**MEMBERSHIP PROMOTION COMMITTEE**

**Minutes**

***From the meeting of Saturday, June 24, 2023, Tampa, Florida***

|  |  |  |  |
| --- | --- | --- | --- |
| **Members** | **Members** | **Guest** |  |
| Genevieve Lussier, Chair | Alkis Triantafyllopoulos | Joel Deddens |  |
| Daniel Chudecke, 1st Vice Chair | Nitin Naik | Joshua DeYoung | Dan Russell |
| Jason Urso, 2nd Vice Chair |  | Bryan Holcomb | Jonathan Smith |
| Louise McKenzie, Consultant | **Incoming Members** | Paula Hernandez | Ashish Rannet |
| Chonghui Liu | Reaz Usmanali RVC II | Devin Abellon | Ritchie Mittal |
| Frank Mesicik ***Absent*** | Ryan Westlund RVC III | Jason Alphonso | Aakash Patel |
| Robert Druga | Guillermo Massuco RVC XII | Dan Russell |  |
| Timothy Cannon ***Absent*** | Adelio Gaspar RVC XIV | Greg Schnable |  |
| Akshay Bhargava | Adil Inam RVC AL | Petros Davlavouras |  |
| Fiona McCarthy |  | Dimitris Charalambopoulos |  |
| Stephen Grant | **Board ExO** | Nickolas Nikolopolous |  |
| Ron McCarty | Eileen Jensen | Michelle Swanson |  |
| Mark N Penchoff  Greg Jernstrom  Estaban Baccini |  | Erik Sanchez |  |
| Nicolas Rosner | **Staff** | Steve Sill |  |
| Sam Hui ***Absent*** | Daniel Gurley, Staff Liaison | Amardeep Singh |  |
|  | Anne Wilson, Staff Liaison | David Samayou |  |

**Call to order 8:03 am**

**Motion Number: 1**

**Motion:** To provide the additional option of one ASHRAE Guideline (PDF) as a membership benefit to full-dues paying members annually.

**Background:** The current membership benefit allows full-dues paying members to select one of the following complimentary benefits annually:

1. ASHRAE Standard (PDF)
2. ASHRAE Handbook (PDF)
3. ASHRAE Handbook (online)
4. ASHRAE eLearning Course (individual)
5. ASHRAE Certification Study Guide (PDF)

In addition to ASHRAE Standards, there are many ASHRAE Guidelines which would be beneficial to our members, but these guidelines (e.g. recent published Guideline 0 and Guideline 36) are currently not available as a membership benefit. This motion will provide an additional option to all full dues paying members when they join or renew their membership.

**Total Fiscal Impact**: Minimal fiscal impact offset by other existing member annual benefit option.

**Vote:**

14,0,0, 3 absent, CNV, Motion Passes

**Motion Number: 2**

**Motion:** To redefine what is considered to be a Chapter and a Section.

**Background:** Many small chapters struggle to fulfill board positions, conduct chapter operations, etc. due to a lack of resources and volunteers. There is a significant burden on these Chapters to fulfill the defined duties of a full CIQ, host a CRC, and meet existing PAOE goals.

If smaller Chapters are recategorized, they could be connected with the nearest larger Chapter so that they can both benefit from and support each other in Chapter activities such as CTTC activities (in-person or virtual), golf outings, RP campaigns, etc. without duplicating efforts. Currently some may feel that there is a stigma associated with being a Section.

The intent is not to force small Chapters to become Sections. We recommend that they still have the option to manage their own dues and budget, attend their CRC, be voting members, and provide input to Society operations without experiencing severe burnout. Some suggestions for this change include creating a guideline for smaller Chapter operations that would reduce the quantity of positions and adjust PAOE targets. We suggest considering creating a new Chapter title such as "Associate Chapter".

MP committee is willing to participate in the conversation.

**Total Fiscal Impact**: Minimal fiscal impact offset by other existing member annual benefit option.

**Vote:**

14,0,0,3 absent, CNV, Motion Passes

**Referred Motions:**



**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.
* Total membership has now surpassed the 2020-2021 (Covid year) level of 51,490 to today’s 52,933, thanks to the great work of all our MP Chairs.
* 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.
* Centralized Training, presented on Sunday of the Tampa Conference, had 59 attendees, better than pre-pandemic attendance.

**Additional Information Items**:

1. Retention:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| As of  May 31st | Total | Members Paid | Members Unpaid | Students Paid | Students Unpaid |
| 2022 | 51,713 | 36,172 | 3,474 | 4,036 | 1,169 |
| 2023 | 52,933 | 36,101 | 3,574 | 4,295 | 1,690 |

The developing economies membership program is in its 15th year. In July 31, 2008, just after it began, there were 135 members participating. As of May 31, 2023, there were a total of 2,902 (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.

1. Chapter Chair Training & Development:
2. MP hosted an in person Centralized Training in Tampa with 62 registered.
3. Will host a Centralized Training in conjunction with the RAL CRC in Sri Lanka in October.
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. Put forth multiple ideas to increase membership joins.
9. Ideas to get employers to support dues payments.
10. Assist with implementation of new bulk member discount.
11. Assist with implementation of new complimentary meeting registration for new full dues paying members.
12. Communications & DEI:
    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 to promote better cooperation between chapter chairs.
    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 2022-2023 SY



Adjourn 2:47 pm