNV.

Note: This motion was also referred to Student Activities for recommendation.

MP Vote: 14-0-0-3 absent, CNV

2. **Spring 2024 CRC Motion, Region XI Southern Alberta Chapter – Motion 24-11-3 (May 11, 2024):** We propose that access to the ASHRAE Handbook Online be available for all members grades.

Background: We have had several members lose access the ASHRAE Handbook Online. Having access to this body of knowledge is a huge part of being an ASHRAE member, and how we sell others to join ASHRAE.

Originally, as part of your membership dues, you'd get mailed a paper copy of each year's handbook. Then, that was removed and replaced with access to a digital online version. This online version has been removed from the standard membership benefit as well, and is only available for additional purchase or as part of a 'select a benefit' available to Full Member or Associate membership grades. The Handbook Online is also available to new members for the first year.

Placing the HBO behind this ‘select a benefit’ gate prevents students or affiliates from accessing the handbook after their first year. These members are new to the industry and could benefit the most from having access to the handbook’s information and practices. It is also more difficult for these members to advocate to their boss that they should pay both their membership dues and separately to get access to the handbook. With the handbooks being so fundamental to what ASHRAE does, with publishing history going back to 1922, we feel that this should be a benefit available to all members.

Fiscal Impact:

Loss of revenue for ASHRAE Handbook Online.

Active memberships currently on the decline with 7107 users and an average monthly revenue of \$4407.

Potential for increased membership with this added benefit.

Comment from Staff Director of Publishing and Education: FY 2022-2023 subscription revenue for Handbook Online shows as approximately \$51,000. If 50-60% of that revenue is from members as in past patterns, the revenue loss could be \$25-30k/year.

Staff Impact: None.

CRC Vote: 16-0-0 CNV.

Note: This motion was also referred to Publishing and Education Council for recommendation.

MP Vote: MP Committee voted on the recommendation shown below for Membership Model Ad Hoc to consider, 12-2-0, CNV, 3 absent.

MP Comments: MP agrees with the intent, but background information doesn’t match the motion. Since ASHRAE Handbook Online is already available as selectable option to full dues paying members. Is the intent to provide to those that don’t have an option to select it as a benefit.

MP recommend that the motion be written as:

We propose that access to the ASHRAE Handbook Online be an automatic free membership benefit for all members in addition to existing membership benefits.

Background should have included very clearly that Student, Affiliate, Associate, and Full Members, and all other grades receive HBO for free. Then Full Members and Associates would also receive an additional membership benefit choice as currently available.

Information Items to report to Members Council:

- Implemented bulk member discount of 5 new members from a company to receive a 10% off membership discount. We have received 6 group discounts of 5 members each but will continue to advertise this option.
- Implemented new benefit to new full dues paying members to attend one conference for free within 2 years of joining. We had 295 new members take advantage of attending in Chicago and 31 for Indy.
- Implemented and hosted the first meeting of 2 Member Resource Groups (MRGs), similar to Employee Resource Groups, that allow members with common backgrounds or interests to network and share stories in a safe space. Current MRGs are New Members and Professionals with Young Families. Both were well attended.

- With the upcoming dues increase, the MP Committee, in conjunction with staff, have reviewed our Retention and Recruitment collateral to ensure we are presenting an enhanced value proposition to members. MP will be collecting ideas throughout the year in Basecamp to share amongst RVCs and Chapters.
- Full dues paying members is up by 500 over last year and total member is up by a 1,000 over last year.
- Committee held a successful MP Centralized Training in Indy, over 80 MP Chairs/CoChairs in attendance. Will hold a virtual option on September 13, 2024.

Additional Information Items:

1. Retention:

As of May 31st	Total	Members Paid	Members Unpaid	Students Paid	Students Unpaid
2023	52,933	47,669	3,574	4,295	1,690
2024	53,673	48,308	3,902	4,183	1,712

The developing economies membership program is in its 15th year. In July 31, 2008, just after it began, there were 135 members participating. As of May 31, 2024, there were a total of 2,710 (includes all new grades that were added) members participating.

Review of the new member survey, reminder of making sure new members feel included and engaged.

Review of the annual Member Satisfaction Survey how can it be changed to get more participation from younger members.

2. Chapter Chair Training & Development:

- MP hosted an in person Centralized Training in Indy with over 80 in attendance.
- Will host Virtual Centralized Training in September.
- MP continues to investigate the best options to ensure MP Chairs/CoChairs are trained.

3. Recruitment:

- Brainstorm the tangible benefits of ASHRAE, networking, access to knowledge, and professional growth.
- Ideas to get employers to support dues payments.
- Assist with implementation of new bulk member discount.
- Assist with implementation of new comp meeting registration for new full dues paying members.

4. Member Communication:

- Working with the BOD Diversity and Inclusion group.
- Develop talking points for DRCs and regional leaders to provide thoughts and ideas for them to share with their chapters and how those chairs can start.
- Hosted a successful Women in ASHRAE breakfast with over 250 attendees.
- Researching new program to provide 10-minute talks to regional/chapter leaders to ensure programs are inclusive for all.

MBO Update 2023-2024 SY

MBO #	Description	Initiative #	Goal #	Completion % /Date	Financial Assist Req'd?	MBO Comments	Initiative #				Goal 1			Goal 2			Goal 3				
							1	2	3	4	a	b	c	a	b	c	a	b	c		
1-Membership Growth																					
1	Increase retention of transitioning student to YEA members to 6.5%	4	2,3	6/30/2024		1.00%				x										x	
2	Maintain annual retention rate above 90%	4	2	6/30/2024		82.50%				x				x	x						
3	Set specific net growth goals for each region and chapter	4	2	8/1/2023		Complete, 2% growth set				x				x							
4	Monitor growth against goal quarterly for each region and chapter	4	2,3	Quarterly		Report sent by staff to RVCs and MP chairs quarterly				x				x						x	
5	Increase international growth by 2% of previous year	3,4	2,3	6/30/2024		4.60%			x	x				x	x					x	
6	Maintain North American membership growth of at least 1% through greater visibility with industry leaders & companies.	4	2	6/30/2024		1.71%				x				x	x						
7	Increase full dues paying members by 1,500 over last year.	4	2	6/30/2024		Increase of 527 YTD				x				x							
2-Expand Training to equip MP chairs to meet net growth target																					
8	Continue to streamline MP chair reporting structure so MP Chairs can focus on growth in membership as well as retention	3	3	6/30/2024		Continuing to investigate automation with IT and Finance departments			x											x	
9	Plan Centralized Training In June 2024	4	2,3	2/1/2024		58 registered as of 5/14/24				x				x						x	
10	Train 75 MP Chairs in June 2024	4	2,3	6/30/2024						x				x						x	
11	Plan alternate Centralized Training	4	2,3	6/30/2024		Virtual CT planned for July 24				x				x						x	
12	Maintain MP chairs at a level of 90% or above	4	2	6/30/2024		88.9% 177 of 199 Chapters				x				x						x	
							0	0	2	12	0	0	11	3	0	0	0	3	5		

Motion to adjourn, pass unanimously

Adjourn sine die 2:25 pm EDT