

MEMBERSHIP PROMOTION COMMITTEE

Minutes

From the meeting of Saturday, January 12 2019, Atlanta, Georgia

Members

Michelle Swanson, Chair
Carrie Kelty, 1st Vice Chair
Erik Sanchez, 2nd Vice Chair
Lee Feigenbaum (I) **Absent**
Genevieve Lussier (II)
Patrick Marks (III)
Brian Justice (IV)
Adam Doublestein (V)
Daniel Chudecke (VI)
Casper Briggs (VII)
Alan Neely (VIII)
Jonathan Smith (IX)
Meg Gates (X)
Greg Fluter (XI)
Florentino Rodriquez (XII)
Henry Yeo (XIII)
Monica del Fresno (XIV)
Mohamed Ibrahim (RAL)
Russell Lavitt, Board Ex-Officio

Guests

Art Giesler
Bryan Holcomb
Mark Miller
Marites Calad
Spencer Moresch
Mohamad El Cheikh
Robin Bryant
Ng Yong Kong
Alyse Falconer
Ben Oliver
Cameron Labunski
Joyce Abrams
Sofia Nyberg

Staff

Daniel Gurley
Anne Wilson

Call to Order at 8:06 am

Motion to accept minutes as written from Houston made by Adam Doublestein, seconded by Jonathan Smith, carries unanimously.

Motions

Motion 1:

The Membership Promotion committee moves that society adopt a diversity and inclusion policy. Once adopted the policy should be published to the members and located on the website for reference.

Background:

Members Council approved adding diversity as one of the core values and adopting a policy defining the society position on diversity and inclusion at the Chicago Winter Meeting in 2018. Members of the MP committee have been asked directly by other society members why ASHRAE doesn't have a published policy like other societies. A draft policy is attached to the motion (Attachment A) as well as a document with links to statements and policies on diversity and inclusion from other professional societies similar to ASHRAE (Attachment B).

Fiscal Impact:

Minimal to review the policy and provide on the website.

14-0-0 CNV Motion passes

Motion 2:

The Membership Promotion Committee moves to rename the Women in ASHRAE group to Diversity in ASHRAE.

Background:

Renaming the group would more reflect the core value of diversity as a whole and not just one group of people.

Fiscal Impact:

None.

14-0-0- CNV Motion Passes

Motion 3:

Modify the Manual of Procedures (MOP) to include changes such that Centralized Training is held twice a year. The first session of the year will be at the Annual Meeting location. This session will be open to all Regions with exception of Regions XIII, XIV, and RAL. The second session will be the International Centralized Training. It will be held at one of the CRC's in Region XIII, XIV, and RAL. The location will be determined based off of a cycle. No Region can host the Centralized Training in consecutive years. This training will be open to Region XIII, XIV, and RAL only. This will start with Society Year 2019-2020.

Background:

Since the Membership Promotion Standards Committee Manual of Procedures (MOP) was last modified, an additional Region has been added (Region XIV). With these changes, the existing structure for Centralized Training has affected the annual ASHRAE Budget.

Fiscal Impact:

Reducing the number of Centralized Training Sessions from three to two will save on travel expenses, encourage MP Chairs to attend the annual meetings, and avoid long and costly travel to the US from Region XIII, XIV, and RAL. By sending two members of the MP Committee and one staff member to the International CT instead of flying all of them to the US will save \$20,000 + on flights alone.

14-0-0, CNV Motion Passes

Motion 4:

The Membership Promotion Committee moves that the Student Members membership certificates and membership cards will be available for download in a high resolution file from the member's bio on ashrae.org in lieu of mailing.

Background:

The costs that ASHRAE is incurring to produce and ship the membership certificates and membership cards is higher than the dues collected from a student member. The high resolution files are already available via the member bio on the website. MP has discussed this with student activities and they are in agreement with the motion.

Fiscal Impact:

Positive due to decreased mailings.

14-0-0, CNV

Motion 5:

Membership Promotion Committee moves to have Electronic Communications Committee research the feasibility and capabilities of expanding the ASHRAE 365 App by January 2020 to allow chapters, regions and Society to distribute information to members.

Background information:

The Membership Promotion Committee would like to create a plan to expand the App’s ability to increase member engagement. For example,

- Notifications of upcoming Chapter meetings or other activities.
- Allow ASHRAE members to see other chapters’ activities when they are traveling, and within their region, in case they would like to attend.
- Ability to see member account, including dues and renewals
- Reload the schedule from last year automatically
- Download all events to outlook calendar in one click

The Membership Promotion Committee recommends that ECC solicit ideas from all ASHRAE bodies to create a Roadmap for the ASHRAE 365 App enhancements over the next 5 year time frame.

Fiscal Impact:

None

14-0-0, CNV Motion Passes

Motion 6:

For Society to provide a website template to chapters that want to create or update their website.

Background:

To have a standardized way of presenting chapter events as well as help chapters communicate their activities. Society will currently host but there are no templates provided to create the Web site. Electronic Communications Committee currently has guidelines but does not provide a template. If chapters have similar Web sites then it could assist with implementation of pushing information through ASHRAE 365.

We are aware that one chapter is spending \$950 on this template. Society having this information will save chapters money.

Fiscal impact:

ASHRAE should have source code available so fiscal impact should be negligible.

14-0-0 CNV, Motion Passes

Motion 7:

To translate elearning courses to major non-English languages based on membership demographics.

Background:

ASHRAE’s vision is to be a global leader and foremost source of technical and educational information. Based on membership demographics, the top eight non-English speaking countries include: Canada (French), India (Urdo), Hong Kong (Chinese), Philippines (Tagalog), UAE (Arabic), Malaysia (Malay), Brazil (Portuguese), and Mexico (Spanish). Voice-over audio recording of the elearning materials will provide greater global membership value. Translations can be completed by volunteer members with peer review.

Fiscal Impact:

Recommend \$0 fiscal impact. Generate income with new elearning benefit and increase use of elearning.

14-0-0 CNV Motion Passes

Motion 8:

To provide a \$50 voucher for e-learning course for Members and Associates at time of join or renewal that expires on their annual join date. For multiple year renewals, a \$50 voucher for each year of payment. Developing Economy participants will receive a \$25 voucher in lieu of \$50.

Background:

Based on the 2018 new membership survey, 56% of the first year members indicated that Continuing Education Discounts were a leading driver in their joining ASHRAE. Offering this benefit helps to engage members that do not attend chapter meetings. In addition, this will help with retention of members that do not regularly interact with the chapter level membership promotion committees.

This could be offered as a \$50.00 e-coupon that would be issued at the time of renewal or joining. The loss of revenue from these courses would be offset by the number of retained members. In addition, this benefit will expose more members to e-learning courses, potentially.

Fiscal Impact:

The loss of revenue from these courses would be an investment by attracting and retaining members. In addition, this benefit will expose more members to e-learning courses, potentially.

14-0-0, CNV, Motion Passes

Motion 9:

To provide \$100 voucher for e-learning courses provided for full dues paying Member or Associate that has been in good standing for three consecutive years or more at time of join or renewal that expires on their annual join date. For multiple year renewals, a \$100 voucher for each year of payment. Developing Economy participants will receive a \$50 voucher in lieu of \$100.

Background:

Previous membership studies have shown that the 2nd and 3rd year renewals are critical for retaining ASHRAE members. This motion provides additional incentive for staying in the society that increases after the 3rd year renewal.

Based on the 2018 new membership survey, 56% of the first year members indicated that Continuing Education Discounts were a leading driver in their joining ASHRAE. Offering this benefit helps to engage members that do not attend chapter meetings. In addition, this will help with retention of members that do not regularly interact with the chapter level membership promotion committees.

This could be offered as a \$100.00 e-coupon that would be issued at the time of the renewal for the third year. The loss of revenue from these courses would be offset by the number of retained members. In addition, this benefit will expose more members to e-learning courses, potentially.

Fiscal Impact:

The loss of revenue from these courses would be an investment by attracting and retaining members. In addition, this benefit will expose more members to e-learning courses, potentially.

14-0-0, CNV Motion Passes

Referred Motions:

Region VIII (Central Oklahoma Chapter) – Motion 21 (06/26/2018):

That the Membership Promotion Committee in conjunction with Society's Board or Directors; and, per ASHRAE Bylaws Section 2.10 Student Member, establish criteria for acceptable student membership regarding accredited vocational and/or apprentice trade school students (union, non-union, or similar international designation depending on the country) involved in secondary or post-secondary education; and, designed to provide technical skills which are required to perform the tasks of a particular, specific job for entry directly into the workforce.

Background: In the case of secondary or post-secondary education, vocational and/or apprentice trade schools focus on job-specific training to students (regardless of age) who are typically bound for a skilled trade, rather than providing academic training for students pursuing careers in a professional discipline.

For some occupations, licensing is required and granted through a professional body or a licensing board composed of practitioners who oversee the applications for licenses. Although this often involves accredited training and examinations, and can vary a great deal for different trades and in different countries, most of these programs operate under well-defined rules and regulations designed to protect the vocational student and/or apprentice; and, provide the education and training necessary to meet the highest standards for the industry. Upon completion of many of the programs, the individual should hold the necessary licenses to work legally in the HVAC&R industry.

As HVAC&R equipment technology continues to advance, the necessary skills needed to install, startup, commission and service this equipment requires competencies in multiple areas such as: psychometrics, heat transfer, fluid dynamics, DDC control theory, computer programming, debugging and logical problem-solving skills, as well as many other related fields. These skill needs and the shortage of students in the various trade, career and vocational technician programs has left our Society members and our HVAC&R industry with a shortage of talented work force contributors.

Through Society and Chapter Student Activities and associated STEM events, several Chapters in Region VIII have identified opportunities to fill some of the needs described above by extending Student Memberships to those individuals locally and thus increasing ASHRAE Society membership.

Fiscal Impact: It is assumed that there is no immediate fiscal impact since ASHRAE has an established Student Membership Grade.

MP Response: 14-0-0, CNV Motion Passes

Region-At-Large (ASHRAE Falcon Chapter) Motion 44 (11/8/2018):

That MP centralized training be conducted during the RAL CRC and allow the MP chair and MP co-chair to have the option to attend the training either in the US or during the CRC.

Background: The centralized training for MP chair or vice chair for RAL should be outside the USA in addition to the training inside the USA because some nationalities find it difficult to get a USA visa; on the other hand, the flight from RAL countries to the US will vary from 14-22 hours with costs from \$1,500-\$2,000 USD. The training itself is only eight (8) hours, we have 50 MP chairs and co-chairs where they fly to the CRC under \$800 USD on average.

Also, attending the CRC for MP will be beneficial as they will be aware of the regional activities and coordinate their efforts toward the Region's goal.

Fiscal Impact: It will save on transportation alone around \$36,000 USD and \$20,000 USD if half of the chairs attend

MP Response: 6-7-1, CNV Motion fails

Comments: The MP Committee is reviewing its Centralized Training options.

Region XIV (Hellenic Chapter) Motion 40 (11/8/2018):

That ASHRAE provide centralized training on the grassroots committees during Region IV & Region XIV Mega CRC 2019.

Background: Two ASHRAE regions, IV and XIV, have agreed to have a common CRC in 2019 from September 25 to September 28. The benefits from this endeavor are significant as there is going to be a specialized conference and mini expo concurrently with the CRC. This will provide an ideal opportunity for ASHRAE members and industry stakeholders not only from the US and the EU, but from all over the world to get together, meet in person, exchange experiences, discuss and foster new ideas. Furthermore, this can be the initial steps in establishing a yearly regular “enhanced” event in the EU.

Fiscal Impact: Cannot be estimated at this point.

MP Response: 2-11-1, CNV

Comments: The MP Committee recommends to increase workshop time and utilizing both RVCs.

Information Items to report to Members Council:

- The Committee requested Membership and Marketing staff to create an annual campaign that utilizes Connect a Colleague and to provide a free Winter Meeting registration for a referrer and a referee that joins ASHRAE as a new member.
- The Committee is investigating the possibility of how ASHRAE can work with Companies to provide additional value by providing benefits or bulk memberships. The Committee recognizes this is out of the box thinking, and will require intense research but is looking at ways to grow membership.
- The Committee is actively investigating how to build the value proposition for members and will be seeking input from a variety of members and will ask to work with other ASHRAE groups that control aspects of the ASHRAE member experience. These include the Finance Committee, Publication & Education Council, and various Ad Hoc Committees that Membership Promotion does not have representation.

PAOE Changes

The Membership Promotion Committee review two items of changes to the upcoming PAOE program.

- That PAOE points are awarded under Membership Promotion for increasing Women Membership by a minimum of 5% of total membership.
 - The Committee did not agree with this addition, even though it promotes the increase of diversity in ASHRAE. Since gender is not required when joining, it would be difficult to track this initiative. .
- That PAOE Subcommittee investigate allocating points for increasing chapter membership industry diversity.
 - The Committee agreed with this initiative and will present to the PAOE Subcommittee this addition. If the chapter committee chairs and officers are comprised of individuals that report 3 or more different industry classifications, points will be awarded.

Additional Information Items:

1. Retention:

As of December 31 st	Total	Members Paid	Members Unpaid	Students Paid	Students Unpaid
2017	56,189	39,722	3,357	5,103	2,835
2018	56,782	38,834	3,887	5,693	2,281

- a) The developing economies membership program is in its ninth year. In July 31, 2008, just after it began, there were 135 members participating. As of December 31, 2018, there were a total of 2,907 (includes all new grades that were added) members participating.
- b) The Retention Subcommittee put forth several motions to improve member benefits.

2. Chapter Chair Training & Development:

- a) MP hosted Centralized Trainings in Houston and Atlanta and trained a total of 74 MP Chairs.
- b) CCTD continues to identify training deficiencies and offer tools to chapter MP Chairs to assist with AHSRAE's growth goal.
- c) Set a goal to train 60 MP Chairs in Kansas City.
- d) Regions I-XII are invited to Kansas City, Regions XIII, XIV, and RAL will attend the international one.

3. Recruitment:

- a) Brainstorm the tangible benefits of ASHRAE, networking, access to knowledge, and professional growth.
- b) Put forth multiple motions to increase membership joins.
- c) Action items to staff

4. Member Communication:

- a) Exploring possibilities with the App.
- b) Motion to change WIA to DIA.



Diversity and Inclusion Policy

ASHRAE is committed to fostering, cultivating, and preserving a culture of diversity and inclusion.

The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities, and talent that our volunteers and employees invest in their work for ASHRAE represents a significant part of not only our culture, but also our reputation and organization's achievement.

We embrace and encourage differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make our volunteers and employees unique.

ASHRAE's diversity initiatives are applicable—but not limited—to practices and policies on recruitment and selection; training; social and recreational programs; and the ongoing development of an environment and culture built on the premise of gender and diversity equity that encourages and enforces:

- Respectful communication and cooperation among all volunteers and employees.
- Teamwork and participation, permitting the representation of all groups and perspectives.
- Contributions to the communities we serve to promote a greater understanding and respect for diversity.

All volunteer members and employees of ASHRAE have a responsibility to treat others with dignity and respect at all times. All volunteers and employees are expected to exhibit conduct that reflects inclusion during work, at work functions on or off the work site, and at all other ASHRAE-sponsored and participative events. Any volunteer or employee found to have exhibited any inappropriate conduct or behavior against others may be subject to disciplinary action.

Volunteers who believe they have been subjected to any kind of discrimination that conflicts with ASHRAE's diversity and inclusion policy and initiatives should seek assistance from Society's Executive Vice President or another Society Officer. Employees who believe they have been subjected to any kind of discrimination that conflicts with ASHRAE's diversity and inclusion policy should seek assistance from Society's Executive Vice President or a staff Director.

Diversity & Inclusion Efforts by Similar Associations

ASME

Created a Diversity & Inclusion [Policy](#) and [Committee](#):

VISION Being the essential partner and resource for advising ASME leadership on US and global diversity and inclusion strategies.

MISSION To develop diversity and inclusion strategies that: • Communicate the excitement of engineering to all people and cultures • Advance the dissemination and application of engineering knowledge globally • Deploy solutions to improve the quality of life and benefit all humankind

ACEC

In 2015, published an entire [magazine](#) devoted to diversity

Several State Councils host diversity & inclusion job fairs; i.e., [Pennsylvania](#) and [Indiana](#)

ASCE

Created a [Committee](#), a [policy, awards, and several alliances](#) with other engineering groups focused on increasing diversity such as [NACME](#) and [AAES](#)

NSPE

Created a [policy](#), [position statement](#) (must be a member), [many articles and other resources](#).

A former President of NSPE wrote an article that termed engineering as "[Pale, Male, & Gray](#)"

AiChE

Created a [statement](#) in 2015

ASA

Created a [statement](#) in 2013

AIA

Published a [statement](#) and an article

IEEE

[Published](#) an article on why to not shy away from diversity

AAES

Adopted the statement below.

In principle and in practice, AAES and its Member Societies acknowledge and respect the value of a diverse and inclusive community that promotes active participation by all; that all members are treated as dignified human beings and afforded respect; and that all are provided equality of opportunity.

AAES is committed to encouraging and supporting its member societies to create environments that draw upon the strength of all its membership and have leadership that is supportive of these principles; and that every Society have in place a Diversity and Inclusion Policy designed to support and increase the participation of a diverse engineering workforce.

A diverse and inclusive community is one that not only embraces but leverages membership regardless of any visible or non-visible differences.

Adopted by the AAES General Assembly – November 2016