

**MEMBERSHIP PROMOTION COMMITTEE**  
**Minutes**  
*From the meeting of Saturday, June 23 2018, Houston, Texas*

**Members**

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

**Guests**

Pranav Godble  
Bryan Holcomb  
Mark Miller  
Marites Calad  
Spencer Moresch  
Keith Yelton  
Russell Lavitt  
Marko langhjtovic  
Alyse Falconer  
Sayani Hari Babu  
Benny Skelton  
Joyce Abrams

**Incoming**

Daniel Chudecke (VI)  
Meg Gates (X)  
Henry Yeo (XIII)  
Brian Justice (IV) **Absent**

**Staff**

Daniel Gurley  
Anne Wilson

**Call to Order at 8:07 am**

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

**Motions**

**Motion 1:** To amend Chapter 2 of the Manual for Chapter Operations (MCO) to include a description for Women in ASHRAE (WiA) chapter committee chair.

The Women in ASHRAE (WiA) committee is intended to raise the awareness of diversity and inclusion within the chapter. WiA committee will foster locally, Society's commitment to a diverse and inclusive membership. The chapter WiA committee will operate with the following goals:

1. Work with the MP Committee, Student Activities and YEA committee to attract and retain diverse members that represent the communities within your chapter.
2. Coordinate with CTC to provide programs and organize activities focused on attracting and retaining diverse members from all segments of the industry.
3. Promote inclusion and a diverse volunteer experience.
4. Create a network for professional growth.
5. Build diversity awareness and sensitivity within the Chapter.

**Background:** Society and Members Council recognizes WiA as a chapter committee and the position exists within the CIQ. These additions further clarify the WiA committee chair roles and responsibilities.

Fiscal Impact: None

**9-0-0, 7 absent, CNV**

**Motion passes**

**Motion 2:** The Membership Promotion Committee moves that ASHRAE Bylaws Section 2.7 be amended such that Society-approved years of experience be credited as follows:

One year of credit maximum for ASHRAE Certified Professional credential(s).

**Background:** To promote ASHRAE certification, the Membership Promotion Committee would like to recognize individuals that receive an ASHRAE certification as achieving a year of experience towards advancement of Member grade. It is found that the minimum ASHRAE certification qualifications requires a member to have 7 years of experience prior to sitting for the examination. The certification being recognized as a year of educational experience will give additional merit to the certification as well as promote membership advancement. The Membership Promotion committee believes this one year educational credit will not diminish the Member grade as this will be utilized by non-PE qualifying individuals.

Fiscal Impact: None.

**9-0-0 7 absent, 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.

**0-9-0, 7 absent, CNV**

**Motion Fails**

**MP Response:** Membership Promotion Committee agrees with the intent of this motion, but had to defeat in order to provide more detail needed to amend the Society Bylaws (See MP Motion 2).

**Members Council Assigned Action Items:**

Sister chapters: A survey was fielded to the 188 chapters to gauge interest in sister chapter formation. The responses were lukewarm, some interest depending on what it would entail.

**INFORMATION ITEMS:**

1. Retention:

As of May 31 <sup>st</sup>	Total	Members Paid	Members Unpaid	Students Paid	Students Unpaid
2017	56,629	36,093	4,119	5,761	2,332
2018	56,508	36,260	3,627	5,508	2,085

- 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 May 31, 2018, there were a total of 2,555 (includes all new grades that were added) members participating.
- b) The Retention Subcommittee brainstormed the three biggest challenges for retention and made changes to the Membership Guide.
- c) The subcommittee is working in tandem with Recruitment to get the word out about #myashrae.
- d) Autorenewal was discussed and decided it should be offered when it is available in the new database.

2. Chapter Chair Training & Development:

- a) MP will host Centralized Trainings in Houston and Atlanta.
- 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) Will allow all MP Chairs to attend Kansas City CT, then Regions I-XII will attend second in Atlanta and Regions XIII, XIV, and RAL will attend the international one (depending on registrations).

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 Region 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.
- e) Spread the word about GoPro with ASHRAE recruitment campaign.

4. Member Communication:

- a) Exploring possibilities with the App.
- b) Motions presented for WIA chapter chair defined in MCO.
- c) Exploring if Sister Chapters are viable. Checking with Dayton and Ireland to see "what's next"; additional investigation.

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

**Adjourned at 2:06 pm**