

MEMBERSHIP PROMOTION COMMITTEE
Minutes
From the meeting of Saturday, February 4, 2023, Atlanta, GA

Members

Genevieve Lussier, Chair
Daniel Chudecke, 1st Vice Chair
Jason Urso, 2nd Vice Chair
Louise McKenzie, Consultant
Chonghui Liu
Frank Mesicik
Robert Druga
Timothy Cannon **Absent**
Akshay Bhargava
Fiona McCarthy
Stephen Grant
Ron McCarty

Members

Estaban Baccini
Nicolas Rosner
Sam Hui **Absent**
Alkis Triantafyllopoulos
Nitin Naik

Board ExO

Eileen Jensen

Staff

Daniel Gurley, Staff Liaison
Anne Wilson, Staff Liaison

Guest

Robin Bryant
Jonathan Smith
Bryan Holcomb
Mark Miller
Devin Abellon
Jason Alphonso
Dan Russell
Nikolas Nibolopoulos
Chrysostomos Boures
Dimitris Charalambopoulos
George Pantelidis
Anji Gupta
Doug Fick
Costas Balaras
Julia Timbermann

Steve Sill
Danny Boonshvayg
Mariel Meegan
George Pantelidis
Krishnan V
Diana Georgarakou

Call to Order 8:03 am

Approval of previous minutes, unanimously passed

Motion Number: 1

Moved By: Membership Promotion Committee

That ASHRAE Society/Staff advance Associate Members to Full Member Status when they achieve 12 years of Membership in ASHRAE.

Background:

It has been determined that the Chapter MP Chair's time is better spent recruiting new members and organizing activities to retain members. As a time saver to Chapter MP Chairs, we propose these Society advance Associate Members automatically.

Fiscal Impact:

Time/expense for IT and staff to identify and advance these members.

Vote:

14, 0, 1, 2 absent, CNV, Motion Passed

Motion Number: 2

Moved By: Membership Promotion Committee

Reestablish in person International Centralized Training (ICT).

Background:

The pandemic has prevented the Membership Promotion Committee from hosting in person International Centralized Training since 2019. In person Centralized Training was reinstated in 2022 with training occurring in Toronto, Canada. To

better serve our international Membership Promotion Chairs and to provide them the same valuable training as our counterparts in North America we feel it is necessary to reinstate in person International Centralized Training.

Fiscal Impact:

The estimated budget allows for up to two MP Committee appointed trainers to travel internationally and participate in ICT. The intent is to host ICT in conjunction with a CRC or other international event.

- Airfare and hotel for MP Trainers
- Hotel Conference Room Food & A/V rental

Total Cost: \$19,000

Vote: 15, 0, 0, 2 absent, CNV, Motion Passed

Motion Number: 3

Moved by: Membership Promotion Committee

To extend select ASHRAE Learning Institute courses internationally, to include SI units as well as ISO standards.

Background:

One of the core values of ASHRAE is Training and Continuous Education and Development. Yet Most of the online courses (on demand or with trainer) and even the Instructor Led Courses are not even DUAL UNITS but IP mostly. In order to grow Internationally ASHRAE need to do not just a “hard” units conversion for their courses but also to make the applicable worldwide taking into account the latest International Standards of HVAC and Energy!

Due to the extent of effort required, it is assumed this will be a combination of volunteered and contracted effort.

The suggested courses to extend internationally are:

Latest Versions of:

- 1) Standard 90.1 (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=120>)
- 2) Standard 62.1 (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=109>)
- 3) Standard 189.1 (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=120>)
- 4) LEED Guidance (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=54>)
- 5) Sustainability!! especially now with Decarb task Force (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=104>)
- 6) Building Performance-Commissioning (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=96>)

and online courses or instructor led courses

- 7) Fundamentals of HVAC (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=98>)
- 8) System Essentials (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=102>)
- 9) Achieving ZERO ENERGY Building Design (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=125>)
- 10) Psychrometrics (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=66>)
- 11) AEDG Office (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=1>)
- 12) AEDG Retail (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=2>)
- 13) Components and Equipment (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=97>)
- 14) Hydronics (<https://myelearning.ashrae.org/local/catalog/view/product.php?productid=99>)

Fiscal Impact:

The estimated fiscal impact includes:

- Staff time to translate training courses to SI
- TBD by ASHRAE Staff

Vote: 11, 0, 2, 3 absent, CNV, Motion Passed

Motion Number: 4

Moved by: Membership Promotion Committee

ASHRAE to provide the ASHRAE Handbook Online as an additional optional member benefit, in addition to the existing 3 options, for full dues paying members, which would allow web-based access to the four (4) current ASHRAE handbooks.

Background:

The four ASHRAE handbooks are the foundation of ASHRAE technical research and resources and are widely used across all aspects of the industries covered by ASHRAE. Since inception, printed Handbooks have often been available to new engineers from senior, long-standing ASHRAE members. The early usage and availability of these ASHRAE handbooks has instilled a mutual benefit and loyalty to the ASHRAE society.

The membership committee has received feedback that an increasing number of members prefer the online format for ease of access and document searchability.

ASHRAE Handbook Online is a controllable format that ensures users are referencing only the current Handbooks and could fill the gap left with the lack of printed copies being available.

While a first-year member would potentially get a “better” benefit, membership renewal is still required in order to maintain access

Fiscal Impact:

Minimal fiscal impact offset by other existing member purchases.

Vote: 15, 0, 0, 2 absent, CNV

Referred Motions:

Chapter	Motion	MP Comments	MP Outcome	MP Vote
Toronto Chapter - CRC Motion 4	That ASHRAE Society should create API's (Application Programming Interface) / web services or another electronic means to allow chapters to automatically update their membership lists (to keep track of chapter dues paid on the society website vs chapter website/active members). The API should also allow chapters to push updates to the society database of which members pay chapter dues, so there is consistent data on chapter membership / participation. Chapters would allow area assigned members to be registered chapter members based on society level membership grades, with the option of each grade having different chapter dues (student could have no chapter dues and still be chapter members).	Like the intent, but too technical to be commented on by us. Should be referred to IT and Staff for analysis and guidance.	Passed	12-2-1, 2 absent, CNV
Toronto Chapter - CRC Motion 12	That physical award ribbons and banners distributed at CRC be replaced by digitized versions, so they can be included on Chapter websites and electronic displays.	Like the intent, but refer to staff to create digital options to provide to those chapters that want a digital version of the award.	Failed	1,14,0, 2 absent, CNV
North Alabama Chapter - CRC Motion 11	That Society develop a Special Membership Program for Government Employees. The purchase of a full registration for the ASHRAE Winter or Summer Conference would also include an ASHRAE membership for one year.	Liked the intent, referred to Recruitment Subcommittee to work on the wording and rewrite to send forward to Members Council at a future date.	Failed	3,11,1, 2 absent, CNV
Southern California Chapter - CRC Motion 2	That effective July 1, 2023, members who have met the Full Member requirements be allowed to retroactively advance in order to meet Societal and Regional-level requirements.	Providing a similar motion to Members Council.	Failed	0,15,0,2 absent, CNV
Kuwait Chapter - CRC Motion 2	Chapter Membership Promotion Chair should be reimbursed for CRC travel if the chair was not able to attend the centralised training. Effective from Next training session / next society year (2023-2024)	CRC is not a substitute for CT	Failed	0,15,0,2 absent CNV
Pune Chapter - CRC Motion 9	That ASHRAE extend the newly introduced benefits for Full Members and Associate Members of developed economies to the Full members and Associate members in Developing Economies where they would be able to select one of the following – eLearning Course OR ASHRAE Standard OR pdf Version of recent ASHRAE HANDBOOK.		Passed	15,0,0, 2 absent, CNV
Pune Chapter - CRC Motion 10	That ASHRAE extend corporate discount and benefits to developing economy new members.		Passed	15,0,0, 2 absent, CNV
Pune Chapter - CRC Motion 11	That Advancement to retired Membership Grade in case a member develops permanent disability and has to retire early. In case a member is in good standing for 10yrs and later develops a permanent disability due to critical illness or any medical issue and has to discontinue or quit or retire from the profession early than the retirement age, then on medical grounds after furnishing a medical certificate and undertaking that he/ she has retired early may be allowed to take the ASHRAE membership in the Retired members category.	MP Chapter Chair should call/contact MP RVC to discuss with ASHRAE Staff for a solution. This does not seem to be a large issue, handle on a case by case basis by staff.	Failed	0,15,0, 2 absent, CNV

Information Items to report to Members Council:

- Implemented bulk member discount of 5 new members from a company get 10% off membership. Have only received 3 group discounts of 5 members each but will continue to advertise this option.
- Implemented new benefit to new Full Dues Paying Members to attend one conference for free within 2 years of joining. We had 131 new members take advantage of attending in Atlanta.
- With the upcoming dues increase, The MP Committee, in conjunction with staff, have reviewed our Retention and Recruitment collateral to ensure we are presenting an enhanced value proposition to members. MP will be collecting ideas throughout the year in Basecamp to share amongst RVCs and Chapters.
- Full Dues Paying members, not including delinquents, is up slightly over this time last year. Not as high as the previous year, but only about a 1,000 less.

Additional Information Items:

1. Retention:

As of Dec 31st	Total	Members Paid	Members Unpaid	Students Paid	Students Unpaid
2021	50,715	46,132	3,291	3,502	1,292
2022	52,606	47,405	3,543	4,408	1,658

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, 2022, there were a total of 3,040 (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.

2. Chapter Chair Training & Development:

- a) MP hosted an in person Centralized Training in Toronto with 42 registered. This was under the Annual Meeting contract, no standalone contract required for the first time. This was due to the uncertainty of travel/covid restrictions when discussed in January 2022.
- b) The Virtual Centralized Training was scheduled at a time convenient for Regions 13, 14 and At Large to ensure as many trained as possible. There was a total of 117 attendees from all regions.
- c) A Centralized Training is being planned in Tampa in conjunction with the Annual Meeting. Once again, we will be under the ASHRAE Annual Meeting contract.
- d) The MP Committee has requested funding for hosting an International Centralized Training to be held with either the 13, 14 or AL CRC.

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) Ideas to get employers to support dues payments.
- d) Assist with implementation of new bulk member discount.
- e) Assist with implementation of new comp meeting registration for new full dues paying members.

4. Member Communication:

- a) Changing name to Communications/DEI
- b) Working with the BOD Diversity and Inclusion group.
- c) 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.
- d) Hosted a successful Women in ASHRAE breakfast with over 250 attendees.
- e) Researching new program to provide 10-minute talks to regional/chapter leaders to ensure programs are inclusive for all.

MBO Update

Description		Who	Due	Status	ASHRAE Strategic Planning
1					
Increase retention of transitioning student to YEA members to 6.5%	1.27%	MP R&R, SA, YEA	AC 2023		D3, S3 & S4
Maintain annual retention rate above 90%	87%	MP R&R, Staff	AC 2023	Ongoing	D3, S3.1
Set specific net growth goals for each region and chapter	2% set goal	MP Leadership, RVCs, Staff	Aug 2022	Complete	D3, S3 & S4
Monitor growth against goal quarterly for each region and chapter	Emails sent	MP Leadership, RVCs, Staff	Quarterly	Ongoing	D3, S3 & S4
Increase international growth by 2% of previous year	10.00%	MP Leadership, RVCs, Staff, BOD	AC 2023		D3, S3 & S4
Maintain North American membership growth of at least 1% through greater visibility with industry leaders & companies.	1.20%	MP Leadership, RVCs, Staff, BOD	AC 2023	ongoing	D3, S3 & S4
Increase full dues paying members by 1,500 over last year.	136	MP Leadership, RVCs, Staff, BOD	AC 2023	ongoing	D3, S3 & S4
2					
Expand Training to equip MP chairs to meet net growth target					
Continue to streamline MP chair reporting structure so MP Chairs can focus on growth in membership as well as retention		MP T&D, Staff	AC 2023	Compete	D3, S3 & S4
Plan Centralized Training in June 2023		MP Leadership, T&D, Staff	2/1/2023	ongoing	D3, S3 & S4
Train 75 MP Chairs in June 2023		MP Leadership, T&D, Staff	6/1/2023	ongoing	D3, S3 & S4
Plan International Centralized Training			June 2023	ongoing	
Maintain MP chairs at a level of 90% or above	94%	MP R&R, RVC's	AC 2023		D3, S3 & S4

Motion to adjourn, unanimously passed at 2:53 pm.