

MEMBERSHIP PROMOTION COMMITTEE
Report to Members Council
From the meeting of Saturday, February 1, 2020, Orlando, Florida

Members

Carrie Kelty, Chair
 Erik Sanchez, 1st Vice Chair
 Jonathan Smith, 2nd Vice Chair
 Jason Urso
 Genevieve Lussier
 Patrick Marks
 Brian Justice
 Julia Call
 Daniel Chudecke
 Casper Briggs
 Cecilia Garay
 Dan Russell
 Meg Gates
 Louise McKenzie
 Henry Seck Kan Yeo
 Monica del Fresno
 Mohamed Alagraa
 Michelle Swanson, Consultant

Guests

Nitin Nair
 Bryan Holcomb
 Mark Miller
 Robin Bryant
 Keran Nanan
 Jim Arnold
 Megan Tosh
 Jason Alphonso
 Devin Abellon
 Mick Schwedler
 Marites Calad

Staff

Daniel Gurley
 Anne Wilson

Call to Order at 8:04 am

Motion to accept minutes as written from Atlanta made by Patrick Marks, seconded by Daniel Chudecke, vote count, 13-0-2, CNV. Motion passes.

Motions to Members Council

Motion 1: For Society to provide electronic invoice for membership renewal.

Background: Currently members do not receive electronic invoices upon membership renewal. Many companies accounting practices require an invoice for payment of membership renewal. Society presently sends out renewal notices based on the following schedule:

	90 Days	60 Days	30 Days	Final Two Weeks	24 Hours	15 Days	30 Days	60 Days	120 Days	180 Days
Current Timeline	1st Notice	2nd Notice	3rd Notice	4th Notice	5th Notice	6th Notice	7th Notice	8th Notice	9th Notice	10th Notice
	Email	Email	Email	Email coming from DG's Email Address	Email	Email	Email	Email	DG Sends this - no email	Cancellation Notice Email
		Mailed Invoice	Postcard	Postcard			Mailed Invoice	Postcard		

As seen in the above schedule society delivers renewal material via physical mail on potentially 5 instances. The incorporation of electronic invoices allows a potential reduction in number of mailings.

Fiscal Impact: Estimated potential savings of \$5,000-\$7,000.

Vote: 12, 0, 0 CNV, 3 absent; Motion Passes

Motion 2: For Society to provide a freeze to online society website resources to members that are 30 days delinquent.

Background: Membership delinquency is only apparent to a member based on notice emails at 15 days, 30 days, and 60 days delinquent and website alert upon member login at the society website. A freeze to online resources will encourage members to stay current in their membership. Members will be notified about the benefits freeze on the 30 day, 15 day, and 24 hour notice emails.

Fiscal Impact: \$0 (The programming implementation will be offset by member renewals)

Vote:

12, 0, 0 CNV, 3 absent; Motion Passes

Motion 3: For the online membership application form to include an auto-populated technical committee (TC) list of relevant TCs based on the Area of HVAC&R Interest selected by the member within the application. Allow the member to select and join the TCs as a Provisional Corresponding member from the registration form and notify the TC Chairs of the interested member along with their contact information.

Background: The goal of this motion is to get more members involved in our technical committees to help sustain the future of our TCs. Many ASHRAE members are not familiar with what technical committees do or are even aware that they exist. By exposing and offering involvement in technical committees that are relevant to their areas of interest during the membership application process, this provides more exposure of TCs to our members. Including a link to the technical committee website which will give the member a chance to explore what they are before signing up.

Fiscal Impact: \$0 (The programming implementation will be offset by member involvement increase).

Vote:

12, 0, 0 CNV, 3 absent; Motion Passes

Motion 4: That when a country is no longer eligible for the Developing Economy Discount Program that the increase of membership dues be performed in equal increments over a 3 year period.

Background: ASHRAE uses the World Bank's "Lower Income" and "Lower Middle Income" classifications to identify the countries that fall within Society's definition of "Developing Economy." This year, the World Bank moved Sri Lanka from Lower Middle Income to Upper Middle Income. As a result for this Society Year, members in Sri Lanka no longer qualify for the special Developing Economy membership rates. The sudden increase of membership fees could be unaffordable to few of these members.

Example: current dues - \$110, 1st yr - \$145, 2nd yr - \$195, 3rd yr - \$220

Fiscal Impact: +\$?

Vote:

12, 0, 0 CNV, 3 absent; Motion Passes

Referred Motions:

Region IX (Rocky Mountain Chapter) Motion 7d (11/14/2019):

That the ASHRAE Bylaws, Article II, be amended to change the print grade from “Member” to “Full Member.”

Background: Upgrading the ASHRAE membership grade is a PAOE point as well as a main agenda item for the Chapter MP Chairs. However, the explanation of the capital “M” Member category is often convoluted, and the members have trouble understanding why they should upgrade because they are already a “member.” Internationally, the distinction between Associate and Member is extremely important, so the member grade and the advancement is a vital piece of our Society, but to simplify the process and emphasize the importance of the title, we propose the current “Member” grade be renamed to “Full Member.” This is a general term that manufacturer representatives, contractors, consultants, architects, and other facets of our society can easily identify with as a prestigious title to recognize our members for acquiring the professional experience within the HVAC industry and their dedication to the ASHRAE Society. All other member grades would remain the same as currently.

Fiscal Impact: None.

Vote: 12-0-0, CNV, 3 absent; Motion Passed

Region-At-Large (Sri Lankan Chapter) Motion 7h (11/14/2019):

That the increase of membership fees be implemented in stages when a country’s World Bank classification is upgraded.

Background: ASHRAE uses the World Bank’s “Lower Income” and “Lower Middle Income” classifications to identify the countries that fall within Society’s definition of “Developing Economy.” This year, the World Bank moved Sri Lanka from Lower Middle Income to Upper Middle Income. As a result for this Society Year, members in Sri Lanka no longer qualify for the special Developing Economy membership rates.

Comparison of membership fees paid during past three years are given below:

2017 – USD 100 = SLR 16,000.00

2018 – USD 100 = SLR 17,000.00

2019 First half USD 100 = SLR 18,000.00

2019 Second half USD 220 = SLR 40,920.00

Sudden increase of membership fees by 127% is unaffordable to most of our members.

Therefore, we suggest to implement same in four stages.

Fiscal Impact: Society will lose the revenue. Chapters will not be able to acquire new members. Facing difficulties to retain existing members.

Vote: 0,10,2, CNV 3 absent; Motion Failed

Region IX (Kansas City Chapter) Motion 7c (11/14/2019):

That the candidate requirements for all Regional Vice Chair positions be revised except for the YEA Regional Vice Chair as follows:

“Regional Vice Chairs shall hold Member grade or higher in the Society, shall have been in the grade of Member and in good standing ~~for three years prior to the start of their terms.....~~”

Background: This motion standardizes all RVC position qualification requirements and allows the best leader to be nominated regardless of age.

Current RVC candidate requirements require you to have a Member Grade for 3 years before being eligible for nomination. That means the earliest you could be eligible to be nominated for an RVC position is 7 years out of college because the earliest you can become a Member is a minimum of 4 years after college (12 total points or years are needed with 4 points for graduating from an accredited school, 4 points for a PE, and one (1) point for each year in the industry after you receive your PE). This assumes that individual gets their PE as soon as they are eligible out of school. There is a common trend of burnout of ASHRAE volunteers. Once people complete their local chapter’s board of governors chairs, many are burned out

from the volunteer time commitment to ASHRAE and they lose interest in taking on positions at the Regional level. By the time people are eligible to apply to be an RVC, timing isn't ideal because people aged in their early 30's are getting busier with their careers and family life resulting in less time available to volunteer/travel. Making requirements for RVC nominations less stringent in terms of age/experience will lead to more candidate nominations, will reduce the need to get exceptions/variances for people who are nominated who don't meet the requirements, will encourage younger candidates to get involved at a Regional level, and will help better diversify ASHRAE Society.

It is a common occurrence that exceptions are taken to the qualification requirement, this motion would reduce/eliminate the need for exceptions.

What if people are concerned that reducing the requirements (age/years in the industry) will lead to unqualified nominees? The nominating process requires candidates nominated to be qualified individuals. Delegates and alternates are aware of requirements of each RVC position and are dedicated to only nominating candidates who would be a good fit for the job.

Fiscal Impact: None

Vote: 10,0,2, CNV, 3 absent, Motion Passed

Information Items to report to Members Council:

- Committee put forth a Join Us recruitment campaign that resulted in 175 new members.
- Researching International Facility Management Association (IFMA)'s hybrid company/individual membership program to see if ASHRAE would benefit from a similar "company membership" option
- Working on a "Recruitment Award" to present to Life Members that bring in new members
- Creating a toolkit for a Principals Night out to help recruit/retain members
- Updating the centralized training material to combat the reasons members cancel
- Creating a procedure for Go-To meeting calls for chapter chairs to collaborate thoughts

Additional Information Items:

1. Retention:

As of December 31st	Total	Members Paid	Members Unpaid	Students Paid	Students Unpaid
2019	56,782	39,123	3,887	5,693	2,281
2020	56,727	38,837	3,848	5,435	2,560

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, 2019, there were a total of 1,370 (includes all new grades that were added) members participating.

2. Chapter Chair Training & Development:

- a) MP hosted Centralized Trainings in Kansas City and trained a total of 58 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 65 MP Chairs in Austin.

3. Recruitment:

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

4. Member Communication:

Exploring possibilities with the App.
Increasing knowledge of Diversity in ASHRAE

Motion to adjourn, unanimous voice vote.

Adjourned at 3:00 pm