

MEMBERSHIP PROMOTION COMMITTEE
Minutes
From the meeting of Saturday, June 25, 2022, Toronto, ON

Members

Jonathan Smith, Chair
Genevieve Lussier, 1st Vice Chair
Daniel Chudecke, 2nd Vice Chair
Jason Urso
Frank Mesicek
Robert Druga
Timothy Cannon
Julia Timberman
Fiona McCarthy
Stephen Grant
Cecilia Garay **Absent**
Estaban Baccini
Nicolas Rosner
Louise McKenzie

Members

Sam Hui
Alkis Triantafyllopoulos
Nitin Naik
Daniel Russell

Incoming Members
Chonghui Liu R1
Jake Taylor R5
Ron McCarty R8
Mark N Penchoff R9
Greg Jernstrom R11 **Absent**

Guest

Ritchie Mittel
Krishnan V
Bryan Holcomb
Mark Miller
Anuj Gupta
Jason Alphonso
Jim Arnold
Develekola Nicoletta
Doulos Lampros
Dimitris Charalambopoulos
George Pantelidis

Staff

Daniel Gurley, Staff Liaison
Anne Wilson, Staff Liaison

Call to Order at 8:04 am

Motion Number: 1

Moved By: Membership Promotion Committee

For a payment plan to be implemented for Society and Chapter dues.

Background: Society and Chapter dues are increasing to the point that the combination is a significant amount to be paid at one time. This predominately affects people early in their career and those that are in a lower income situation. We believe this program would increase membership of young engineers and would support ASHRAE's DEI initiative.

A payment plan can increase the "transaction" costs of membership, but those costs could be passed along with the increased cost/fee of using a payment plan. Almost like a "discount" for paying in full.

We discussed whether this should be a monthly payment plan or a 3 or 4-month consecutive payment plan. Each version has merits, to be consistent with the "rest of the world", we suggest a monthly payment plan. However, we recognize there are other factors we may not be aware of that could affect the decision to have monthly payments or a 3 or 4 month plan so we leave this to the discretion of Society.

Additionally, ASHRAE will face challenges associated with when/how a delinquent member loses the benefits if one or more payments are not received. (Also, we recognize that some members might try to "game" the system and get the benefits without fully paying). This is a risk, but a majority of the committee believe the positives outweigh the risks. If all benefits are transitioned to systems that allow the benefits to be easily turned off. The risk is mitigated.

Fiscal Impact:

The costs

- Costs associated with programming the "shopping cart" for a payment plan
- Potentially cost from a 3rd party for processing periodic payments

The benefits

- Increased revenue from additional membership

Vote: 11-1-3, 2 absent, CNV, Motion Passes

Motion Number: 2

Moved By: Membership Promotion Committee

Provide members the ability to select multiple chapters during registration and pay all associated dues.

Background: Allowing a Society member to join multiple chapters would have a positive impact to the chapters. Many businesses and employees of those businesses work in areas with multiple chapters. This change allows a Society member to join multiple chapters to provide financial support, get added to the “list serv”, and become involved with those chapters other than just being an occasional visitor. Several parts of the US have small chapters in-proximity. This change would help these chapters draw financial support and manpower from those members working in the chapter territory.

Adding this to the registration/renewal process is a convenience to the member. Since several chapters use the Society registration process to manage chapter membership, they no longer have processes and procedures to track membership.

We recognize that there will need to be a “primary” chapter for the Area Assigned Member allocation to chapters and other chapters memberships will need to be “secondary”.

Fiscal Impact:

The costs

- Costs associated with programming the website.

The benefit

- Increased revenue to chapters and potentially increased revenue to RP as the chapter’s finances get solidified and budgetary surplus can be redirected to support RP.

Vote: 9-3-3, 2 absent, CNV

Referred Motions:

Illinois Chapter - CRC Motion 1

Motion: That ASHRAE Society automatically initiate the upgrade from Associate grade to Member grade based upon the Associate updating their ASHRAE Biography information.

Background: Many region and society positions require ASHRAE members to achieve Member grade as opposed to Associate grade membership. To advance from Associate member to Member requires the member to send a separate email to ASHRAE staff to initiate consideration. Often candidates for positions are not aware that they have to initiate the upgrade to Member grade despite meeting the requirements and having an up-to-date ASHRAE Biography. By automating the process this alleviates confusion during nominating about otherwise viable candidates and ensures that all members are recognized for their qualifying experience. The upgrade to Life Membership is already automatically

calculated and initiated by ASHRAE in this way. ASHRAE staff has noted that the 12-year election date is simple to calculate, however those needing to look at education, job history and license, have to be manually reviewed with current systems.

Fiscal Impact: Neutral – cost increase to update website, cost reduction via time saved by ASHRAE staff going forward.

Staff Liaison Notes: Due to the open-ended responses of many of the fields in the bio, and various ways members put dates into the system, the database can not read and understand these responses in order to vet if they meet the required 12 points needed to advance. These must be manually reviewed. Also, this removes another opportunity for Chapter MP Chairs to develop a dialogue with their membership and get to know their membership.

Vote from MP Committee: 3-9-0, 3 absent, CNV Motion Failed

Response: System is not truly automatic. There is a manual process involved.

Monterrey Chapter - CRC Motion 8

Motion: That the term “Delinquent Members” be revised for our members who have outstanding dues payments to “Past Dues Members.”

Background: After two years of the pandemic, now more than ever it is important for us to be supportive of our fellow volunteers who have outstanding dues payments. We propose that the term “Delinquent” be replaced with “Past Dues Members” or “Interim Members” due to the connotation of criminality associated with the term “delinquent.” This may motivate our volunteers to reestablish their membership rights and privileges.

Fiscal Impact: Man-hours to update society documents that mention “Delinquent Members.” Financial Positive Impact: members more willing to reestablish their membership status.

Staff Liaison Notes: We can use whatever term is decided on, but it doesn’t change the fact that they have not paid their membership and are past due. Chapter MP Chairs are welcome to change the marketing they use to whatever term they like (unpaid, past due, etc.), but to 80% of the membership, delinquent means you haven’t paid your dues prior to your expiration date. To make this change across Society would require much work and possibly amendments to the Bylaws and changes to the Rules of the Board since this term is used across all Society documents, policies, and regulations.

Membership Promotion Committee Vote: 0-12-0, 3 absent, CNV

Response: Marketing items can be changed internally by staff to remove this particular phrase and replace with past due or member not in good standing.

Information Items to report to Members Council:

- Implemented bulk member discount of 5 new members from a company get 10% off membership.

- Implemented new benefit to new Full Dues Paying Members to attend one conference for free within 2 years of joining.
- Retention and Recruitment brainstorm session; will be collecting ideas throughout the year in Basecamp to share amongst RVCs and Chapters.
- Hardship complimentary memberships is at 156 participants but has fallen drastically. None have been requested in the last few months.
- Full Dues Paying members, not including delinquents, is up 2,661 since July.
- Centralized Training had 25 attendees, and went very well.

Additional Information Items:

1. Retention:

As of May 31st	Total	Members Paid	Members Unpaid	Students Paid	Students Unpaid
2021	51,549	42,504	4,141	3,207	1,638
2022	51,713	43,034	3,474	4,036	1,169

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 May 31, 2022, there were a total of 2,545 (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.

Boomerang award is doing well, working to get a report to easily track progress throughout the year.

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. Also will host a virtual option for those that could not attend in person.
- 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.
- c) CCTD continues to identify training deficiencies and offer tools to chapter MP Chairs to assist with AHSRAE's growth goal.

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) Researching new program to provide 10-minute talks to regional/chapter leaders to ensure programs are inclusive for all.

Motion to adjourn 2:34 pm