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MINUTES

SOCIETY RULES COMMITTEE MEETING

**Tuesday, February 11, 2025
2:30PM – 5:30PM
ORLANDO, FL**

Note: These minutes are the official record of minutes voted on and approved by the Society Rules Committee at the June 24, 2025 meeting.

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 February 11, 2025

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PRINCIPAL APPROVED MOTIONS
Society Rules Committee Meeting
February 11, 2025

No. – Pg.	Motion
1-1	The minutes for the June 25, 2024 meeting of the Society Rules Committee be approved as presented.
2-3	The Center of Excellence for Building Decarbonization MOP as presented be approved.
3-4	Changes as presented in ATTACHMENT A regarding Members Council MOP Section 6 be approved as presented.
4-4	ROB Section 2.415.003.1, F. concerning Nominating Committee General Requirements be approved as presented below: <i><u>F. Executive session protocols shall be considered enforced for any candidate consideration discussions between current nominating committee members during, or after, formal Nominating Committee meetings. Such discussions held at the discretion of the members shall be done in a confidential manner and not enjoin any other non-members in the discussion.</u></i>
5-5	Changes to ROB Section 2.430.002.1 YEA Composition be approved as presented in ATTACHMENT B.
6-5	Editorial changes to ROB Section 2.102.002.12 Future Fund as presented in ATTACHMENT C be approved.
7-6	Editorial changes to ROB Section 2.407.004 Executive Committee Policies, Manuals, & Procedures as presented below be approved: 2.407.004 EXECUTIVE COMMITTEE POLICIES, MANUALS AND PROCEDURES The Executive Committee is responsible for reviewing, recommending changes and interpreting the following: <ul style="list-style-type: none"> • Certificate of Consolidation • Bylaws • Vision • Mission • Core Values • Positioning Theme • Code of Ethics • Strategic Plan • Conferences • Election and Appointment Procedures • ASHRAE Associates • Manual of Procedure for Officers and Directors • Map – Regional Boundaries and Chapter Locations • Society Structure Chart • Procedure for Chapter Bylaws Updating • Mentoring Program
8-7	Proposed changes to ROB Sections 1.201.004, 2.425.003.3, 2.425.003.6, 2.425.004.2 and 2.425.008 as presented in ATTACHMENT D be approved as a consent motion.
9-8	Changes to ROB Section 2.434 Development Committee as presented in ATTACHMENT E be approved as presented.
10-9	Changes as presented to ROB Section 2.103.003.6 Affiliate Member Grade Benefits be approved.

2.103.003.6 Affiliate Member Grade Benefits

...

E. An Affiliate Member can hold an officer and/or chair position at the Chapter level, with the exception of the President, President Elect, and Treasurer and serve on chapter committees.

11-10

Changes as presented to ROB Section 2.103.003.7 Affiliate Member Grade Restrictions be approved.

2.103.003.7 Affiliate Member Grade Restrictions

...

D. An Affiliate Member cannot serve as a Chapter President, President-Elect, or Treasurer.

E. An Affiliate Member has no voting rights.

F. An Affiliate Member receives no Handbooks.

G. An Affiliate Member receives no ASHRAE Insights.

ACTION ITEMS
 Society Rules Committee Meeting
February 11, 2025

No. – Pg.	Responsibility	Summary
1-2	Lavoie/Klock	Review pages 1-6 of the Society Rules Committee Reference Manual and recommend changes as needed prior to the 2025 Annual Conference.
2-2	Dobosi/ Schopplein	Review pages 9-12 of the Society Rules Committee Reference Manual and recommend changes as needed prior to the 2025 Annual Conference.
3-3	Schopplein	Revise the Society Rules Committee Guidance Presentation for distribution to DRCs by March 31st for use in CRC and/or President – Elect training.
4-4	Staff	Send the BOD approved version of the CEBD ROB to the Society Rules Committee for editorial review.
5-10	Staff	Share the Membership Model Ad Hoc Presentation in preparation for changes currently being considered by the BOD regarding the Membership Model.

MINUTES
Society Rules Committee Meeting
February 11, 2025
2:30PM – 5:30PM EDT

MEMBERS PRESENT:

Bert Phillips, Chair
Spencer Morasch, Vice Chair
Ioan Dobosi
Bill Klock
Isabelle Lavoie
Heather Schopplein
Chandra Sekhar, CO

GUESTS:

Sherry Abbott Adkins
Patrick Ryan
Corey Metzger
Jonathan Smith
Buzz Wright
Charles Bertuch

STAFF PRESENT:

Ragan McHan, Sr. Manager, Conference Programs
Candace Denton, Sr. Manager - Board Services
Chandrias Jolly, Manager - Board Services

CALL TO ORDER

Mr. Phillips called the meeting to order at 2:31pm.

ASHRAE VALUE STATEMENT

Mr. Phillips read the value statement.

ROLL CALL

Roll call was done. Members and staff in attendance as listed above. A quorum was present.

REVIEW OF AGENDA

The following new business items were added:

- *Past PubEd Council Request*
- *Development ROB*
- *Members Council (2.103.003.6 & 2.103.003.7 Affiliate Member Grade)*
- *Foundation Trustees & Named Scholarships*
- *Membership Model Ad Hoc*
- *Potential ROB Edit (Smoking Policy)*

APPROVAL OF MINUTES

It was moved and seconded that,

(1) The minutes for the June 24, 2024 meeting of the Society Rules Committee be approved as presented.

MOTION 1 PASSED (Unanimous Voice Vote, CNV)

ACTION ITEM REVIEW

Action items 1-2 were reported as complete.

ASHRAE LEADERSHIP PRESENTATION

Mr. Sekhar gave the 2025 Winter Conference leadership presentation as displayed on screen. Below is a high-level summary of items presented:

The update of ASHRAE's tagline/positioning theme to include the word "global" was shared.

Notification of the strategic plan and its availability was mentioned.

Current ASHRAE BODs members were reviewed.

An update was provided regarding current Government Affairs activities and the status of campaigns to support ASHRAE's mission through Research Promotion and the Foundation.

The Center of Excellence in Building Decarbonization has been doing extensive work and two new guides will be released in association with this work.

Several Refrigeration Standards have been updated and new e-learning opportunities by way of courses and certifications were noted.

Scheduled Conferences for 2025, and upcoming nomination deadlines for Society participation and awards were shared with the committee to close out the presentation.

FOR INFORMATION: POSITIONING THEME EDIT IN ROB

The committee was notified that the positioning theme of ASHRAE was updated to include the word 'global' as follows: "Shaping Tomorrows [Global](#) Built Environment Today"

SOCIETY RULES COMMITTEE REFERENCE MANUAL

Mr. Phillips shared that the most recent review of SRCs reference manual took place in 2021.

ACTION ITEM – Ms. Lavoie and Mr. Klock will review pages 1-6 of the Society Rules Committee Reference Manual and recommend changes as needed prior to the 2025 Annual Conference.

AI-1

ACTION ITEM – Mr. Dobosi and Ms. Schopplein will review pages 9-12 of the Society Rules Committee Reference Manual and recommend changes as needed prior to the 2025 Annual Conference.

AI-2

Mr. Wright notified the committee that Region X has a MOP that is used at the regional level. Should this also be reviewed by SRC?

Mr. Phillips notified Mr. Wright that a review by SRC was not needed, however, it should be reviewed by Members Council to ensure there is no information that may conflict with Society documents at the council level.

SOCIETY RULES COMMITTEE GUIDANCE TO CHAPTERS (NEXT STEPS)

Mr. Phillips reminded the committee of the presentation given by Ms. Schopplein at her Region's fall CRC relating to Society Rules Committee guidance.

Current Region X DRC, Buzz Wright, was asked if the presentation was valuable.

He shared that the presentation was useful as a high-level overview and well received.

Below is a summary of the discussion:

This could be beneficial to regional leaders as well.

Could also be offered at CRCs or President – Elect training.

As currently written, the presentation may have items that don't apply globally. For example, email lists, as noted in the presentation, are more European centric.

The idea of the presentation came last year and was only a test to determine how it would be received.

Could we send an updated version of the presentation to the DRCs within the next couple of weeks?

We should also add the presentation to the generic template for presentations provided by Marketing.

ACTION ITEM – Ms. Schopplein will revise the Society Rules Committee Guidance Presentation for distribution to DRCs by March 31st for use in CRC and/or President – Elect training. AI-3

MOP REVIEW REQUESTS**CEBD MOP**

It was moved and seconded that

(2) The Center of Excellence for Building Decarbonization MOP as presented be approved.

MOTION 2 PASSED (Unanimous Voice Vote, CNV)

In review of the MOP, discussion began regarding the recently reviewed CEBD ROB as it was not approved by SRC via a previously issued letter ballot.

SRC was notified that comments were sent back to the CEBD for consideration as provided by the Society Rules Committee. The committee was informed that since sending feedback, the CEBD revised the proposed ROB and submitted the ROB to ExCom. The ROB was approved by the Board of Directors at the Winter Conference. Additional comments from the discussion have been noted below:

As a committee, will we be able to see the ROB again? With the new edits?

Typically, unless directed by the BOD, a second review of a ROB item does not occur. SRC is,

however, free to make editorial updates as needed and as charged in the ROB.

There was a consensus that the ROB will need to be reviewed again by SRC to determine if any additional updates were necessary.

The committee was notified that if edits are made, they should only be minor as to not change the intent of any verbiage already BOD approved.

ACTION ITEM – Staff will send the BOD approved version of the CEBD ROB to the Society Rules Committee for editorial review.

AI-4

Members Council MOP (Section 6)

Mr. Klock moved and Ms. Lavoie seconded that,

(3) Changes as presented in ATTACHMENT A regarding Members Council MOP Section 6 be approved as presented.

In review of the changes, the committee determined they were straightforward.

MOTION 3 PASSED (Unanimous Voice Vote, CNV)

ROB REQUESTS

2.415.003.1 Nominating General Requirements

Ms. Schopplein moved and Mr. Klock seconded that,

(4) ROB Section 2.415.003.1, F. concerning Nominating Committee General Requirements be approved as presented below:

F. Executive session protocols shall be considered enforced for any candidate consideration discussions between current nominating committee members during, or after, formal Nominating Committee meetings. Such discussions held at the discretion of the members shall be done in a confidential manner and not enjoin any other non-members in the discussion.

Background regarding the changes was shared on screen and has been noted below:

Confidentiality in the Nominating process is vital to the process of providing a slate of qualified officers and should be noted in the Nominating Rules of the Board. Currently, per the Nominating Committee MOP, Nominating Committee members are allowed to have executive session discussions as outlined above, but that guidance is not currently in the ROB.

As long as members are in a private place and only current members or alternates of the Nominating Committee, who were present during executive session, are in attendance, discussion of executive session items is allowed.

This recommendation would update the ROB to mirror guidance that is already included in the Nominating

MOP. Confidentiality in the Nominating process is vital to the process of providing a slate of qualified officers and should be noted in the Nominating Rules of the Board.

MOTION 4 PASSED (Unanimous Voice Vote, CNV)

CEC & EHC ROB Comparison (IAQ Conferences)

Ms. Moninski, current CEC Chair, shared that the request sent to SRC to review the EHC and CEC ROBs derived from the need for interpretation relating to IAQ conferences and their operations.

We are trying to put together documentation to make sure there is collaboration between both committees. All financial responsibility currently comes through both groups. Due to how the ROB is written, EHC has interpreted that no collaboration is needed in the operation of IAQ conferences. An important note is that the ROB for EHC was written before CEC was created.

Below is a summary of the discussion:

In reviewing, there doesn't appear to be any conflict. Seems to be very specific.

EHC is saying because the way it is written, they don't have to report to anyone.

Operationally, both groups need to collaborate.

Members Council and Tech Council should discuss to clarify.

Does CEC want fiscal responsibility?

Currently, the way the CEC ROB is written, CEC must assume fiscal responsibility for IAQ conferences.

The current steering committee for EHC is the driving force behind the need to clarify ROB.

After much discussion and review, SRC provided the interpretation that operation of IAQ conferences belongs to CEC and EHC is charged with providing technical content. As a path forward, SRC has recommended that a discussion be held between the Members Council and Tech Council Chairs regarding this item for further action.

2.430.002.1 YEA Composition

Mr. Klock moved and Mr. Morasch seconded that,

(5) Changes to ROB Section 2.430.002.1 YEA Composition be approved as presented in ATTACHMENT B.

MOTION 5 PASSED (Unanimous Voice Vote, CNV)

2.102.002.12 Future Fund

Mr. Phillips notified SRC that the section, as attached to the agenda, was recently approved by the BOD. As a result, SRC is only charged to provide editorial updates if needed. Proposed editorial updates as drafted by Mr. Phillips were shown on screen as presented in **ATTACHMENT C**.

Ms. Schopplein moved and Mr. Klock seconded that,

(6) Editorial changes to ROB Section 2.102.002.12 Future Fund as presented in ATTACHMENT C be approved.

There was discussion surrounding the following revision as proposed and use of *should* and *can be*:

- General Reserve Fund balances in excess of the upper reserve limit per the Finance Reference Manual **should** be considered for transfer into the Future Fund on an annual basis.
- Prior year earnings from the Future Fund **can be** budgeted as income annually and included in the annual operating budget.

Did the Finance Committee want discretion in the sentences referenced?

The Finance Committee's intent was not to consider anything below the 2/3rds level for transfer.

As written, both sections are recommendations only.

Recommend that the bolded verbiage be moved into the Finance Committees Reference Manual.

Currently, these sections are written as guidance.

Could SRC change the bullet points to shall?

MOTION 6 PASSED (4:0:1, CNV)

SRC suggested that the sections referenced be sent to the Finance Committee to determine if the use of non-rule language is intended.

2.407.004 Executive Committee Policies, Manuals, & Procedures

SRC was notified of an editorial update needed to the ROB to reflect the current processes of ExCom.

Mr. Klock moved and Ms. Schopplein seconded that,

(7) Editorial changes to ROB Section 2.407.004 Executive Committee Policies, Manuals, & Procedures as presented below be approved:**2.407.004 EXECUTIVE COMMITTEE POLICIES, MANUALS AND PROCEDURES**

The Executive Committee is responsible for reviewing, recommending changes and interpreting the following:

- Certificate of Consolidation
- Bylaws
- Vision
- Mission
- Core Values
- Positioning Theme
- Code of Ethics
- Strategic Plan
- Conferences
- Election and Appointment Procedures
- ASHRAE Associates
- Manual of Procedure for Officers and Directors
- ~~Map – Regional Boundaries and Chapter Locations~~
- Society Structure Chart
- Procedure for Chapter Bylaws Updating
- Mentoring Program

It was noted that the above is recommended for removal as it conflicts with the Bylaws. There is a general understanding among staff that the setting of regional boundaries and chapter locations is under the purview of Members Council. Removal is requested to be considered as editorial to align with practices that are already in place.

MOTION 7 PASSED (Unanimous Voice Vote, CNV)

PPIS Recommendations for ROB Edits

At the request of Technology staff, changes to the ROB Sections noted below were reviewed. SRC was advised that the sections as presented have yet to be approved by the Standards Committee and Technology Council.

Review was requested so that there would be a chance to address any comments from the Society Rules Committee before being brought forward for Standards Committee approval.

Ms. Lavoie moved and Mr. Klock seconded that,

(8) Proposed changes to ROB Sections 1.201.004, 2.425.003.3, 2.425.003.6, 2.425.004.2 and 2.425.008 as presented in ATTACHMENT D be approved as a consent motion.

Ms. Schopplein directed the committee to proposed edits to 2.425.008 Strategic Plan displayed on screen and as noted in the attachment. She shared that when the proposed changes were discussed before SRC review, there was a possibility that the Standards Committee may request that the section be updated across all ASHRAE Committees as noted in the ROB.

Staff responded that as the work of ASHRAE Committees varies the section should not be updated for each ASHRAE committee.

MOTION 8 PASSED (Unanimous Voice Vote, CNV)

2024-25 MBO UPDATES

MBOs 1-4 were reported as ongoing. MBOs 5-6 were reported as complete.

MOP Status Report

Mr. Morasch briefly reviewed the report as shown on screen regarding MOPs and when they were last reviewed. He shared that the report could be used as information for SRCs future work regarding the scheduling of

MOP reviews.

He also notified the committee that during his review, full committee names were not listed in the documents below and should be updated for consistency:

- Society Organizational Chart
- Society Rules Committee MOP Purview Chart (Reference Manual)

NEW BUSINESS

Past PubEd Council Request

Mr. Morasch notified the committee that during the Publishing and Education Council meeting at the conference, review of a ROB section was presented for council approval. During review, it was noted that the section had been recently reviewed by the Society Rules Committee, however, Mr. Morasch shared that he had no recollection of any items from the council recently requested for review.

Mr. Morasch was notified by staff that procedurally the Society Rules Committee is considered a reviewing body. As such, review and/or approval of items is occasionally done without committee input. Committees should bring all proposed ROB changes forward for Society Rules Committee review; however, this does not always happen. Per the ROB, there are only certain items that must come before SRC before they can be considered as approved.

Ms. Schopplein, having a recollection of the section noted by the Publishing and Education Council, shared that she was asked to review some time back. She gave her feedback, and comments were considered in the changes that were brought forward at the councils' meeting during the conference.

Development ROB

At the request of members of the Development Committee, changes to ROB Section 2.434 Development Committee as presented in **ATTACHMENT D** were reviewed. The committee was advised that the revisions as presented have yet to be approved by the Development Committee, Finance Committee, and the Board of Directors.

Mr. Klock moved and Mr. Morasch seconded that

(9) Changes to ROB Section 2.434 Development Committee as presented in ATTACHMENT E be approved as presented.

There was discussion regarding ROB Section 2.234.003.1 Development Committee Operation as there are instances of the word *will*.

Members of SRC believed items in the ROB containing the word *will* should be considered as aspirational instead of an actual rule.

References of the word *should* were also discussed.

Ms. Schopplein shared that any *should* or *will* references are intentional to allow the Development Committee to have flexibility within its operations and composition.

MOTION 9 PASSED (Unanimous Voice Vote, CNV)

Members Council (2.103.003.6 & 2.103.003.7 Affiliate Member Grade)

ROB changes submitted by Members Council in **ATTACHMENT F** regarding the Affiliate Member Grade were presented for discussion. A summary of the discussion for each section is noted below:

2.103.003.6 Affiliate Member Grade

How the section is written, there may be some potential issues.

Based on how it is written, does that mean the council is OK with Affiliates serving in volunteer roles?

Language as written may need to be further revised. It currently reads that Affiliate Members are allowed to serve as Committee Chairs and Officers, depending on the position.

Could conflict with the Manual of Chapter Operations.

Proposed changes appear to be out of order as you can be a Vice President but not a Treasurer. Rather than give exceptions, identify the positions that are allowed.

To avoid repetition, don't list positions, but instead list exceptions noted in 2.103.003.7.

The committee was notified by Mr. Morasch that there would likely be changes approved by the BOD that overhaul all classification of Membership as currently known within the next several months. Changes would also include the Affiliate Member Grade, which could be eliminated. As a result, SRC may not need to dedicate extensive time to reorganizing the language presented.

Mr. Klock moved and Ms. Schopplein seconded that

(10) Changes as presented to ROB Section 2.103.003.6 Affiliate Member Grade Benefits be approved.

2.103.003.6 Affiliate Member Grade Benefits

...

E. An Affiliate Member can hold an officer and/or chair position at the Chapter level, with the exception of the President, President Elect, and Treasurer and serve on chapter committees.

MOTION 10 PASSED (Unanimous Voice Vote, CNV)

2.103.003.7 Affiliate Member Grade

Mr. Klock moved and Ms. Schopplein seconded that

(11) Changes as presented to ROB Section 2.103.003.7 Affiliate Member Grade Restrictions be approved.

2.103.003.7 Affiliate Member Grade Restrictions

...

[D. An Affiliate Member cannot serve as a Chapter President, President-Elect, or Treasurer.](#)

E. An Affiliate Member has no voting rights.

F. An Affiliate Member receives no Handbooks.

G. An Affiliate Member receives no ASHRAE Insights.

The committee noted that as written, an Affiliate Member is not excluded from serving as a delegate and alternate.

Delegates and alternates currently have voting rights.

It was suggested that section E. be revised to read that an Affiliate Member has no voting rights on society ballots.

SRC was notified that the recommendation regarding revisions to section 2.103.003.7, E. will be shared with Members Council staff.

MOTION 11 PASSED (Unanimous Voice Vote, CNV)

Foundation Trustees & Named Scholarships

Mr. Klock shared with the committee that during the Foundation Trustees Committee meeting, a motion was approved regarding scholarships named after corporations. Noted that there could be a conflict in the Trustees MOP or other governing documents regarding this.

The ROB section below was reviewed during the discussion:

1.201.009.1 ASHRAE is a technical society whose objective is to advance the arts and sciences of HVAC&R. The Society is not organized to advance commercial interests. ASHRAE's restriction of membership to individuals reflects the Society's non-commercial character. With the foregoing in mind, ASHRAE's Commercialism Policy is as follows:

ASHRAE's publications and activities shall be free of commercial bias and shall not imply ASHRAE endorsement of any commercial interest. [Commercial recognition may be provided or implied when doing so is necessary to promote the arts and sciences of HVAC&R and the understanding of associated technology.](#) Such opportunities for recognition shall be administered fairly and may include citations, sponsorships, advertising and [acknowledgements.](#)

After further review and discussion, it was determined that due to the text in blue above, the Foundation Trustees were warranted in allowing the naming of ASHRAE scholarships after corporations.

Mr. Klock shared that he would take the outcome of the discussion back to the Foundation Trustees as information.

Membership Model Ad Hoc

Mr. Morasch notified SRC that he was contacted by Mr. Fulk, past Society Rules Committee Chair and now Membership Model Ad Hoc Chair. Mr. Fulk shared that as a part of the Ad Hoc's work, changes to ASHRAE's membership model had been proposed to the BOD for consideration. A final decision regarding the changes won't be made until after the 60-day cool off period required for motions that would result in major organizational changes.

Mr. Morasch shared that he wanted to make SRC aware; if the changes were approved, there would be a major overhaul of Society documents under SRCs purview to reflect the new Membership Model.

ACTION ITEM – Staff will share the Membership Model Ad Hoc Presentation as provided in ATTACHMENT G in preparation for changes currently being considered by the BOD regarding the Membership Model.

AI-5

Potential ROB Edit (Smoking Policy)

Mr. Metzger notified the committee that potential edits to the ROB regarding smoking in buildings may be brought forward soon for review. He shared that recently, there had been some interpretation of several Standards that smoking was allowed in buildings.

Mr. Metzger was thanked for providing notification of a future item for review.

ADJOURN

The meeting was adjourned at 5:16pm.

Respectfully Submitted,

Bert Phillips

Bert Phillips

Attachments:

- A. Members Council MOP (Section 6)
- B. YEA 2.430.002.1 Composition
- C. PROPOSED REWORDING (Phillips) - 2.102.002.12 Future Fund
- D. PPIS Recommendations for ROB Edit
- E. Development Committee Proposed Change
- F. 2.103.003.6 & 2.103.003.7 Affiliate Member Grad
- G. Membership Model Ad Hoc Report (2025 Wtr. Conference)

Members Council approved that the following Section 6.1.13. be added to the Members Council MOP:

6. REGION MEMBERS COUNCIL REPRESENTATIVE (RMCR) RESPONSIBILITIES

...

- 6.1.9 Inform Members Council at least 3 years prior to the scheduled CRC dates, locations and Chapter chair information.
- 6.1.10 Report any relevant issues and activities of the region, chapters, sections and student branches to Members Council.
- 6.1.11 Monitor local chapter affiliation with other engineering councils or organizations and, if necessary, bring such activities to Members Council and the Board of Directors for approval.
- 6.1.12 Fully participate in all Members Council, assigned subcommittee and Ad Hoc Committee meetings.

6.1.13 Promote awareness of the society strategic plan at the Regional and Chapter level

Background: Trent Hunt and Andres Sepulveda, members of Society's Planning Committee (PLC) attended the October Members Council Planning Subcommittee meeting to request that the subcommittee consider adding a line to the roles and responsibilities listed in the Members Council Manual of Procedures for RMCRs to "Champion the Society Strategic Plan at the regional and chapter level by helping RVC's and chapters align their operational plans and MBOs more closely with those of society. Promote awareness of the society strategic plan at Society and Regional Level."

After lengthy discussion, the subcommittee agreed that RMCRs should support promoting awareness of the strategic plan at the Regional level but decided to keep the language more general and not include a specific directive for RMCRs to work with RVCs and chapters directly on aligning their operational plans and MBOs with the Society's strategic plan. The subcommittee felt that the general statement would support the intent of building awareness of Society's Strategic Plan without adding undue pressure on the chapters to create and track specific MBOs related to the Strategic Plan.

Fiscal Impact: None.

Staff Impact: Updates to be made to the Manual of Operating Procedures and posted on ashrae.org.

Members Council Vote: 25-0-0, CNV.

Members Council Motions to the Board

Motion 1: Members Council recommends to the Board of Directors that a new Presidential Initiative Coordinator position be added as a permanent member of the YEA Committee roster. This would result in a change to the Rules of the Board Section 2.430.002.1 as shown below.

2.430 YOUNG ENGINEERS IN ASHRAE (YEA) COMMITTEE

(effective July 1, 2018)

2.430.001 SCOPE AND PURPOSE (13-01-26-8)

The Young Engineers in ASHRAE (YEA) committee shall enhance our member benefits for young professional ASHRAE members, 35 years old and younger as of the beginning of the Society year, by identifying activities and services focused on their needs.

2.430.002 MEMBERSHIP

2.430.002.1 Composition (10-06-30-12B/17-11-03-06)

The members of this committee are as follows

A. Voting membership shall consist of a Chair, two Vice Chairs, two Members-at-Large, Presidential Initiative Coordinator and one representative from each Region who will serve as Regional Vice Chair.

B. Non-voting members include a Board ex-officio, Coordinating Officer and other partner group Liaison(s).

Background: The President Elect Advisory Committees 2022-2023, 2023-2024, and 2024-2025 have asked for additional responsibilities be taken on by YEA to support the selection of and awarding of funds as an initiative to support the respective year's Presidential Theme. The first was the 2023-2024 Decarbonization Challenge Fund. This was a year-long program to engage chapters with the decarbonization activities of ASHRAE and was implemented through the YEA Committee with grassroots outreach through the YEA chairs/committees at each chapter. The program's success led to its continuation with the 2024-2025 Challenge. The focus of this second challenge was expanded to also incorporate initiatives related to diversity, equity, & inclusion and workforce development to support achieving decarbonization to align with Presidential theme. Current planning by the 2024-2025 PEAC includes a similar challenge initiative altering the focus to be on healthy buildings. 2024-2025 TRAC has also expressed a desire to continue to program to support the 2026-2027 presidential theme.

YEA has developed and implemented the Challenge program to date with the help of a 1-year appointed consultant that has now been renewed two years in a row. Recognizing the desire to

continue the program, the added responsibility, and increased workload, the YEA committee would prefer to eliminate the consultant position and make this a permanent position by adding to the voting committee membership the Presidential Initiative Coordinator, a member dedicated to the Presidential Initiative Challenge tasks. This is important to maintain program continuity, minimize uncertainty regarding committee workload, improve efficiency by eliminating the annually effort invested into requesting a consultant.

Fiscal Impact: \$2000 USD per year (starting at the 25/26 fiscal year budget) to support travel to and from the Winter and Annual Conferences for an additional YEA voting member. This cost is not new. Based on the activities of the past two years, ASHRAE has been absorbing these costs to support the assigned consultant. This motion will make this expense more transparent and anticipated than in the past.

Staff Impact: None

Members Council Vote: 24-0-0 CNV.

Original Wording

2.102.002.12 Future Fund

The Future Fund is a fund outside the General Fund and Research Fund to be used for unique projects or strategic initiatives the BOD deems appropriate to ensure ASHRAE's long-term global leadership and sustainability. The goals of the Future Fund are to provide additional operating revenue for the Society from its annual investment returns or from the programs and/or initiatives funded from the Future Fund. Additionally, the Future Fund is the preferred location for holding unrestricted donations.. All returns not utilized annually shall become principal. The principal value of the fund, other than donor-specified funds, shall not be distributed without a vote from the board per section 2.104.006. General Reserve Fund balances in excess of the upper reserve limit per the Finance Reference Manual should be considered for transfer into the Future Fund on an annual basis.

2.102.002.13 Future Fund Portfolio Value Budgeted as Income

Prior year earnings from the Future Fund can be budgeted as income annually and included in the annual operating budget

Suggested rewording

2.102.002.12 Future Fund

Purpose and Goals

- The Future Fund is a fund to be used for unique projects or strategic initiatives the BOD deems appropriate to ensure ASHRAE's long-term global leadership and sustainability.
- Its goals are to provide additional operating revenue for the Society from its annual investment returns or from the programs and/or initiatives funded from the Future Fund.

Management Criteria

- The Future Fund is separate from the General Fund and Research Fund and is the preferred location for holding unrestricted donations.
- All returns not utilized annually shall become principal.
- The principal value of the fund, other than donor-specified funds, shall not be distributed without a vote from the board per section 2.104.006.
- General Reserve Fund balances in excess of the upper reserve limit per the Finance Reference Manual **should** be considered for transfer into the Future Fund on an annual basis.
- Prior year earnings from the Future Fund **can be** budgeted as income annually and included in the annual operating budget

The below is being requested for SRC Review before being approved by the Standards Committee and Tech Council.

1. It is recommended that the Rules of the Board 1.201.004 *Policy and Definitions of ASHRAE Standards and Related Documents*, be approved as shown below:

1.201.004 Policy and Definitions of ASHRAE Standards and Related Documents

1.201.004.2 Place emphasis on development of documents that establish ASHRAE as the leader in HVAC&R technology, providing state-of-the-art best-practice guidance that advances the arts and sciences of our industry. ~~Such guidelines and state-of-the-art standards should normally be written in informative language.~~

BACKGROUND: This statement conflicted with ROB section 1.201.004.5 which states “All standards shall be written in definitive mandatory language, unless a waiver has been granted by Standards Committee.”

VOTE: 6-0-0, CV

2. It is recommended that the Rules of the Board 2.425.003.3 *Operation*, be approved as shown below:

2.425.003.3

- A. All ASHRAE standards intended for ANSI designation shall be submitted for ANSI approval as American National Standards.

BACKGROUND: This update aligns with current practice as we currently allow ASHRAE-Only documents.

VOTE: 6-0-0, CV

3. It is recommended that the Rules of the Board 2.425.003.6, be approved as shown below:

2.425.003.6

D. Formation of all new standard project committees and titles, purposes and scopes, shall be approved by the ~~Board of Directors~~ Technology Council or its designee before the project committees take action.

BACKGROUND: This update aligns with current practice as Tech Council approves new projects and is reported as an information item to the Board. The Board of Directors or its designee will counsel and offer guidance to the Standards Committee on contentious issues during the development of the standards or guidelines.

VOTE: 6-0-0, CV

4. It is recommended that the Rules of the Board 2.425.004.2, be approved as shown below:

2.425.004.2

Consensus standards define minimum values or acceptable performance, whereas other documents, such as guidelines or design guides, offer practical guidance, best practices, or encourage enhanced performance.

BACKGROUND: There are some standards that set a “minimum”, but then there are other standards that set higher requirements for the same thing. For example, 90.1 would be the “minimum”, and 189.1 would be the “high performance” standard. These changes offer additional clarity.

VOTE: 6-0-0, CV

5. It is recommended that the Rules of the Board 2.425.008 Strategic Plan, be approved as shown below:

2.425.008 Strategic Plan

This committee shall ~~develop procedures for recommending updates to the strategic plan on a continuous basis. As a minimum the committee shall~~ submit a report to the council prior to the Annual Meeting ~~that. The report~~ includes the ~~current~~ status of each activity which supports the fulfillment of the committee’s assignments under the strategic plan. The committee shall report to the council all recommendations for changes to the strategic plan as provided by the committee’s constituents prior to the Annual Meeting.

BACKGROUND: The proposed language improves the statement’s clarity.

Vote: 6-0-0, CV

2.434 DEVELOPMENT COMMITTEE

2.434.001 SCOPE AND PURPOSE

This committee provides oversight, direction, and coordination of fundraising activities. The goal of the committee is to improve the effectiveness of fundraising and expand fundraising opportunities as directed by Society leadership.

2.434.002 MEMBERSHIP

2.434.002.1 Composition (16-06-29-33)

The members of this committee are as follows:

- A. Fifteen (15) voting members shall including:
1. One Chair
 2. Two (2) Vice Chairs
 3. Three (3) members of the Research Promotion ExCom
 4. Three (3) members of the Foundation Board ExCom
 5. One member of the Scholarship Trustees
 6. One member of the College of Fellows
 7. One member of the Life Members Club
 8. Three (3) Members at Large

Nonvoting members include the coordinating officer

2.434.002.2 Qualifications (16-06-29-33)

- A. The Chair, Vice Chairs, and Members at Large should have served on the Research Promotion Committee, Foundation Board or should have significant Society leadership experience.
- B. Members should be considered for their fundraising and marketing expertise.

2.434.002.3 Term of Service (16-06-29-33) The

The term of service for voting members is intended to be three (3) years, subject to ROB 3.300 *Election and Appointment Procedures*.

2.434.003 OPERATION

2.434.003.1 General Requirements (23-05-22-02)

- A. This committee shall report to the Finance Committee.
- B. This committee is responsible for improving the effectiveness of ASHRAE fundraising activities.
- C. This committee will make better use of volunteer resources related to fundraising activities.
- D. This committee will be responsible for coordinating fundraising activities, among RP, Foundation, LMC, COF, and Scholarship Trustees.
- E. This committee shall align Society strategic objectives with fundraising goals.
- F. This committee shall respond to Society directives for fundraising programs.
- G. This committee is responsible for providing uniform internal and external branding and communications strategies related to fundraising efforts.

2.434.004 STRATEGIC PLAN

At a minimum, the committee shall submit a report through the Finance Committee to the Board of Directors at the Annual Meeting. The report shall include the current status of activities that raise funds to support ASHRAE's strategic initiatives.

Motion 2: Members Council recommends to the Board of Directors to allow Affiliate members to hold an officer and/or chair position at the Chapter level, with the exception of the President, President Elect, and Treasurer. This would result in a change to the Rules of the Board Sections 2.103.003.6, Paragraph E and 2.103.003.7, Paragraphs C and D as shown below.

2.103.003.6 Affiliate Member Grade Benefits

- A. An Affiliate Member will be issued a password and have access to all ASHRAE web site information.
- B. Member's price on all ASHRAE publications.
- C. Member's price for all ASHRAE meeting registrations.
- D. A member can only hold the Affiliate Member grade for three (3) cumulative years.
- E. An Affiliate Member can hold an officer and/or chair position at the Chapter level, with the exception of the President, President Elect, and Treasurer and serve on chapter committees.
- F. An Affiliate Member will receive ASHRAE Journal by mail.
- G. Annual dues shall be as stated in Rules of the Board Volume 3, Section 3.200.001 Society Dues

2.103.003.7 Affiliate Member Grade Restrictions

- A. A member must be under 30 at time of application to qualify, except if an honorably discharged military veteran within 5 years of discharge. (14-07-02-17)
- B. Only new members qualify.
- C. An Affiliate Member cannot hold ~~chapter~~, regional or Society offices.
- D. An Affiliate Member cannot serve as a Chapter President, President-Elect, or Treasurer.
- E. An Affiliate Member has no voting rights.
- F. An Affiliate Member receives no Handbooks.
- G. An Affiliate Member receives no ASHRAE Insights.

Background: Affiliate members receive reduced membership dues for the first 3 years of membership but do not have voting privileges, an annual complimentary benefit selection, or the ability to hold office at the Chapter, Region, and Society levels.

Many chapters are desperately looking for volunteers to fill chair positions with current officers holding multiple roles. Many Affiliate members are motivated and passionate about ASHRAE, attend meetings, and would like to be involved at the Chapter level. Allowing Affiliate members to hold office will allow them to become involved at the Chapter level, resulting in higher retention rates of these members, continued volunteerism in ASHRAE, and the transition to an Associate Member.

Currently, Affiliate Members transfer to Associate or Full Member in order to hold a Chapter position. The

additional income to ASHRAE for a 2nd year Affiliate (2nd year used as an average) to upgrade their membership is currently \$180. The proposed motion will eliminate the need for Affiliate Members to upgrade their membership grade. The potential financial loss with this change is approximately \$13,500/year, based on the assumption that 75 2nd year Affiliate members will not upgrade each year. We cannot calculate the profit loss of those that have offered to volunteer but been turned away and ultimately cancelled their membership. We cannot calculate the profit loss of those that have offered to volunteer but been turned away and the impacts of having an empty chair position.

Fiscal Impact: -\$13,500/year

Staff Impact: Update marketing materials, applications, Website, and programing for the database and CIQ.

Members Council Vote: 24-0-0, CNV.

Motion 3: Members Council recommends to the Board of Directors remove the age restriction for Affiliate membership. This would result in a change to the Rules of the Board Section 2.103.003.7, Paragraph A as shown below.

2.103.003.6 Affiliate Member Grade Benefits

- A. An Affiliate Member will be issued a password and have access to all ASHRAE web site information.
- B. Member's price on all ASHRAE publications.
- C. Member's price for all ASHRAE meeting registrations.
- D. A member can only hold the Affiliate Member grade for three (3) cumulative years.
- E. An Affiliate Member can serve on chapter committees.
- F. An Affiliate Member will receive ASHRAE Journal by mail.
- G. Annual dues shall be as stated in Rules of the Board Volume 3, Section 3.200.001 Society Dues

2.103.003.7 Affiliate Member Grade Restrictions

- ~~A. A member must be under 30 at time of application to qualify, except if an honorably discharged military veteran within 5 years of discharge. (14-07-02-17)~~
- B. Only new members qualify.
- C. An Affiliate Member cannot hold chapter, regional or Society offices.
- D. An Affiliate Member has no voting rights.
- E. An Affiliate Member receives no Handbooks.
- F. An Affiliate Member receives no ASHRAE Insights.

Background: At the 2024 Fall Region-at-Large CRC, the Central Pakistan Chapter (Motion 24-RAL-6) put forth a motion to remove the age restriction for Affiliate memberships. The Chapter's

motion stated “Adding an Age limit to affiliate membership reduces the potential of adding new members. By allowing someone to become an affiliate member regardless of their age, they are able to get involved with ASHRAE without committing to be a full member initially but potentially transitioning to a full member.”

The motion was referred to the Membership Promotion Committee for recommendation to Members Council. The Membership Promotion Committee voted to recommend defeating the motion (MP Vote: 0-14-0 CNV) with the reasoning that the MP Committee felt that the age restriction was appropriate as the goal of the program is to assist young professionals that were not ASHRAE student members and not allowing a tiered reduced membership over three years for all members.

Members Council, however, decided to approve the motion from the Central Pakistan Chapter citing that removing the barrier of age would encourage more new members to join regardless of their age and work their way up to paying the full dues payment rate.

Fiscal Impact: The CRC Motion stated “positive, more affiliate members and eventually full members” however it should be noted that eliminating the age restriction could allow for more seasoned professionals to take advantage of three years of discounted dues

Staff Impact: The CRC Motion stated “None “ but there would be staff time needed to update all training materials, websites, marketing materials, manuals, join/renew applications as well as updating the membership database to allow for new members older than 30 to join at the affiliate rate.

Members Council Vote: 16-8-0, CNV.

**REPORT TO THE BOARD OF DIRECTORS
From the Membership Model Ad Hoc
As of January 29, 2025**

Ad Hoc Members

Ken Fulk, Chair
Ashish Rakheja, Vice Chair
Jason Alphonso
Rob Craddock
Doug Fick
Kishor Khankari
Sarah Maston
Jonathan Smith

Invited Guests

Daniel Chudecke, MP Consultant
Jason Urso, MP Chair
Louise McKenzie, MP 1st Vice Chair
Rob Druga, MP 2nd Vice Chair

Staff

Daniel Gurley, Sr. Manager Membership
Craig Wright, Director, Finance
Mark Owen, Director, Pub &Ed
Lizzy Seymour, Director, Member Services

Recommendations for Board Approval:

The following motion proposes a major organizational change, which per ROB 2.101.005.5 requires a 60-day cooling off period and would request a vote at the Board of Directors Meeting on May 6, 2025.

“A. Proposed major organizational changes shall be submitted as information and in writing to the Society’s Board of Directors at least sixty (60) days before any action is taken. Major organizational changes shall be defined as adding or dissolving a council or changing the makeup of the Board. Organizational changes may also be defined as “major” by a two-thirds affirmative vote of the Board members voting.

B. Any motion presented to the Board of Directors to make any major organizational changes shall be presented to the Board at one Board session and not voted on until the next Board session or a later Board session.

1. MOTION: Move to approve the proposed membership model restructuring plan as presented by the Membership Models Ad Hoc Committee to be implemented by the 2027-2028 Society Year.

BACKGROUND: The Membership Models Ad Hoc was assigned as a multi-year ad hoc, as requested by Presidential Member Scoggins and President Knight, proposes a new, simplified Membership Model focusing on the value proposition of membership which further aligns the membership dues with the value provided.

This approach was developed based on CRC motions received from Regions VIII, XI, XII, and at Large: to support diversity, equity, and inclusion; Tiered member dues to match the 4 levels of The World Bank; and includes the ASHRAE Handbook Online as a benefit to all members.

The proposed model will simplify the membership grades, allow for the participation of more members in chapter, region and Society positions, provide a benefit that can be utilized for membership retention, provide additional income from current nonpaying members, while still rewarding our most engaged members after a long term of service.

FISCAL IMPACT: For the implementation stage, the fiscal impact would be less than \$10,000. However, the fiscal impact from the integration of the new member grades could potentially cause an initial loss of \$200,000 in dues revenue. However, with low-medium membership growth, by Year 2 of implementation the new model could potentially increase dues revenue by \$30,000-\$90,000 when compared to the current model. With high membership growth, by Year 1 the new model could potentially come close to break even when compared to the current model. See Attachment B “Membership Growth Projections.”

STAFF IMPACT: It would take various staff from several departments a year to make all the changes to marketing collateral, Web sites, manual of procedures, Rules of the Board, the ASHRAE database and reporting systems.

Information Items:

1. The proposed new membership model includes the following revisions:
 - a. The Associate member grade and the Developing Economies discount program will be replaced with the Full Member category with a four-tiered pricing structure that reflects the four tiers of the World Bank (motion from Monterrey Chapter):
 - i. Tier 1 = Members residing in countries that fall into the World Bank's High-Income Economies will pay 100% of member dues.
 - ii. Tier 2 = Members residing in countries that fall into the World Bank's Upper-Middle-Income Economies will pay 80% of member dues.
 - iii. Tier 3 = Members residing in countries that fall into the World Bank's Lower-Middle-Income Economies will pay 60% of member dues.
 - iv. Tier 4 = Members residing in countries that fall into the World Bank's Low-Income Economies will pay 40% of member dues.
 - v. All Full Members, no matter the tier, will receive all current benefits plus Handbook Online and a choice of 1 annual benefit: eLearning Course, Certification Study Guide, or free Standard or Guideline.
 - b. The qualifications to be a Full Member will be revised to be anyone interested in the building sciences industry.
 - c. All Members, including Students, will receive access to Handbook Online (HBO) as a member benefit. Not only does access to HBO serve as a benefit to all members, but it will also serve as a member retention tool. Once an individual membership expires after 12 months, access to HBO will also expire. Once the membership is renewed, access to HBO will also be renewed. In addition to HBO access, Full Members (all Tiers), Life Service Members, Presidential Members, and Honorary Members will continue to receive the option to choose one of the following free benefits annually: eLearning Course, Certification Study Guide, or Standard or Guideline. All members will receive discounted pricing for printed and PDF versions of the Handbook.
 - d. The Affiliate grade and Smart Start discount program will be replaced with a Young Professionals membership grade that is available to anyone 35 or younger for the first two years of their membership. Young Professionals will receive Handbook Online and all other standard benefits but will not receive the choice of 1 annual benefit. Young Professionals will pay 40% of membership dues. Young Professionals will also be allowed to vote and hold office at the chapter, region and society level. Removing the Affiliate member grade will allow all members, excluding students, to hold office and vote.
 - e. The Retired Member grade will be replaced with a Tenured Professionals membership grade that mirrors the Young Professionals membership grade in terms of benefits and dues rate. This grade is available to anyone who is 65 or older with 25 years of cumulative membership.
 - f. Life Member grade is revised as the Life Service Member grade and allows for any member who is 65 years or older with 30 years of cumulative membership who has earned a Distinguished Service Award (DSA) or 15 qualifying service points. Life Service Members received the same benefits as Full Members, as well as waived dues and extreme discounts to W&A conferences.

- i. For those members who are currently Life Members or will become Life Members based on current qualifications on or before June 30, 2027 will remain Life Members.
 - ii. For those members who reach 30 years of cumulative membership and are 65 years or older who do not have a DSA nor have 15 qualifying points, they are still eligible for the Tenured Professional member grade which allows for a significant discount on dues (40% of full dues) with access to Handbook Online.
 - g. Student Members will now pay 7.5% of membership dues which is less than the current dues rate for Students which is at 10% of dues. Student Members will also receive access to Handbook Online.
 - h. Student Branch Advisors will now pay a dues rate of 20% of dues and receive Handbook Online and other general benefits including special registration rates for W&A Conferences. SBAs currently pay the same rate as Students.
 - i. There will be no changes to the Honorary Member or Presidential Member categories except that they too will also receive Handbook Online as a benefit.
2. This is the same proposed model that was reviewed at the November 6, 2024, Board of Directors meeting. The one change that was made after receiving feedback from the BOD was to increase the rate for Student Branch Advisors.
3. The following bodies have reviewed and provided feedback for this proposed model:
 - a. Membership Promotion – MP ExCom has been present at each MMAH meeting and provided continual feedback. They shared updates with the full MP Committee at the 2024 Annual Conference in Indianapolis. MP also recommended approving both the motion from the Central Oklahoma Chapter to allow students access to Handbook Online and the motion from the Southern Alberta Chapter to allow all member grades access to Handbook Online.
 - b. Student Activities Committee – The committee provided feedback via email on the proposed changes to the Student and SBA membership grades. While the committee recommended keeping the Smart Start and Developing Economies discount programs and disagreed with raising SBA dues, they were supportive of the motion from the Central Oklahoma Chapter to provide Handbook Online access to Student members.
 - c. Life Members Club – The Executive Committee of the Life Members Club reviewed the model with emphasis on the changes to Life Members with Ken Fulk, Chair of the MMAH on November 4, 2024, and agreed with the proposed changes.
 - d. Board of Directors – Ken presented the proposed model at the November 6, 2024, Board of Directors Meeting and asked for feedback. The MMAH discussed the feedback that was received by the BOD and made an adjustment to the SBA discounted rate.
4. At the recommendation of Executive Committee, the MMAH also reviewed a request to create the ASHRAE Yellow Pages to serve as an additional source of non-dues revenue. Attachment C includes a confidential business plan for the new “ASHRAE Global Marketplace” that has already been implemented and seen \$22,000 in revenue for SY 24-25 without any sort of promotion.

Attachments:

1. Attachment A: Proposed Model
2. Attachment B: Membership Growth Projections

3. Attachment C: Confidential ASHRAE Marketplace Global Business Plan

January 28, 2025

Date

Ken Fulk

Chair



Shaping Tomorrow's
Built Environment Today

Membership Model Ad Hoc Proposal to the BOD

Ken Fulk, Chair
Ashish Rakeja, Vice Chair

Photo is ASHRAE Headquarters Building



Current Model

Full Member Grade

Full Member	Fellow Member *	Full Member DE	Retired Member	Retired Member DE	Life Member	Presidential Member
100% (\$285)	60% (\$170)	15% (\$45)	50% of RM (\$25)	\$0		

12 years combined experience for post high ed, work, pro engineering reg/license
*Good standing for 10+ yrs & elected by BOD

Retired from active participation in business + 10 yrs membership + ≥ 55

30 yrs cumulative member + ≥ 65

Served as Society President

Full Benefits:
Subscription to HPB, Journal, Insights + Choice of 1 annual benefit + Tech Portal + Member pricing on publications, standards, courses and conferences

Benefits:
Same as Full except subscription to **digital** Journal and Choice of 1 annual benefit:

Additional New Member Benefits:
Receive a Comp Winter or Annual Conference to attend in first 2 years + HBO access for 1 year

HB PDF, 1 STD or GDL or eLearning Course

Benefits:
Same as Full Member except NO choice of annual benefit.

Benefits:
Same as Full Member + waived dues, extreme discounts to W&A Conferences. Invitations to VIP events (Presidential only)

Current Model continues onto next page

Associate Member Grade

Associate Member	Associate Member DE	Smart Start Associate Member	Smart Start Associate Member DE	Life Member
100% (\$285)	60% (\$170)	FY 10% (\$30) SY 37.5% (\$105) TY 50% (\$145)	FY 10% of DE (\$15) SY 37.5% DE (\$65) TY 50% of DE (\$85)	\$0

Work experience and interest in design, operation, maintenance in HVAC&R

3 yr program that allows Students to transfer to Associate grade at a rate that is recent graduate friendly

Associate Member 30 yrs cumulative member + ≥ 65

Full Benefits:
Subscription to HPB, Journal, Insights + Choice of 1 annual benefit + Tech Portal + Member pricing on publications, standards, courses and conferences
*DE Associate and Smart Start have same benefits as Full Member DE

Benefits:
Same as Full Member + waived dues, extreme discounts to W&A Conferences + Invitations to VIP events

Additional New Member Benefits:
Receive a Comp Winter or Annual Conference to attend in first 2 years + HBO access for 1 year
Associate DE and Associate Smart Start DE not eligible





Current Model - Continued

Affiliate Member Grade		Student Member Grade			Other
Affiliate Member	Affiliate Member DE	Student Member	Student Member DE	Student Branch Advisor	Honorary Member
FY 25% (\$70) SY 37.5% (\$105) TY 50% (\$145)	FY \$25% of DE (\$45) SY \$37.5% DE (\$65) TY 50% of DE (\$85)	10% (\$30)	50% of Student Member (\$15)	10% (\$30)	\$0
30 years old OR have been honorably discharged from the Military within 5 yrs		Studying or have interest in HVAC&R industry related field + Must be currently enrolled in university, college, junior college or technical institute		Faculty member who is ASHRAE member & must submit application and submit annual report	Any notable person of preeminent professional distinction & elected by the BOD
Subscription to HPB, Journal & Insights + Tech Portal + Member pricing for publications, courses, standards and conferences		Subscription to HPB, Journal & Insights + Tech Portal + Student Member pricing for publications, courses, standards and conferences + Access to Student Bookstore for heavily discounted publications and printed HB			Full Member Benefits if requested
Cannot hold office or vote		Cannot hold office or vote			





Simplified Model

Member Grade				Student Member Grade		Other				
Member				Young Professional	Tenured Professional	Life Service Member	Presidential Member	Student Member	Student Branch Advisor	Honorary Member
<u>WB</u> Tier 1 100% (\$285)	<u>WB</u> Tier 2 80% (\$230)	<u>WB</u> Tier 3 60% (\$170)	<u>WB</u> Tier 4 40% (\$115)	40% (\$115)		\$0		7.5% (\$20)	20% (\$60)	\$0
Anyone interested in the building sciences industry				Anyone ≤ 35 yo who joins pays this fee first for 2 years	Anyone ≥ 65 yo with 25 years cumulative membership	30 yrs cumulative member + ≥ 65 + DSA or 15 qualifying service points	Served as Society President	Must be currently enrolled in university, college, junior college or technical institute	Faculty member who is ASHRAE member & must submit application and submit annual report	Any notable person of preminent professional distinction & elected by the BOD
HBO + Journal, HPB, Insights + Tech Portal + Member Pricing + Voting Privileges and Serve as C,R,S level roles Choice of 1: eLearning Course, Certification Study Guide, Standard or Guideline				HBO + Journal, HPB, Insights + Tech Portal + Member Pricing		Same as Member + waived dues, extreme discounts to W&A Conferences. Invitations to VIP events (Presidential Only)		Same as Young and Tenured Professionals		Full Member Benefits if requested

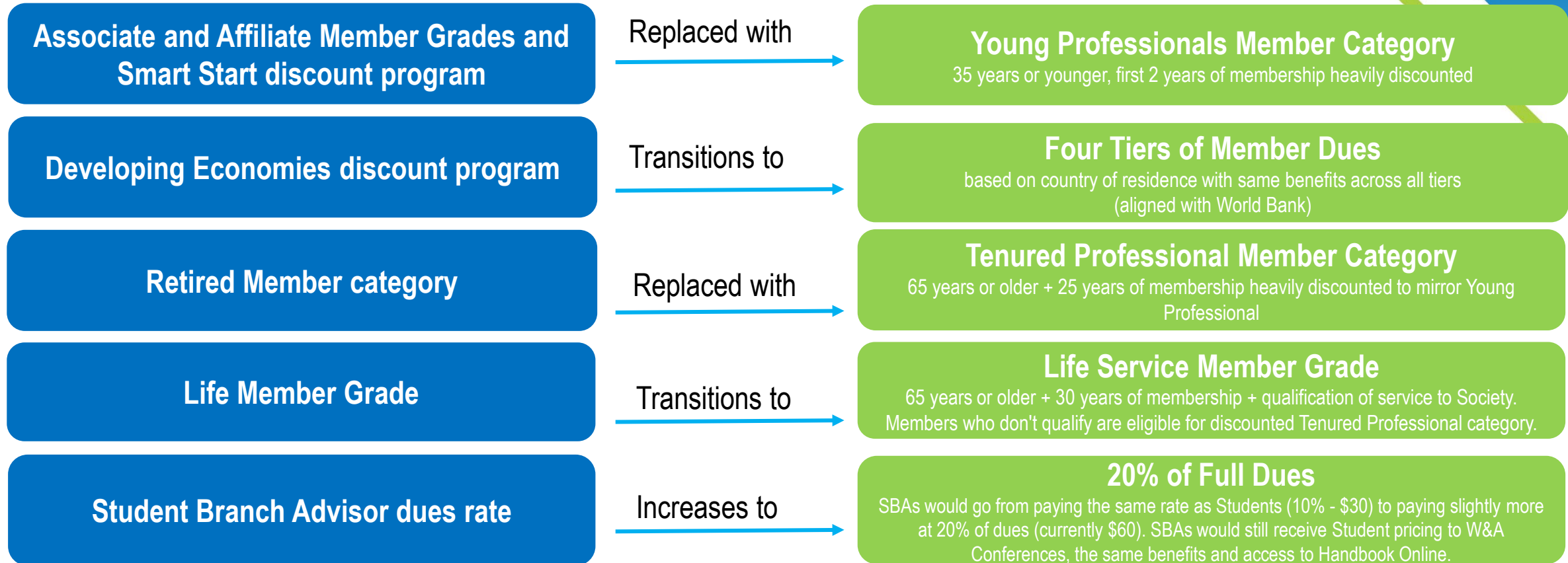
Additional New Member Benefits:
Receive a Comp Winter or Annual Conference to attend in first 2 years + HBO access for 1 year

*2025-2026 approved dues rates





Simplified Model Highlighted Changes



Benefits: All Members, even Students, receive access to Handbook Online. Full Members receive additional annual benefit option.

Member Qualifications: Broadened to be more inclusive of anyone interested in the Building Sciences industry

Reasons for the Changes

Simplification

Support Diversity, Equity and Inclusion

Young Professionals mirrors Tenured Professionals

Lift Member qualifications and restrictions

Same benefits and same dues rate

All members (except Students) can vote

All members (except Students) can hold C,R,S roles

Anyone interested in building sciences can join ASHRAE

Tiered Member Dues match all four Tiers of World Bank

Motion from Region-at-Large CRC Lebanese Chapter

Motion from Region VIII CRC Monterrey Chapter

Slowing the continued growth of Non dues paying Life Members

Added Benefit for ALL Members including Students: HBO

Motion from Region VIII Central OK Chapter

Motion from Region XI CRC Southern Alberta Chapter

MP & SAC

MP

Access to HBO serves as retention tool

When 12-month subscription to HBO ends, member will renew to gain access instantly

Access for students to HBO gives incentive for joining as a Young Professional to keep access

Rewards those who have served Society through different channels with waived dues

Allows members who have 30 years of membership and age 65 or older with significantly discounted dues rate to maintain HBO, Journal and Member Pricing

Recommended Timeline

- **February 2025:** MMAH to bring motion to the Board of Directors to approve plan. Motion will be tabled to allow for 60-day "cooling off period."
- **By the 2025 May BOD Meeting:** BOD to approval the final plan.
- **May – June 2025:** If approved, MMAH works with SRC for Bylaws amendments
- **By the 2025 Annual/Fall BOD Meeting:** BOD to vote on motion made for suggested Bylaws amendment.
- **2026 Winter Conference:** If approved by the BOD, Bylaws amendment read at the Meeting of the Members (Saturday Plenary Session) in Las Vegas.
- **Spring 2026:** Proposed Bylaws amendment added to Spring Ballot
- **June 2026:** Election
- **By June 30, 2027:** If Bylaws amendment are approved, all changes made to membership database, website, promotional materials, ROB, Committee/Council MOPs and training materials. *(Staff and Members Council will need 1 year to implement new model changes)*
- **July 1, 2027:** New model implemented.

ASHRAE Projected Membership Growth

January 15, 2025

This report provides a draft of membership growth over the next five years based on current, low, medium, and high projection scenarios using the proposed simplified model.

There are current, low, medium and high projections for both dues revenue from paid members and number of paid members.

Projection Explanations

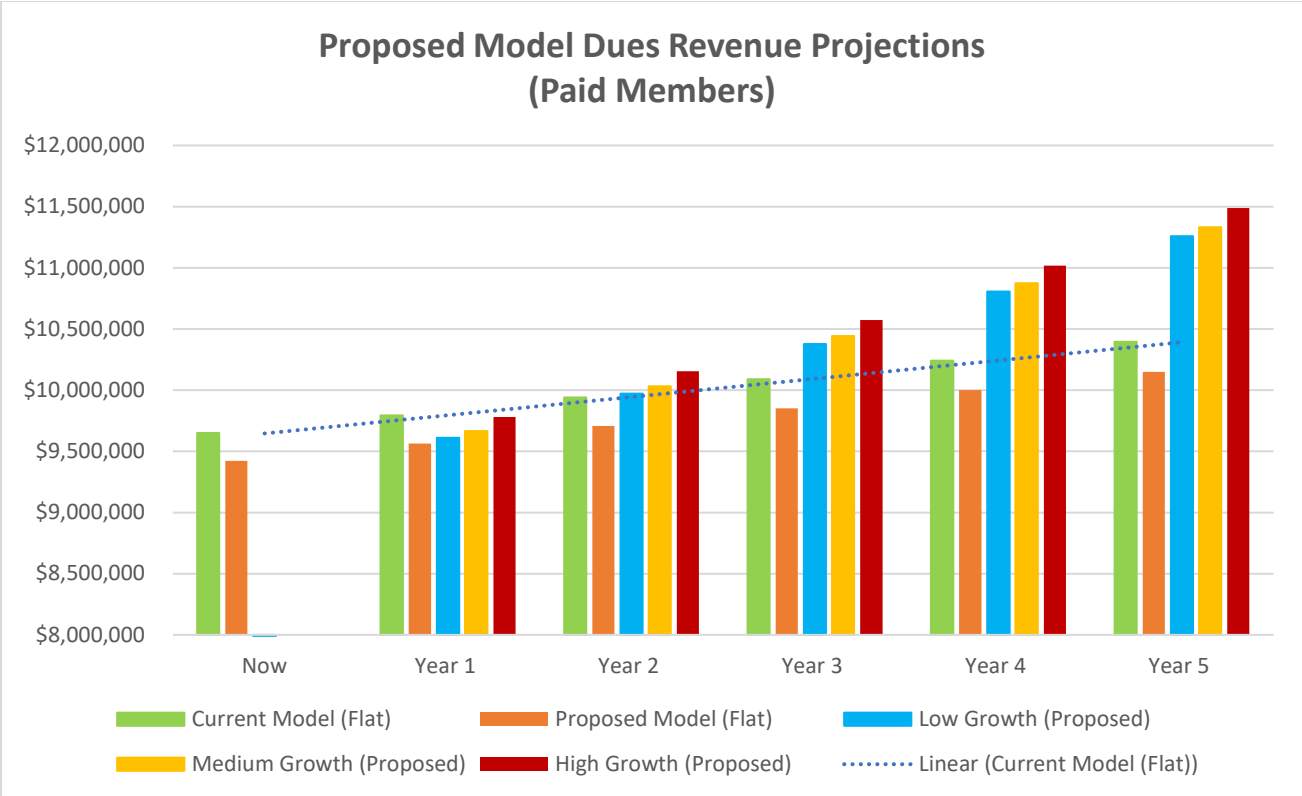
- **Current Model (Flat):** The charts below are based on the current number of paying members at the current member category assigned dues rate (SY 24-25) based on the current membership model. The line represents flat paid membership numbers with an overall 1.5% revenue increase year-over-year factored into account for potential dues increase per standard revenue projection practices.
- **Low:** If growth is slower than historical growth patterns by member grades with an overall 1.5% revenue increase year-over-year to account for dues increases.
- **Medium:** If growth is in line with historical and current growth patterns by member grades with an overall 1.5% revenue increase year-over-year to account for dues increases.
- **High:** If growth is higher than anticipated by member grades with an overall 1.5% revenue increase year-over-year to account for dues increases.

Projected Revenue Growth

NOTE: The following graph and projections are an illustrative example and dues revenue shown below will NOT match current financials.

The amounts shown below are calculated by taking the current number of paid members in each membership category multiplied by the current or proposed dues rate. The below does not consider any discounts or complimentary memberships. The projections below illustrate what the differences *could be* between the two models (current vs proposed) by using the same number of paid members to illustrate the difference between the models.

These revenue projections also illustrate a 1.5% year-to-year revenue increase to account for anticipated dues increases, which is the current dues revenue projection practice.



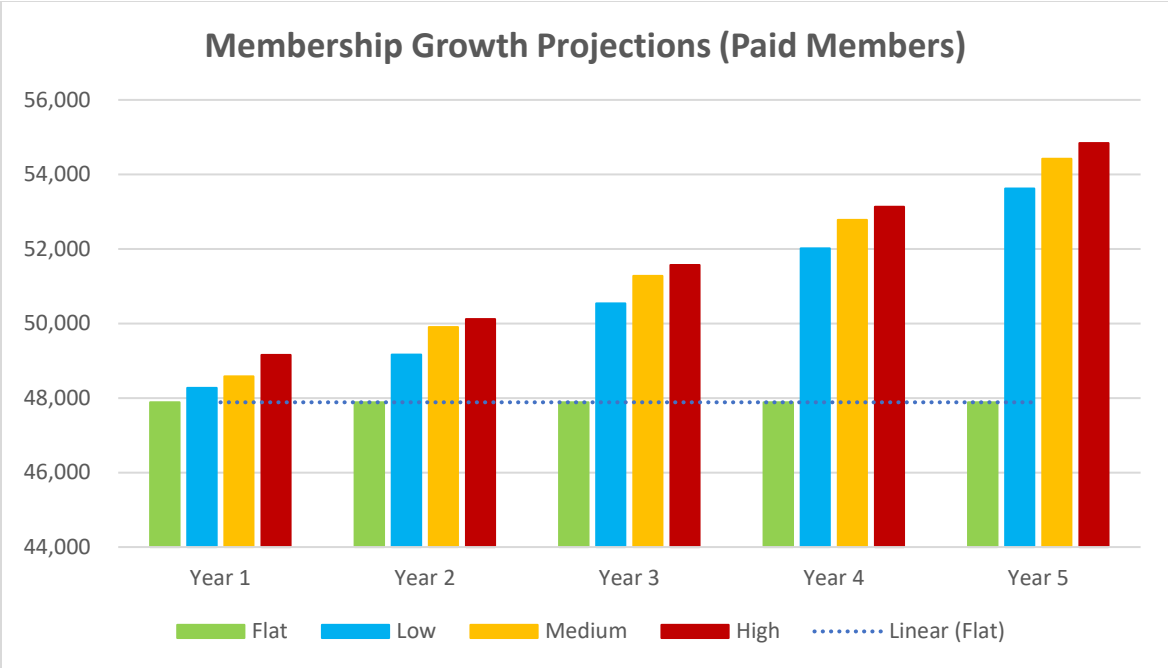
The low membership growth scenario could surpass the projected revenue using the current model by **Year 2** of implementation by about \$30,000.

The medium membership growth scenario could surpass the projected revenue using the current model by **Year 2** of implementation by about \$90,000.

The high membership growth scenario could come close to breakeven with the current model by **Year 1** of implementation by being short only about \$14,000.

Projected Membership Growth (Paid Members)

The following chart shows the projected membership growth using the projections noted below in terms of the number of paid members compared to flat membership (using SY 24-25 membership numbers) over the next five years.



Explanation of Percentage of Growth Projections by Member Grade

Instead of projecting a single growth percentage for membership numbers over the next five years, staff projected growth based on historical knowledge and trends for each proposed membership grade. Explanations of these projections are listed below for reference.

- Tier 1 Member (High-Income Economies):** There is typically 1% growth of members from these countries/regions each year (US, Canada, Europe, etc). High projected at 2%, Medium at 1% and low at 0.5%.
- Tier 2 Member (Upper-Middle Income Economies):** In the new model, these members would go from paying full dues to a reduced dues amount. This group accounts for the majority of projected loss of revenue. This is the hardest group to estimate since membership data has never been broken out in this way. Countries in this tier includes Mexico, Brazil, China, Georgia, Thailand, Indonesia, Turkey, South Africa, Malaysia, Ecuador, Colombia, and Argentina. ASHRAE does have chapters/sections in most of these areas and are expecting growth due to the newly discounted rate. High projected at 5% growth, Medium at 3%, Low at 2%.
- Tier 3 Member (Lower-Middle Income Economies):** In SY 23-24, there was 8% growth in Developing Economies countries which explains the higher growth percentages for this category. This tier includes countries like India, Bangladesh, Sri Lanka, Pakistan and parts of Africa. ASHRAE has a presence in these areas and continues to grow. This group is already paying the Developing Economies discounted rate and dues likely wouldn't change dramatically unless a country was reclassified into a different economy level. High projected at 8% growth, Medium at 4%, and Low at 2%.

- **Tier 4 Member (Low-Income Economies):** Like Tier 2 members, this group is also hard to estimate since membership data has never been broken down in this way. Countries in this tier include Sudan and Afghanistan where there is a small ASHRAE presence with growing interest. Projections in all categories are low because there are not currently many members that fit into this category nor is there a lot of ASHRAE activity currently in these countries. High projected at 3%, Medium at 2% and Low at 1%.
- **Young Professionals:** This group has the most potential for growth. This group was hit hard during COVID and ASHRAE's younger membership declined during that period. , However in SY 23-24 there was 4% growth in new members (1-2 years of membership) at the age of 35 or younger. The Pre-COVID average growth for this group of newer, young members was 5%. High projections at 6%, Medium at 4%, Low at 3%.
- **Life Service Members:** Based on strong historical data, this group is one of the easier groups to predict. With added qualifications tied to this member grade, the growth will slow which supports increased revenue by pushing members who don't qualify into different member categories paying a higher dues rate. High projected at 2%, Medium at 1%, and Low at 0.5%.
- **Tenured Professionals:** There is potential growth here due to the change in process. Instead of automatically moving 400 members per year to Life Member, those who don't qualify as a Life Service Member will be offered heavily discounted tenured professional rate with access to HBO. The percentage of growth used in this projection appear high because the current actual number of members in the "Retired" category are so low (i.e. 200). High projected at 40%, Medium at 20%, and Low at 10%.
- **Student Members:** Strong historical data supports the projections used for this group. High projected at 5%, Medium at 3%, and Low at 1.5%. Student Branch Advisors are currently lumped into this group because there are so few and there is not significant growth or decline over time. Revenue numbers are not projected for SBAs because there are so few (i.e. 400) and we don't anticipate losing a significant amount if SBA dues rates are increased.



BUSINESS PLAN: ASHRAE GLOBAL MARKETPLACE

Executive Summary

Offer a first-ever global directory for all HVACR suppliers, industry-affiliated companies, and engineering/AE firms for listing offerings to the ASHRAE audience at no cost or paywall. The directory offers paid and unpaid listings while maintaining compliance with ASHRAE's privacy and commercialism policies.

Program Description

ASHRAE Media sales reps and ASHRAE members will offer listings in the directory to all companies doing business within the HVACR industry. Priority will be given to paid listings with enhanced prominence within the portal. All companies will have at least the following:

- Company name,
- HQ address,
- website URL,
- description of services/offerings, and
- explanation of the geography for services, i.e., North America, Switzerland, etc.

Enhanced features for paid customers include:

- email address,
- product descriptions and images,
- video,
- product-specific URLs, and
- white papers.

Benefits

- Promotion of suppliers and firms serving the HVACR industry.
- Inclusion of the directory in newsletters published by ASHRAE HQ, Regions, Chapters, and Technical Committees to raise awareness for the directory.
- Reward ASHRAE Foundation donors to its Research Projects and donation programs with top visibility listings for firms supporting ASHRAE.
- Support of ASHRAE Media advertising programs by offering paid listings as part of the ASHRAE Journal advertising program as well as added value for those increasing their support of ASHRAE.



Organization & Management

Fulfillment of deliverables and communication with representatives of the companies listed will be provided by a self-serve system developed by IT. Troubleshooting will be provided by IT, customer service, or other staff directly involved with the supplier. ASHRAE members will be encouraged to liaise with organizations to be listed within the directory. Paid listings are provided through a self-service credit card widget.

The directory will be featured within ASHRAE.org’s Communities section, along with redirect listings in the About, Technical Resources, and Professional Development sections.

Marketing & Sales

ASHRAE’s staff will promote and encourage listings. Staff will prepare marketing materials for posting on ASHRAE.org and sharing by ASHRAE members. ASHRAE Media will distribute to exhibitors of AHR Expo for Winter Conference.

Rates & Revenue

	Bronze	Silver	Gold
	Free	\$500	\$1,000
Company Name	✓	✓	✓
Address	✓	✓	✓
Phone	✓	✓	✓
email	✓	✓	✓
Company URL	Present, not live	Live Link	Live Link
Company Description	200 characters	600 characters	1,000 characters
HVAC&R Industry Categories	Up to 3	Up to 8	Up to 15
Company Logo		max. 200 pixels	max. 200 pixels
Featured Products and Descriptions		5 @ 400 characters each	10 @ 400 characters each
Featured Products Images		1 image per product	1 image per product
Video		60 seconds	60 seconds
Bold Text		✓	✓
bonus		One 2024 ASHRAE Handbook Online Subscription Value: \$342	Three (3) ASHRAE Handbook Online Subscriptions Value: \$1,026
Featured Products URL			A URL for each product



	SY2023-24	SY2024-25	SY2025-26	SY2026-27
Revenue				
Direct sales	\$ 22,000	\$ 26,400	\$ 31,680	\$ 38,016
Sales Rep sales	\$ -	\$ 5,000	\$ 6,000	\$ 7,200
TOTAL	\$ 22,000	\$ 31,400	\$ 37,680	\$ 45,216
Expenses				
Commissions to sales reps, actual	\$ -	\$ 1,000	\$ 1,200	\$ 1,440

