

MEMBERSHIP PROMOTION COMMITTEE

Minutes

From the meeting of Saturday, January 20, 2018, Chicago, Illinois

Members

Devin Abellon, Chair
Michelle Swanson, 1st Vice Chair
Carrie Kelty, 2nd Vice Chair
Lee Feigenbaum (I)
Genevieve Lussier (II)
Patrick Marks (III)
Samir Sheth (IV)
Adam Doublestein (V)
Will Mak (VI)
Jack Griffith (VII)
Alan Neely (VIII)
Jonathan Smith (IX)
Erik Sanchez (X)
Greg Fluter (XI)
Florentino Rodriquez (XII)
Bill Wang (XIII)
Monica del Fresno (XIV)
Wimalachandra Jaykody (RAL) **Absent**
Dennis Knight, Board Ex-Officio

Guests

Art Giesler
Bryan Holcomb
Mark Miller
Doug Fick
Doug Cochran
Chad Smith
Keith Yelton
Art Hollstrom
Paul Levy
Abhishek Khurane
Megan Judge
Aditl Shah
Enrica Galasso
Russell Lavitt

Staff

Daniel Gurley
Anne Wilson

Call to Order at 8:06 am

Motion to accept minutes as written from Long Beach made by Patrick Marks, seconded by Samir Sheth, carries unanimously.

Motions

Motion 1: That Society include *Diversity* as one of Society's core values.

Background: Society and Members Council have received recommendations from various committees, subcommittees, and ad hoc committees related to increasing ASHRAE's diversity both in membership and in participation in all aspects of Society (including technical activities) and making Society more inclusive. A core value of *Diversity* will complement our values of Excellence, Commitment, Integrity, Collaboration and Volunteerism; indicating the way Society works to fulfil our mission and vision.

Fiscal Impact: None.

15-0-0-2, CNV

Motion passes

Motion 2: That Society develop a *Diversity and Inclusion* policy.

Background: Diversity and Inclusion is critical to the growth of ASHRAE. A *Diversity and Inclusion* policy will help identify and address systemic barriers embedded within policies, practices, programs and services that inadvertently exclude individuals and/or communities. ASHRAE succeeded in promoting diversity at the board of

directors; however other areas such as the chapter officers and committees may not accurately represent the demographics of our membership. By developing a *Diversity and Inclusion* policy, we pledge commitment to diversity in all staff, volunteers, and audiences, including full participation in programs, policy formulation, and decision-making.

Fiscal Impact: None.

15-0-0-2, CNV

Motion passes

Motion 3: That Society amend Chapter 2 of the Manual for Chapter Operations to include a Women in ASHRAE (WiA) as a chapter committee.

Background: The Women in ASHRAE (WiA) initiative is intended to raise the awareness of diversity and inclusion within Society. The chapter WiA committee will foster Society's commitment to a diverse and inclusive membership, promote participation in all aspects of Society and guide best practices for chapter operations. A number of chapters are currently already operating WiA committees and events. Definition of the WiA committee within the Manual for Chapter Operations will complement the new CIQ position.

The chair of this committee would be a position appointed by the chapter president-elect.

Fiscal Impact: None.

15-0-0-2, CNV

Motion passes

Referred Motions:

Region-At-Large (Pune Chapter) – CRC Motion 42:

That Society credit to ASHRAE Certified Professionals (like BEMP, BEAP) a certain number of years of experience (similar to PE) when considering them for advancement to membership grade.

Background: At present PE get 3 years credit in terms of advancing from associate to regular member. PE is not very popular in south Asian countries. This credit will act as an incentive to ASHRAE certified professional courses at a young age.

Fiscal Impact: Early advancement to Member grade.

15-0-0-2, CNV

MP Response: Membership Promotion Committee agrees with the intent of this motion, but would like to have sufficient time to review the eligibility requirements of the various certifications before setting a number of points to be awarded. This was referred to the Retention Subcommittee for review and a final number of points will be determined at the 2018 Annual Meeting in Houston; for implementation by July 1, 2018.

Region-At-Large (India Chapter) Motion 29:

That RAL MP Chairs be reimbursed for transportation to RAL CRC and MP training to be conducted at the same format, content and quality as the centralized training at the RAL CRC.

Background: Chapter MP Chairs are important position holders who are well connected to society membership and are important part of Chapter future leadership.

Centralized MP training has been recognized to be effective due to the specialized trainers. However it is difficult to have MP chairs attend for various reasons one of which is that they are traveling alone from the chapter.

Having the specialized trainer come to CRC will allow the MP chairs come with the rest of the Chapter officers to the largest Regional Society event. Bringing them to CRC is a valuable way to prepare them for future growth in the Chapter and then higher level within the society.

Fiscal Impact: Estimated \$4000? Specialized trainers will have to travel to 2 CRCs (RAL and Region 13) instead of 1 centralized training. MP Chair travel cost is being reimbursed to Centralized Training and instead their cost to CRC will be reimbursed.

0-15-0-2, CNV

Motion failed

MP Committee Response: The MP Committee agrees with the spirit of the motion to help ease the financial burden on chapter chairs to attend CRC and Centralized Training. The committee is continuously exploring options to expand training opportunities to make training more cost-effective and accessible. MP Centralized Training is currently already being offered at the RAL CRC on a rotating basis every other year, with the expectation that this will change to every three years with the addition of Region XIV. However, the committee is not in favor of offering Centralized Training at each RAL CRC, as this may set a precedent for other regions to expect dedicated Centralized Training at their CRC, something that the committee does not feel they have time or resources to effectively support. The MP Committee will allow all MP Chairs and Co-Chairs to attend CT at the Annual Meeting. Region XIII, XIV and at Large MP Chairs and Co-Chairs also have the opportunity to attend an alternate International CT at one of the three region's CRC. MP Chairs and Co-chairs from Regions 1-12 will have the opportunity to attend an alternate CT training in Atlanta or another location depending on the Annual Meeting's location.

INFORMATION ITEMS:

1. Retention:

As of December 31st	Total	Members Paid	Members Unpaid	Students Paid	Students Unpaid
2016	56,435	36,103	4,072	5,822	2,424
2017	56,189	39,722	3,357	5,103	2,835

- 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, 2017, there were a total of 1,195 (includes all new grades that were added) members participating.
- b) The Retention Subcommittee brainstormed the three biggest challenges for retention.
- c) The subcommittee is working in tandem with Recruitment to get the word out about #myashrae
- d) Autorenewal was discussed and decided it was worth additional research once the new database was in place.
- e) Several membership recruitment initiatives with Marketing and how to accentuate the value of membership.

2. Chapter Chair Training & Development:
 - a) MP will host Centralized Trainings in Houston, Atlanta and an international one to be determined.
 - 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 Houston.
 - d) Will allow all MP Chairs to attend Houston CT, then Regions I-XII will attend second in Atlanta and 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) Develop a plan to promote international growth, particularly XIV.
 - c) Use this information to share with other chapters best practices they can utilize.
 - d) Continue to maintain tools for recruiting members for MP Chairs.

4. Member Communication:
 - a. Assigned the Women in ASHRAE initiative to explore ways to expand diversity.
 - b. Motions presented for WIA additions to MCO and MP MOP
 - c. Exploring if Sister Chapters are work additional investigation.

Motion to adjourn made by Smith, seconded by Swanson, carries unanimously.

Adjourned at 2:06 pm