**MEMBERSHIP PROMOTION COMMITTEE**

**Minutes**

***From the meeting of Saturday, January 20, 2024, Chicago Illinois***

|  |  |  |  |
| --- | --- | --- | --- |
| **Members** | **Members** | **Guest** |  |
| Daniel Chudecke, Chair | Adelio Gaspar ***Absent*** | Tsz Kiu Wong | Buzz Wright |
| Jason Urso, 1st Vice Chair | Adil Inam | Greg Schnable | Gregory Avinia |
| Louise McKenzie, 2nd Vice Chair |  | Joel Deddens | Nikoletta Develekou |
| Rob Druga, Consultant |  | Estaban Baccini | Lizzy Seymour |
| Chonghui Liu | **Board ExO** | Devin Abellon | Dunstan McCauley |
| Reaz Usmanali | Bryan Holcomb | Jason Alphonso | Megan Cruz |
| Ryan Westlund |  | Shaun Nienhueser |  |
| Timothy Cannon |  | Greg Schnable |  |
| Akshay Bhargava | **Staff** | Genevieve Lussier |  |
| Fiona McCarthy | Daniel Gurley, Staff Liaison ***Virtual*** | Anuj Gupta |  |
| Stephen Grant | Anne Wilson, Staff Liaison | Alkis Triantafyllopoulos |  |
| Ron McCarty |  | Michelle Swanson |  |
| Mark N Penchoff  Greg Jernstrom  Guillermo Massuco ***Virtual*** |  | Erik Sanchez |  |
| Nicolas Rosner |  |  |  |
| Sam Hui ***Absent*** |  |  |  |
|  |  |  |  |

**Call to order, 8:03 a.m.**

**Motion Number: 1**

**Motion:** Create a fund to support individual Society memberships.

**Background:** For some areas of the world, the cost of ASHRAE membership is cost prohibitive based on the average professional salary. A fund should be created so that individuals, chapters, or companies could donate. The funds could then be applied for by individuals. This fund would not be available to members in the US and Canada.

**Total Fiscal Impact**: Minimal cost to add the selection on the RP page, create the fund, then a staff member or small committee to accept and review applications.

**Staff Impact:**

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

**Motion Number 2:**

**Motion:** Officially create a DEI grassroots committee.

**Background:** There is currently a DEI Chapter Chair and a DEI Region Chair appointed by the DRC. In some regions the DEI RC is either the DRC or another RVC which duplicates efforts, roles, and responsibilities. While MP has a DEI subcommittee, the responsibility of MP is to grow and retain membership and cannot take on the full responsibility and effort that DEI deserves.

If ASHRAE is committed to increasing diversity, it must invest in diversity. If members see a full commitment from the board to DEI, there will be incentive for additional participation. If DEI members are more interested and participate, they will encourage additional new members and ASHRAE will grow.

Another benefit of this motion includes reducing the financial impact to the regions (they won't have to cover the cost of the RC attending Regional Planning or CRC), even though Society would have to absorb it.

Point of interest - in the MP committee next year there will only be 1 female board member and no female RVCs. This is not how we foster diversity. There needs to be a focus from the regions and nominating committee on diversifying our committees and membership.

Our membership deserves real action and commitment to DEI. The return on investment will be invaluable.

There is currently a DEI Chapter Chair and a DEI Region Chair appointed by the DRC. In some regions the DEI RC is either the DRC or another RVC which duplicates efforts, roles, and responsibilities.

**The new committee would include an RVC position that is voted upon through CRC nominating committee and reports to Members Council.**

**Fiscal Impact:** MP committee annual travel expenditure for ASHRAE is $50,000, therefore the expected expenditure for the proposed DEI committee would be about the same. There would be additional cost incurred for a staff member supporting the committee as well as potential meeting room costs at conferences etc. However there would be a gain in new membership revenue to help offset those costs.

**Staff impact:** a staff member will need to be assigned to the new committee

**Vote:** 11,4,0, 2 absent, CNV, Motion Passes

**Motion referred to Membership Promotion for Recommendation to Members Council:**

Please provide a recommendation to Members Council in your report to Members Council by the 2024 Winter Conference in Chicago.

**1. 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.

**Background:** In the Developing Economies getting new members and retaining members is a challenge. Members are looking at upgrading their skills and expecting benefits which will upgrade them professionally. This initiative will help motivate Full Members and Associate Members to continue their association with ASHRAE. Additionally, it will help in attracting NEW members.

**Fiscal Impact:** The pdf Version of ASHRAE Handbook is an existing benefit for Developing Economies. The other options are in lieu of the existing benefit, which we believe to be of equal value. Therefore, there should be no negative fiscal impact. In fact, this could result in a positive fiscal impact by way of addition and retention of few members as result of this extended benefit.

**CRC Vote:** 17-0-4

**Staff Note:** This was passed in Atlanta at the 2023 Winter Meeting, however, it was not brought up to MC for approval. *Note from Director of Publications: My initial analysis says the fiscal impact would indeed be minimal, as they assert. This is based on my thinking that DE members are not currently purchasing the other options now anyway because they can’t afford them. So no lost sales.***MP Vote:** 15,0,0, 2 absent, CNV (Atlanta, 2023)

**2. Fall 2023 CRC Motion, Region XII Florida West Coast Chapter - Motion 27 (August 10, 2023):** Florida West Coast Chapter recommends to Members Council that the Printed Handbook be restored as a free member benefit option made available during membership renewal, and that the selection of the PDF Handbook and Handbook Online member benefits yield a modest monetary credit, redeemable towards the purchase of an ASHRAE publication through TechStreet, beginning July 1, 2024.

**Background:** Presently a member benefit is selected from a list of five potential items: All Current Handbooks online, Current Handbook PDF, Certification Study Guide PDF, ASHRAE Standard PDF or ASHRAE E-Learning Course. All these items have a cost if purchased by themselves. There is an incremental cost for the printed book ($25-$50) for printing. The motion is intended to encourage the choice of paperless handbook options instead of penalizing the printed handbook option. This intention is to support decarbonization and resiliency efforts in accordance with ASHRAE strategic plan, Initiative Area 1: Resiliency and Decarbonization in Buildings, Initiative Area 4: Improve Chapter Engagement Capacity and Support and Goal 2C: leverage technology to increase member engagement, awareness, and value.

**Fiscal Impact:** Print and shipping cost of printed handbook.

**Staff Impact:** Change of member benefit option and implementation.

**CRC Vote:** 12-4-0 CNV

**Staff Note:** This motion will require a recommendation to Members Council that will also need Board of Directors approval, if passed by the Council, you will be asked to also submit the attached [Project Evaluation Tool workbook](https://3.basecamp.com/3106353/buckets/662041/uploads/6178990452). As the tool is owned by the Finance Committee, questions regarding the tool may be directed to [Craig Wright](mailto:cwright@ashrae.org?subject=Project%20Evaluation%20Tool%20Question). Committees with motions that will also need BOD approval after Council consideration will be contacted regarding the tool before the motion is sent to the BOD if it has not been received.

**MP Committee Vote:** 1,14,0,2 absent, CNV, Motion Fails

**Notes:** The cost impact and complexity are prohibited. There is a large discount already, $260 vs $70 for members.

**3. Fall 2023 CRC Motion, Region-at-Large Lebanese Chapter - Motion 39 (October 7, 2023):** Offering ASHRAE Standards as an option to ASHRAE Handbooks for members in Developing Countries.

**Background:** ASHRAE members of developing countries are offered ASHRAE Handbooks in PDF with their annual subscription renewal, but are not given the option to select ASHRAE Standards instead. We recommend to offer the option of ASHRAE Standards to developing countries as an option, to help spread the knowledge to all ASHRAE members and to give members incentives to stay with ASHRAE.

**Fiscal Impact:** No cost impact.

**Staff Impact:** Left blank.

**CRC Vote:** 28-0-0 CNV

**Staff Notes**: This motion becomes moot, if Members Council passes the motion MP passed in Atlanta 2023.

**MP Committee Vote:** Postponed to later date, vote unanimously

**Notes:** Motion going forward to Members Council already that will address this motion**.**

**4. Fall 2023 CRC Motion, Region-at-Large Sub Region Chair 1 - Motion 45 (October 7, 2023):**

Sub Region Chair moves that the existing members of the Sudanese Chapter as of July 1st 2021 have their society membership dues for the Society Years starting 2022/23, 2023/24, 2024/25, be waived.

**Background:** The political situation in Sudan including civil war and consequent economy hardship have made it difficult for chapter’s activities to take place. Access to the internet for virtual meeting has been constrained by the impasse. Members are not able pay dues as banking and financial system have restriction in making USD transaction.

**Fiscal Impact:** Unknown, to be determined by Society.

**Staff Impact:** Left Blank.

**CRC Vote:** 28-0-0 CNV

**Staff Note:** The Sudan Chapter was chartered in November 2020 and currently has 0 AAM. In SY21-22 the Sudan Chapter had 52 members. To reinstate those members and waive their fees through SY24-25 it would be a loss in revenue of about $24,000 (52 Developing Economy members over three years).

**MP Committee Vote:** 0,15,0,2 absent, CNV

**Notes:** Members can apply for hardship clause.

**5. Fall 2023 CRC Motion, Region-at-Large Sub Region Chair 1 - Motion 46 (October 7, 2023):**

Sub Region Chair moves that the existing members of the Libya Chapter, as of July 1st 2021 have their society membership dues for the Society Years starting 2022/23, 2023/24, 2024/25, be waived.

**Background:** The political situation in Libya including civil war, natural disaster and consequent economy hardship have made it difficult for chapter’s activities to take place. Access to the internet for virtual meeting has been constrained by the impasse. Members are not able pay dues as banking and financial system have restriction in making USD transaction.

**Fiscal Impact:** Unknown, to be determined by Society

**Staff Impact:** Left Blank.

**CRC Vote:** 28-0-0 CNV

**Staff Note:** The Libya Chapter was chartered in February 2020 and currently has 0 AAM. In SY21-22 the Libya Chapter had 41 members. To reinstate those members and waive their fees through SY24-25 it would be a loss in revenue of about $32,000 (41 full dues paying members over three years).

**MP Committee Vote:** 0,15,0,2 absent, CNV Motion Fails

**Notes:** Members can apply for hardship clause.

**Referred motions to the Membership Promotion Committee by the PAOE Subcommittee that will also need to be included in the reports for PAOE recommendations.**

**6. Central Florida Chapter Motion 21 (8/04/2022):**

That the following PAOE Points be awarded starting in Society Year 2023-2024.

1. Chapters will be awarded 5 points per percent of chapter Area Assigned Members that participate in the annual voting (max 500 points).

2. Chapters will be awarded 5 points per percent of chapter Area Assigned Members that participate in each society issued survey of the members (max 500 points).

**Staff Note:** *1. Chapters will be awarded 5 points per percent of chapter Area Assigned Members that participate in the annual voting (max 500 points).*  To obtain the list of voting members from our vendor will require additional cost of approximately $6,000 per year.  This information will then need to be stored in the database and staff will need to create a report for RVCs/MP Chairs to enter the points in the PAOE report.

I believe the intent is to increase participation in the annual ballot, but I don’t think providing points in PAOE will do that.  The only time we saw an uptick in voter response was the one year we had a contested VP election.  As seen in the comments received on the annual ballot, members see the election as a “rubber stamp” and not much reason to participate. Until this changes, I don’t think we will see an increase in participation as the motivation isn’t changing.

*2. Chapters will be awarded 5 points per percent of chapter Area Assigned Members that participate in each society issued survey of the members (max 500 points).* The annual MSS does not require people to provide their contact information. Staff is also looking at different formatting that may not allow to track who responds.  As we saw with this year’s results, traditional survey is only getting responses from a certain demographic.  There again, providing points will not force members of other demographics to respond to a survey monkey.  We need to investigate other options that will reach a younger demographic.  This may be one question that pops up when someone logs into the Website or may be a question that appears on the Facebook page or Instagram.  We want to know how to better serve the members, not just get 30% of members to tell us that we are doing a good job.

**MP Committee Vote:** 0,15,0,2 absent, CNV, Motion Fails

**Notes:** Cost prohibitive and MP is working on improving the survey format and response rate. PAOE adjustments are also being submitted.

**Motion referred to Membership Promotion for Action:**

Please act on this motion and report the outcome to Members Council by the 2024 Winter Conference in Chicago as an information item.

**Fall 2023 CRC Motion, Region XII Jacksonville Chapter - Motion 31 (August 10, 2023):** Jacksonville Chapter moves that Members Council allow Life Members that are deceased to be removed from a chapter’s membership roster without penalizing the chapter’s MP12 membership growth points, effective June 30, 2024.

**Background:** Deceased Life Members should have a special designation to count toward the end-of-year membership count for the MP12 membership growth points but should not count towards the following year’s Area Assigned Members (AAM).

Life Members can remain on a chapter’s roster without any action.

If a Life Member is deceased, they will continue to stay on the roster indefinitely.

A chapter is penalized against their growth in membership for the year for removing deceased members.

The only disincentive of leaving a deceased member on the chapter membership roster is the additional regional dues owed by the chapter to the region for said member on the AAM.

**Fiscal Impact:** None

**Staff Impact:** [Left Blank]

**CRC Vote:** 10-2-4 CNV

**MP Vote:** 2,13,0,2 absent, CNV, Motion Fails

**Notes:** Life Members are not the only members that ASHRAE loses. The motion can be resubmitted and the ASHRAE IT group should figure out a way to clear out the rosters of deceased members.

**Information Items to report to Members Council:**

* Implemented bulk member discount of 5 new members from a company to receive a 10% off membership discount. We have only received 4 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 and 10 for Tampa.
* 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.
* Committee passed a motion to change its internal transportation policy to limit Membership Promotion Centralized Training travel reimbursements to only two members (Membership Promotion Chair and/or CoChair) from each chapter in a fiscal year. Vote: 13,1,0, 3 absent, CNV, motion passed. This is to ensure that the budget is spent appropriately to train.

**PAOE Updates:**

Item #1: Revise MP6

Change point value from “5 points (50 points maximum)” to “10 points per meeting; (100 points maximum)”

Item 2: New RVC Assigned Points

Add MP19:

|  |  |  |
| --- | --- | --- |
| MP19 | 50 points per survey; (100 points maximum) | Performing a Society issued membership satisfaction survey exercise during a Chapter event. |

**Additional Information Items**:

1. Retention:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| As of  Dec 31st | Total | Members Paid | Members Unpaid | Students Paid | Students Unpaid |
| 2022 | 52,606 | 47,405 | 3,543 | 4,408 | 1,658 |
| 2023 | 53,673 | 48,053 | 3,316 | 4,226 | 2,004 |

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 December 31, 2023, there were a total of 2,609 (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.

Review of the annual Member Satisfaction Survey showed identical results as the year prior.

1. Chapter Chair Training & Development:
2. MP hosted an in person Centralized Training in Tampa with 62 registered.
3. Held Centralized Training in conjunction with the RAL CRC in Sri Lanka in October with 29 attendees
4. A Centralized Training is being planned in Indianapolis in conjunction with the Annual Meeting. Once again, we will be under the ASHRAE Annual Meeting contract.
5. MP continues to investigate the best options to ensure MP Chairs/CoChairs are trained.
6. Recruitment:
7. Brainstorm the tangible benefits of ASHRAE, networking, access to knowledge, and professional growth.
8. Ideas to get employers to support dues payments.
9. Assist with implementation of new bulk member discount.
10. Assist with implementation of new comp meeting registration for new full dues paying members.
11. Member Communication:
    1. Working with the BOD Diversity and Inclusion group.
    2. 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.
    3. Hosted a successful Women in ASHRAE breakfast with over 250 attendees.
    4. Researching new program to provide 10-minute talks to regional/chapter leaders to ensure programs are inclusive for all.

MBO Update 2023-2024 SY



**Motion to Adjourn, 2:49 p.m.**