

MEMBERSHIP PROMOTION COMMITTEE
Minutes
From the meeting of Saturday, February 8, 2025, Orlando Florida

Members

Jason Urso, Chair
Louise McKenzie, 1st Vice Chair
Rob Druga, 2nd Vice Chair

Daniel Chudecke, Consultant

Chonghui Liu
Reaz Usmanali

Christine Smith

Darrell Sandlin
Akshay Bhargava **Absent**
Jason Leffingwell
Lionel Davis
Ron McCarty
Mark N Penchoff
Greg Jernstrom
Guillermo Massuco
Lawrence Hodgins
Dennis Siu Lok Tung
Adelio Gaspar
Muhammad Ershed Jaman
Adil Inam

Non-Voting

Board ExO
Bryan Holcomb

Staff

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

Guests

Andrei Burlacu	Caroline Kelty
Steve Grant	Bob Snow
Ravindra Senavirathna	Matthew Martinez
Jonathan Alo	Scott Peach
Brad White	
Hande Akten Col	Scott Peach
Daniel Bourque	Daniel Russell
Bassel Anbari	Nick Rosner
	Scott Peach
Juliana Velez	Bob Snow
Bria Poe	Jonathan Smith
Alexandre Knox	Christopher Hofland
Mark Miller	
Matthew Archey	
Buzz Wright	
Devin Abellon	

Call to order: 8:07 a.m.

Motion 1:

To allow Affiliate members to hold an officer and/or chair position at the Chapter level, with the exception of the President, President Elect, and Treasurer.

Background:

Affiliate members receive reduced membership dues for the first 3 years of membership but do not have voting privileges, an annual complimentary benefit selection, or the ability to hold office at the Chapter, Region, and Society levels.

Many chapters are desperately looking for volunteers to fill chair positions with current officers holding multiple roles. Many Affiliate members are motivated and passionate about ASHRAE, attend meetings, and would like to be involved at the Chapter level. Allowing Affiliate members to hold office will allow them to become involved at the Chapter level, resulting in higher retention rates of these members, continued volunteerism in ASHRAE, and the transition to an Associate Member.

Currently, Affiliate Members transfer to Associate or Full Member in order to hold a Chapter position. The additional income to ASHRAE for a 2nd year Affiliate (2nd year used as an average) to upgrade their membership is currently \$180. The proposed motion will eliminate the need for Affiliate Members to upgrade their membership grade. The potential financial loss with this change is approximately \$13,500/year, based on the assumption that 75 2nd year Affiliate members will not upgrade each year. We cannot calculate the profit loss of those that have offered to volunteer but been turned away and ultimately cancelled their membership. We cannot calculate the profit loss of those that have offered to volunteer but been turned away and the impacts of having an empty chair position.

Fiscal Impact: -\$13,500/year

Staff Impact:

Update marketing materials, applications, Website, and programing for the database and CIQ.

MP Vote:

15-1-1-1 absent, CNV

Motions referred to the Membership Promotion Committee for recommendation to the Members Council:

1. Fall 2024 CRC Motion, Region-at-Large Central Pakistan Chapter – Motion 24-RAL-5 (October 7, 2024): Student Members Smart Start Transfer Timeline reduction to 6 months.

Background: ASHRAE offers Smart start program for students, however this requires the student to have been a member for one full year to avail this facility. By reducing this requirement to 6 months will only benefit ASHRAE with potentially more members who may have been introduced to or become interested in ASHRAE later in their final year of studies.

Fiscal Impact: Can only be positive if more student members can convert to full membership

Staff Impact: None

CRC Vote: 10-0-2, 9 absent, CNV. Motion Passed.

MP Vote: 2-12-0-0 absent, CNV, **Motion Failed**

MP Comments: MP felt that the current requirements were adequate.

2. Fall 2024 CRC Motion, Region-at-Large Central Pakistan Chapter – Motion 24-RAL-6 (October 7, 2024): Removal of age restriction for Affiliate membership.

Background: Adding an Age limit to affiliate membership reduces the potential of adding new members. By allowing someone to become an affiliate member regardless of their age, they are able to get involved with ASHRAE without committing to be a full member initially but potentially transitioning to a full member.

Fiscal Impact: Positive, more affiliate members and eventually full members

Staff Impact: None

CRC Vote: 12-0-0, 10 absent, CNV. Motion Passed.

MP Vote: 0-14-0-0 absent, CNV, **Motion Failed**

MP Comments: MP felt that the age restriction was appropriate as the goal of the program is to assist young professionals that were not ASHRAE student members.

Motions referred to Membership Promotion Committee for action

3. Fall 2024 CRC Motion, Regin XIV Spain Chapter – Motion 24-14-1 (September 22, 2024): The Spain Chapter proposes that the Society Membership Promotion committee establish a Workforce Development subcommittee.

Background: Based on information received from the industry roundtables over the past couple of years it appears that Workforce Development (WFD) is the number one concern of most of our members and their employers. A subcommittee focused on the WFD within MP could coordinate society activities among the various interested committees and councils within Society including, but not limited to MP, SA, YEA, GAC and marketing to ensure this information and coordinated messaging gets disseminated across all of Society through our regions and chapters. The subcommittee could be made up of existing MP representatives and asked to only meet virtually twice per year prior to the annual and summer meetings.

Fiscal Impact: None.

Staff Impact: 2 hours per year to setup the virtual meetings with the subcommittee chair or lead.

CRC Vote: 9-0-0 CNV

MP Vote: 1-12-0-1 absent, CNV, **Motion Failed**

MP Comments: The MP Committee agreed with the intent of this motion, however MP is not the appropriate owner of this. They will happily promote this as an additional benefit of ASHRAE, but believe this may lie with either Members Council or within the Professional Development department of ASHRAE.

Information Items to report to Members Council:

- In 2019 prior to the pandemic, ASHRAE had 57,700 members, which dropped to 51,300 in 2021. I and happy to report that we have rebounded to over 55,000 members as of January 2025.
- Full dues paying members are up 427 over last year and total members are up by 663 over last year.
- GroupPay has 8 organizations participating, will continue to advertise this option.
- Benefit to new full dues paying members to attend one conference for free within 2 years of joining. We had 184 new members take advantage of attending in Chicago and 93 for Indy.
- Hosted the meeting of 2 Member Resource Groups (MRGs), 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. Continuing to investigate other offerings.
- Membership Promotion has been collecting cancellation data for the last 2 years and has started to analyze the reasons people tell us they cancel.
- Committee held a successful MP Centralized Training in Indy, over 80 MP Chairs/CoChairs in attendance. Held a virtual option on September 13, 2024 and trained over 70 MP Chairs/CoChairs with other chapter officers in attendance.

Additional Information Items:

1. Retention:

As of Jan 31st	Total	Members Paid	Members Unpaid	Students Paid	Students Unpaid
2024	54,376	48,082	3,998	4,250	2,296
2025	55,009	47,837	4,949	4,559	2,223

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 Dec 31, 2024, there were a total of 3,028 (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:

- a) MP hosted an in person Centralized Training in Indy with over 80 in attendance.
- b) Hosted Virtual Centralized Training in September with 70 in attendance.
- c) MP continues to investigate the best options to ensure MP Chairs/CoChairs are trained.

3. Recruitment:

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

4. Member Communication:

- a) Working with the BOD Diversity and Inclusion group.
- b) 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.
- c) Hosted a successful Women in ASHRAE breakfast with over 250 attendees.
- d) Hosted Member Resource Groups, New Members and Professionals with Young Families.
- e) Spanish language videos being research for benefits.

MBO Update 2024-2025 SY

Can be viewed at: <https://public.3.basecamp.com/p/bxDnfy3mGcvPDMtQGnDzVVaN>

Meeting adjourned: 2:37 p.m.