



Shaping Tomorrow's
Built Environment Today

MINUTES

PLANNING COMMITTEE MEETING

June 11, 2024
10:00AM – 11:00AM

Note: These minutes are the official record of minutes voted on and approved by the Planning Committee at the June 21, 2024 meeting.

TABLE OF CONTENTS
Planning Committee Meeting
June 11, 2024

CALL TO ORDER	1
ASHRAE VALUE STATEMENT	1
ROLL CALL	1
REVIEW OF AGENDA	1
APPROVAL OF MINUTES	2
ACTION ITEMS	2
SUBCOMMITTEE UPDATES	2-6
Strategic Plan Development	2
SUBCOMMITTEE ANNUAL CONFERENCE REPORTS	2-6
Implementation and Innovation	2-3
Validation and Documentation	3-6
OLD BUSINESS	6
Planning Committee MOP	6
Annual Conference Dinner Updates.....	6
FUTURE MEETINGS	6
ADJOURN	6

PRINCIPAL APPROVED MOTIONS

Planning Committee Meeting

June 11, 2024

No. – Pg.	Motion
1-2	The minutes from the May 21, 2024, meeting of the Planning Committee as presented be approved.
2-6	Edits to the Planning Committee MOP as presented be approved.

ACTION ITEMS
Planning Committee Meeting
June 11, 2024

No. – Pg.	Responsibility	Summary
1-1	Patton	Discuss reformatting suggestions of the Membership Survey with MP as noted during the 2024 Winter Conference PLC meeting and other survey items of note. Determine if there is another method for distributing the survey.
2-1	All subcommittees	Review and provide comments regarding feedback presented in the results from the Strategic Plan Feedback Form to determine if any action should be taken by the Planning Committee.
3-3	Ms. Schultz	Ms. Schultz will create a short list of strategic recommendations from YEA and SA and will provide an update at the next PLC meeting.

MINUTES
Planning Committee Meeting
June 11, 2024
10:00AM – 11:00AM ET

MEMBERS PRESENT:

Steph Kunkel, Chair
Devin Abellon
Doug Cochrane
Rupesh Iyengar
Michael Patton
Madison Schultz
Andres Sepulveda
Chad Smith
Jonathan Smith
Sheila Hayter
Dunstan Macauley
Heather Schopplein
Mick Schwedler
Chandra Sekhar
Buzz Wright
Wade Conlan, CO

STAFF PRESENT:

Jeff Littleton, Executive Vice President
Vanita Gupta, Staff Director, Marketing
Lizzy Seymour, Staff Director, Membership
Kirstin Pilot, Staff Director, Development
Craig Wright, Staff Director, Finance
Mark Owen, Staff Director, Publishing and Education
Alice Yates, Staff Director, Government Affairs
Stephanie Reiniche, Staff Director, Technology
Candace Denton, Sr. Manager, Board Services
Chandrias Jolly, Manager, Board Services

CALL TO ORDER

Ms. Kunkel called the meeting to order at 10:01 a.m. on June 11, 2024

ASHRAE VALUE STATEMENT

Ms. Kunkel read the value statement.

ROLL CALL

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

REVIEW OF AGENDA

The agenda was reviewed and accepted as presented.

APPROVAL OF MINUTES

Mr. Smith (Jonathan) moved and Mr. Patton seconded that,

(1) The minutes from the May 21, 2024 meeting of the Planning Committee as presented be approved.

MOTION 1 PASSED (7:0:0, CV)

ACTION ITEMS

Action item 1 was reported as complete. Action items 2 and 3 were reported as ongoing.

SUBCOMMITTEE UPDATES**Strategic Plan Development Subcommittee**

Mr. Abellon provided an update regarding the activities of the subcommittee. Work continues as comments related to the draft strategic plan were received during a 1st round review of the presentation sent by McKinley Advisors.

The edits were discussed during a meeting with McKinley and there was good discussion. Work is being done to fine tune the plan more while weaving in AI concepts into the strategic objectives. Also attempting to further identify ASHRAE as being an industry leader.

It is the subcommittee and McKinley's intention to issue a revised draft out this week and that will go out to the BOD for review prior to the Planning Committee meeting in Indianapolis. McKinley's plan is to do a brief overview and leave the balance of their time for discussion with PLC and the BOD.

The subcommittee will work with McKinley to include feedback from the PLC meeting into the draft strategic plan, finalize the plan, and prepare the plan for implementation.

SUBCOMMITTEE ANNUAL CONFERENCE REPORTS**Implementation and Innovation Subcommittee**

Ms. Schultz reported on behalf of the subcommittee using the presentation in **ATTACHMENT A**.

Mind mapping activities continue to be ongoing while most activities are intended to be done before the conference in Indianapolis.

Mr. Iyengar reported that he facilitated mind mapping activities with the Standards Committee and with current Distinguished Lecturers. The activity was well received by both groups. The Standards Committee liked the idea and saw it as an opportunity to have input regarding the strategic plan. The group also shared that more than 1 hour should be made available for mind mapping activities to capture free flowing thought. Would like to do this activity again in the future.

For the DL mind mapping activity, it was a smaller group due to schedule conflicts and trying to accommodate multiple time zones. There were about 5 participants, and it still went well. Would also like to do again with a larger group of people.

An additional mind mapping session has been scheduled with BEQ, now a functional group. Hoping to do before the Annual Conference.

Mr. Wright (Buzz) shared that a mind mapping session was also held during the Region X President – Elect training. This was challenging as it was done outside in not the most favorable weather, however, it was well received. There was more input from regional leaders than intended but it was a good activity to get ideas to the chapter level.

Ms. Kunkel requested an update from Ms. Schultz as it was mentioned during the last committee meeting that some groups still needed to have a session scheduled and facilitators still needed to be identified for those sessions.

Ms. Schultz shared that the groups referenced have since had sessions scheduled and facilitators identified.

Ms. Kunkel also requested an update regarding the below assigned MBO to the Implementation and Innovation Subcommittee.

MBO #	Description	Metric
7	Team with student and YEA members to solicit recommendations for strategic goals.	Host at least two (2) meetings with YEA and student leaders to obtain input.

Has the subcommittee been able to come up with a short list to share with McKinley so we can share ideas from future Society leadership?

Ms. Schultz shared that mind mapping results from both committees could be used to garner this input, however, the subcommittee could contact YEA and SA to see from a newer industry perspective where we can align with future planning activities for the strategic plan. This would be good to share in the midst of strategic planning efforts.

ACTION ITEM - Ms. Schultz will create a short list of strategic recommendations from YEA and SA and will provide an update at the next PLC meeting.

AI - 3

Ms. Kunkel thanked the subcommittee for their work. Really appreciated the work being done to capture ideas from YEA and SA.

Validation and Documentation Subcommittee

Mr. Sepulveda and Mr. Smith reported on the activities of the subcommittee as presented in **ATTACHMENT B**. The following is a summary of the presentation:

(Mr. Sepulveda)

Reported on website traffic related to the current strategic plan. Noted the downward trend in review of the strategic plan from creation to implementation on the website. Could have been due to the plan being 5 years. Hoping for greater or more stable analytics in the future relating to interest now that the plan will be 3 years.

Noted the downward trend in review of IEQ, however, this may greatly increase as the presidential message from the 2025-26 President will be focused on IEQ.

(Mr. Smith, Chad)

Reported on Initiative 3 of the strategic plan. Shared that trend as presented on screen was not surprising. As we came out of the pandemic, what we are seeing is a catchup. Recommending to the BOD and PLC that this be revisited.

Costs in 2013 and 2014 levels may not be attainable again. Observed a 7 ½ % operating cost increase relative to a 1% growth in membership. These are things to keep an eye on, but we also want to set reasonable and attainable goals. The BOD and Finance Committee should revisit and look to reestablish a goal for the dues in which there is a steadier pattern for how they evolve.

Reported on Initiative 4 of the strategic plan. Noted that there is a trend that has been growing in the last 4 years. Now this is different. 29% of the membership is involved in technical and non-technical activities. This information could be used to identify future leaders coming up through society. Will also work to identify next year members serving in leadership at all three levels, while eliminating duplicates at the chapter, regional, and society levels. The purpose would be to backfill and grow leadership. Noted leaders' programs and weekends. Want to be able to track this data as well and will begin to incorporate it in 2024-25. Looking to see how much of membership is serving to add dynamics and how that spreads across the membership.

Discussed the membership survey. Noted that MP is looking to now revise the survey so that it is sent during the member renewal process. One thing to note is that if we do go to a survey tied to membership renewal, it's going to be a little bit different as far as time of responses. Mid-summer you may have more membership renewals. We will lose the current snapshot which is typically from fall until the following Winter meeting in time. This will be a different way to analyze the data coming in.

The subcommittee will continue to have a liaison to MP, but it really is more in depth than back and forth conversation. That liaison will really need to participate in MP survey meetings.

Updated the committee on the proposed committee and council MBO submission form. Noted July 1, all council and committees will be directed [here](#) to submit MBOs for PLC review. Testing has been done. Will be used to engage performance throughout the year. Expect to have a quicker, thorough, and more consistent response to make evaluation of strategic plan performance more efficient during the Society Year.

Lessons learned through results of the survey and strategic plan traction as shown on screen were also reviewed.

(Mr. Conlan) Is the subcommittee expecting councils and committees to enter their MBOs one-by-one into the form? Will data need to be added from the MBO excel document that is currently being used?

(Mr. Smith, Chad) The form allows for the submission of more than one MBO at a time. Yes, we can work with staff to fix this in the future. We were attempting to streamline the data as some groups didn't use the provided MBO excel document to begin with.

(Mr. Conlan) We should make the submission process easier for councils and committees to follow. Right now, as presented, the process would result in the groups having to keep their own record of MBOs and then submit the MBOs into the form.

(Mr. Smith, Chad) Thanks. We will take this into consideration for future edits of the form.

(Mr. Littleton) In reviewing, Society operating cost, was the operating cost totaled by calculating the total members divide by expenses? If so, we must be careful about using this as a metric without doing a deep dive. There are a lot of programs that we run that could skew these numbers.

For example, the new DOE grant is 2.85 million dollars that will flow into ASHRAE. That would skew these numbers in a negative way. Another example is the CEBD. We pulled 2.2 million dollars from reserves and recorded it as revenue. We have expenses tied to that revenue but that adds an expense line item and when divided by the total number of members, it presents a skew. A good metric to track but there are a lot of positive things that Society is doing that would skew these numbers in a negative way.

(Mr. Smith, Chad) noted he and Mr. McQuade, as Chair of Finance, talked about it and he shares a similar concern. Not a red flag but something to keep an eye on. We should focus on what would be appropriate for society's operating cost levels now. Don't believe it is feasible to say we should have a goal to get dues back to 2013-14 levels. This is an unreasonable expectation given the pandemic and changes to the economy. What should be the new level of dues? We need to revise what the goal should be on the dues as we don't want to increase 7% every year. What is the new goal to encompass the positive things as mentioned by Mr. Littleton?

(Mr. Sepulveda) This is seen as a negative trend but proud to see what the revenue has produced.

(Mr. Littleton) It's a valuable metric but it should be presented in a way that is not inappropriately alarmist in respect to the trend line. Next year, we will have a balanced budget. It will be finalized next week, which will show an 80K surplus. The budget also includes a below the line donation from NIBE. Budget also includes the addition of 8 new staff members. As revenue expenses grow, we can have highly successful mission centric initiatives that generate revenue but have high expenses.

(Mr. Smith, Chad) I believe only 8 members have been added. Has staff increased by 9 members?

(Mr. Littleton) Yes, 1 employee related to the CEBD was not funded by Society. Approved as the CEBD, formally the TFB, factored this into their budget. 8 of the new employee additions were funded out of the operations portion of the Society budget.

(Mr. Sekhar) Why does it appear that member engagement goes up every three years and then goes back down?

(Mr. Smith) The three-year dip at one point signifies the pandemic. Traditional engagement and involvement changed. The trend is more stable if the three-year window is not considered. In reviewing this, the subcommittee noted that there was not enough data to go back and do a deep dive. Wanting to focus more on the member engagement in the future to have more understanding of the rise and fall in past trends.

(Mr. Sekhar) Did the total membership in ASHRAE fluctuate between 2014-15? The number has been moving between 50+ and 53+?

Innovation and Implementation Subcommittee Update

2024 Annual Conference

Indianapolis

Focus

- The I&I Subcommittee has been focused on supporting the development of the Strategic Plan by engaging directly with ASHRAE Members.
- We hosted several group conversations to brainstorm around how to provide value to an ASHRAE Membership.
 - These conversations were documented with Mind Maps

Mind Mapping

- Mind maps are a way to document a brainstorming session

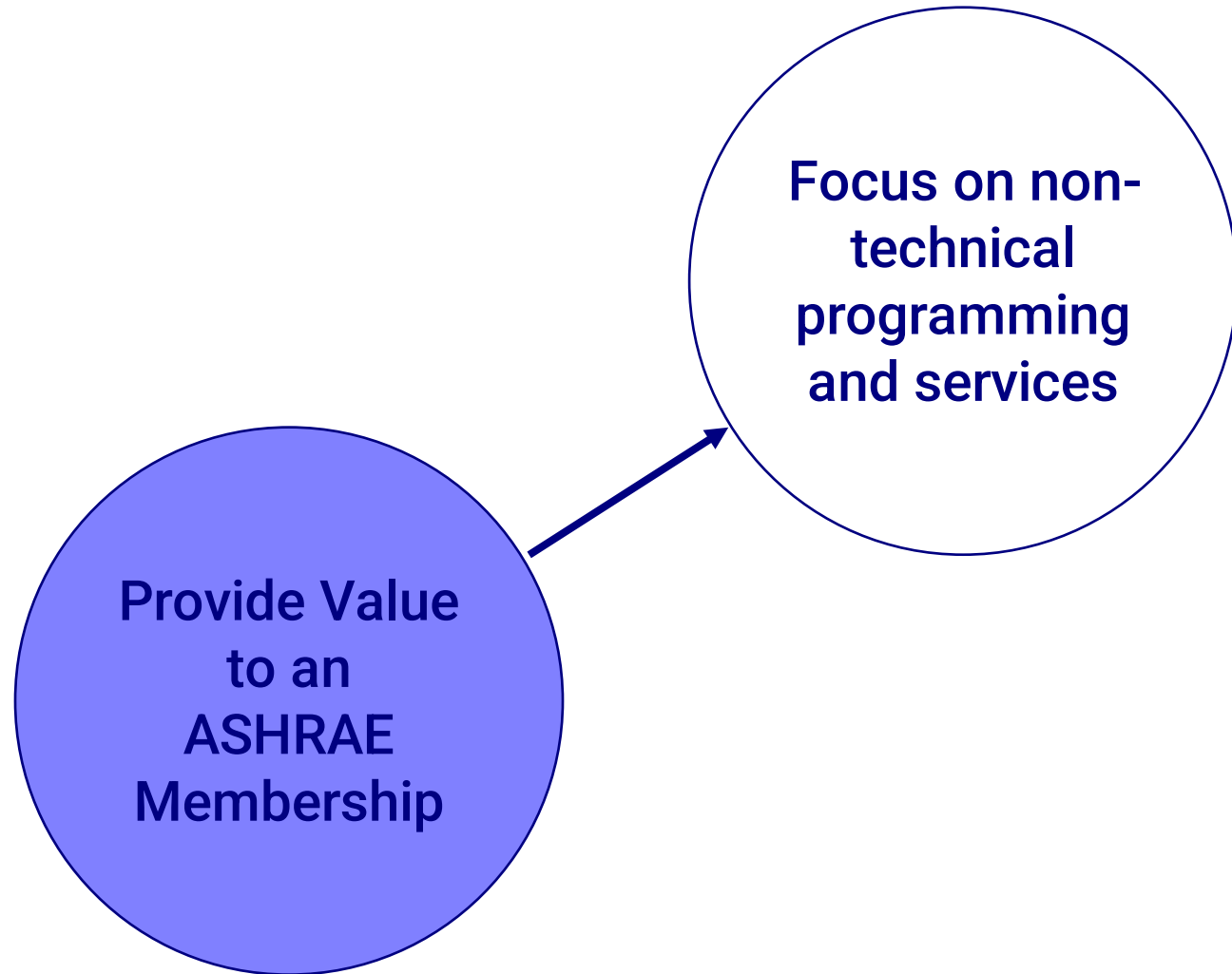
Mind Mapping

- Start with a topic



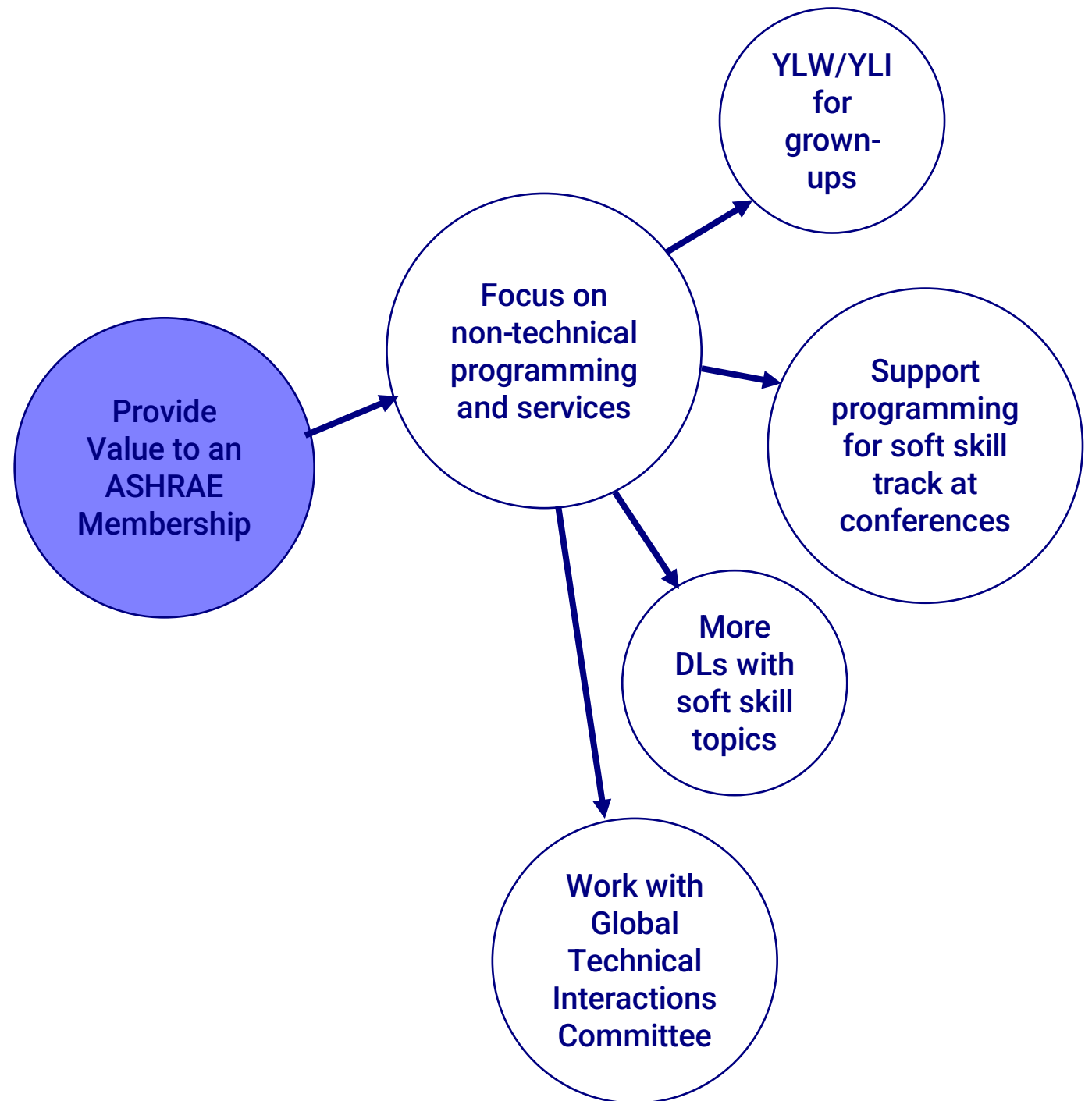
Mind Mapping

- Start with a topic
- Expand on the topic. Connect ideas with arrows.



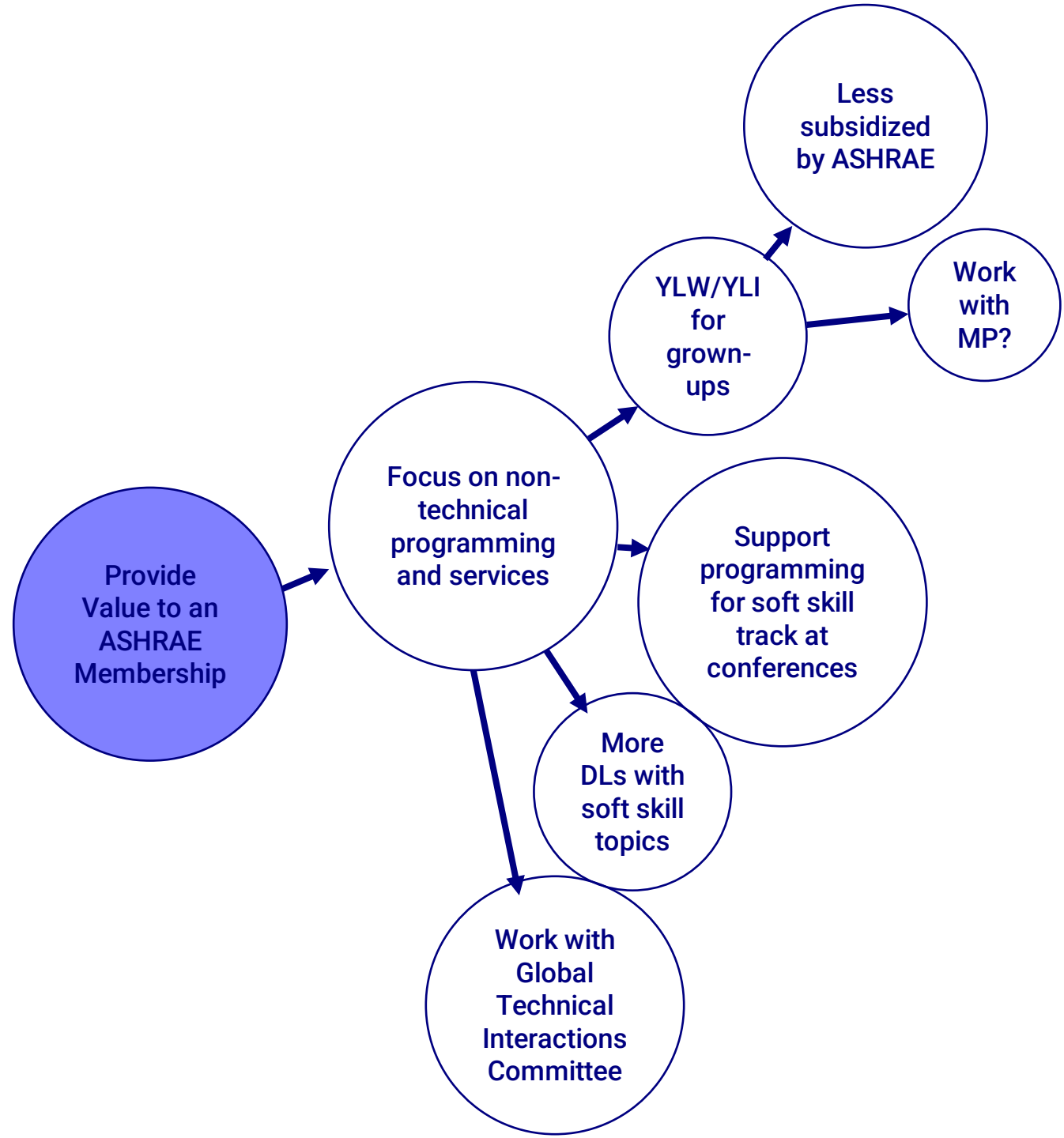
Mind Mapping

- Start with a topic
- Expand on the topic. Connect ideas with arrows.
- Continue expanding ideas and connecting.



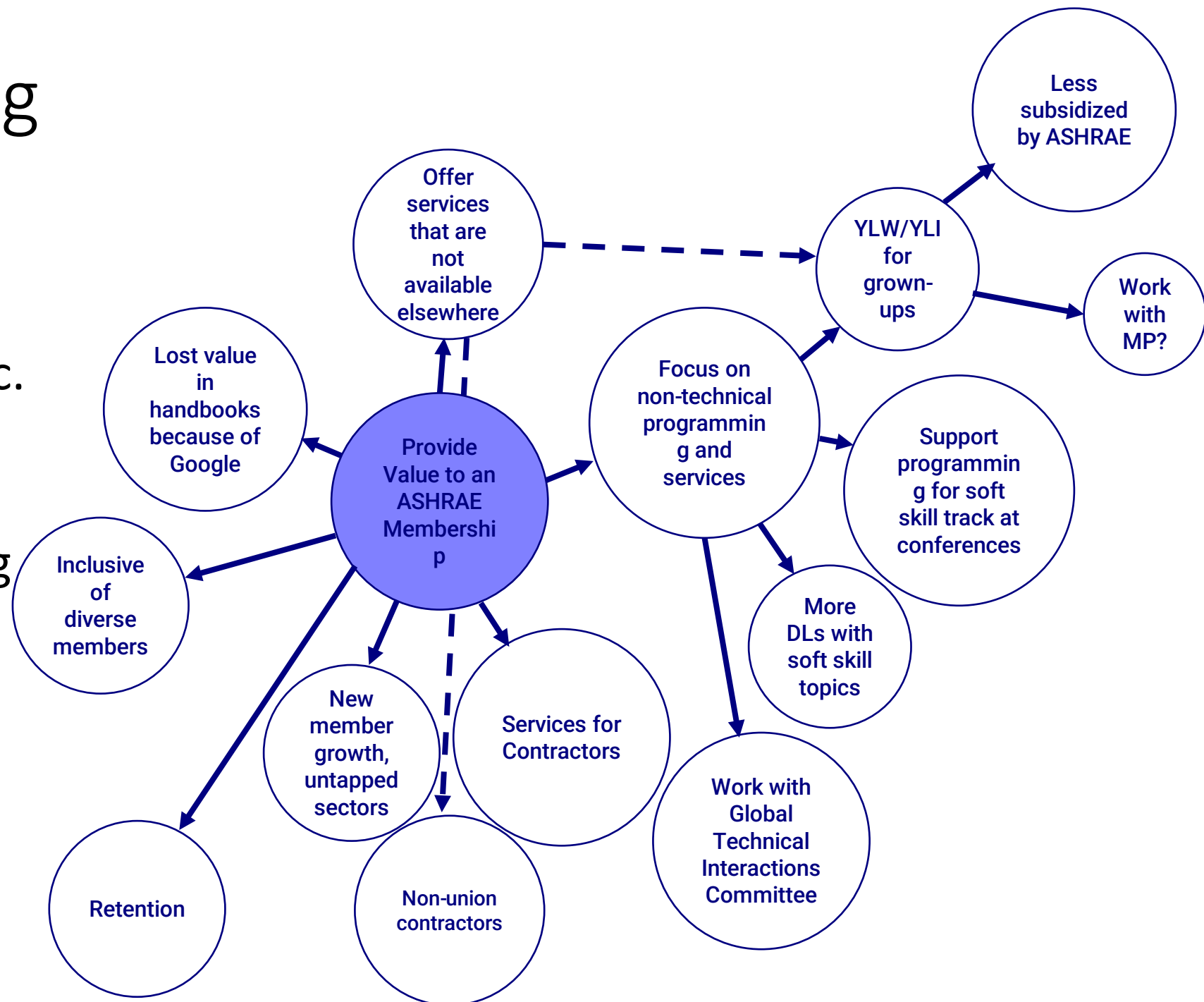
Mind Mapping

- Start with a topic
- Expand on the topic. Connect ideas with arrows.
- Continue expanding ideas and connecting.



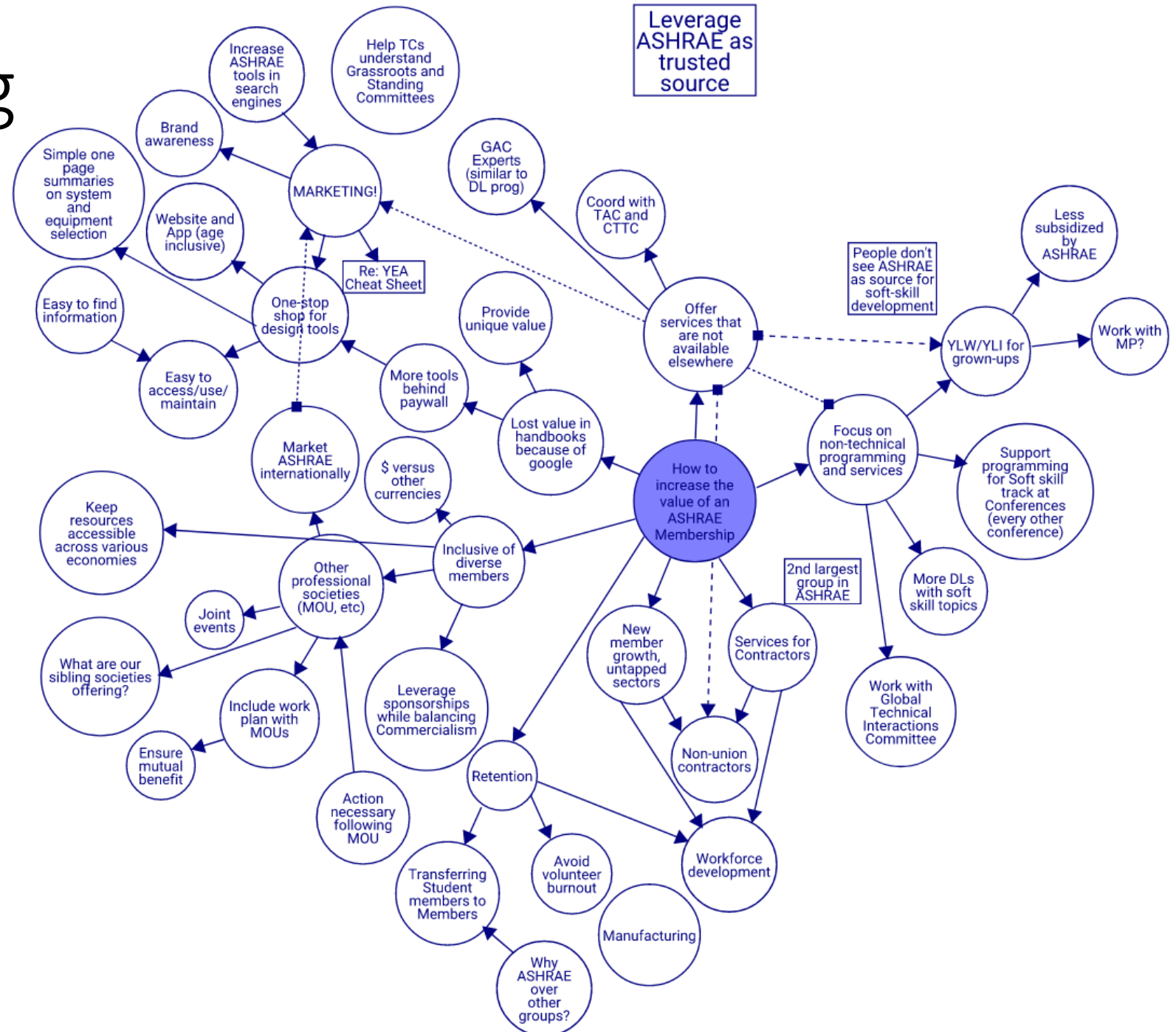
Mind Mapping

- Start with a topic
- Expand on the topic. Connect ideas with arrows.
- Continue expanding ideas and connecting.

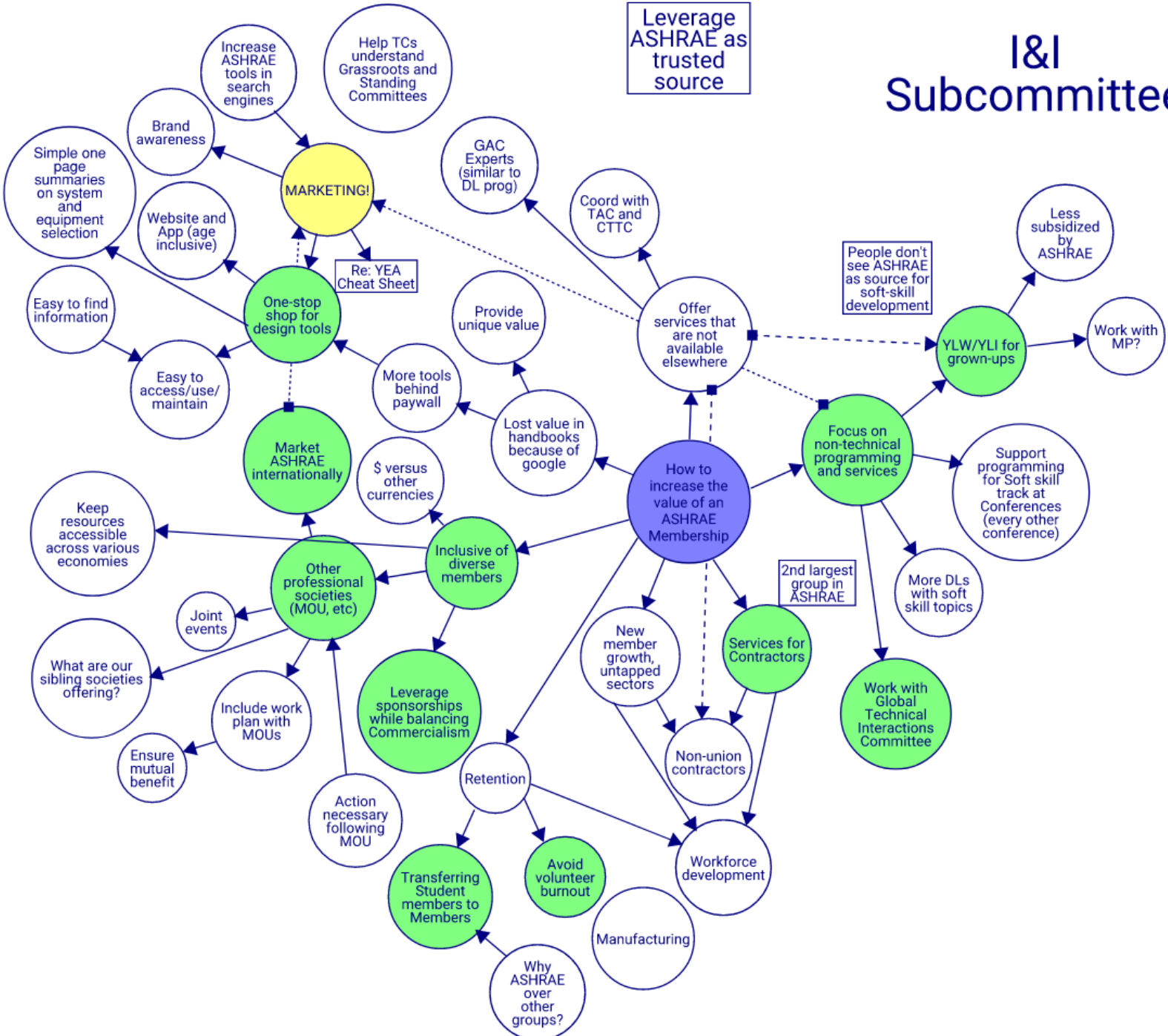


Mind Mapping

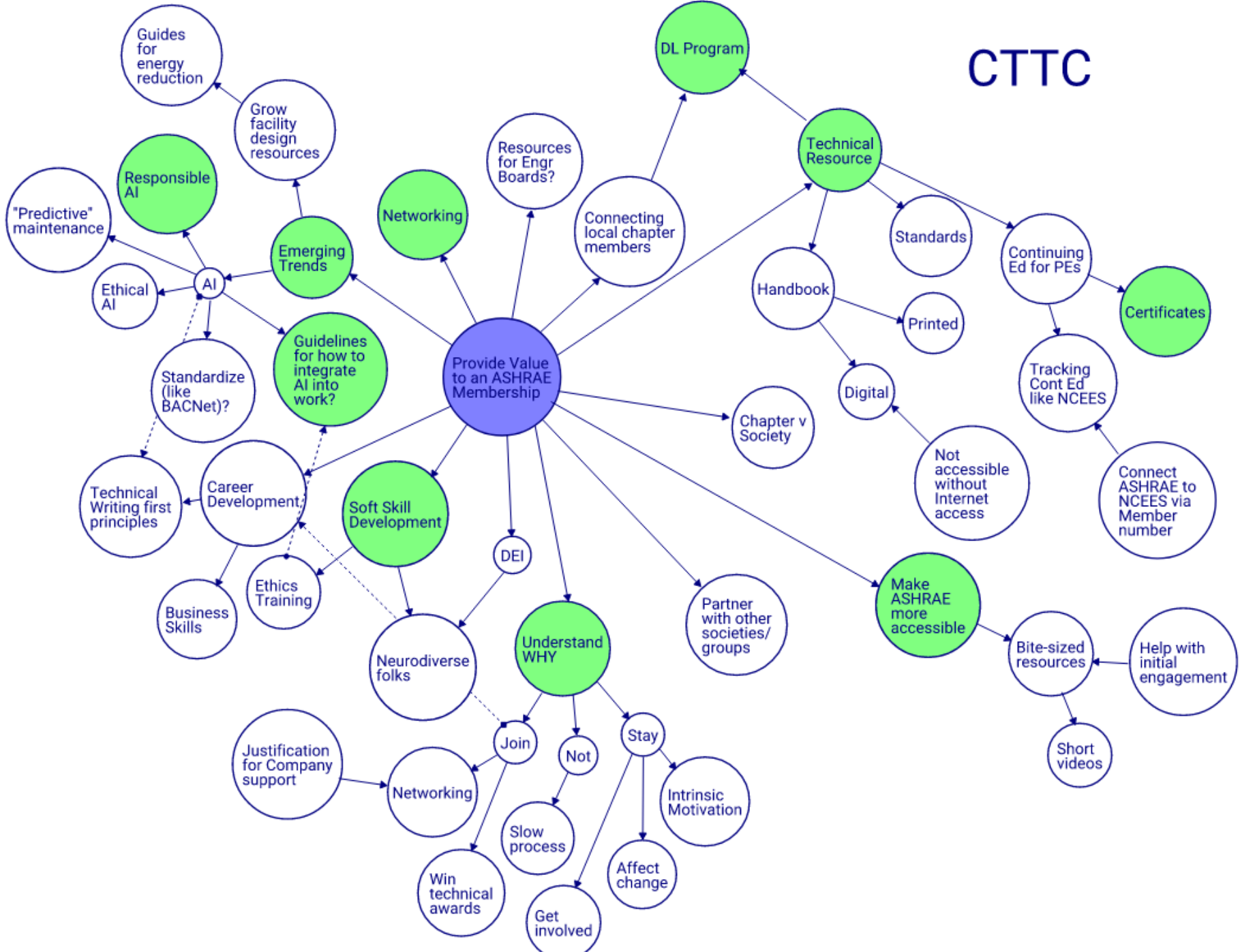
- Start with a topic
- Expand on the topic. Connect ideas with arrows.
- Continue expanding ideas and connecting.
- Each person highlights their favorite idea.



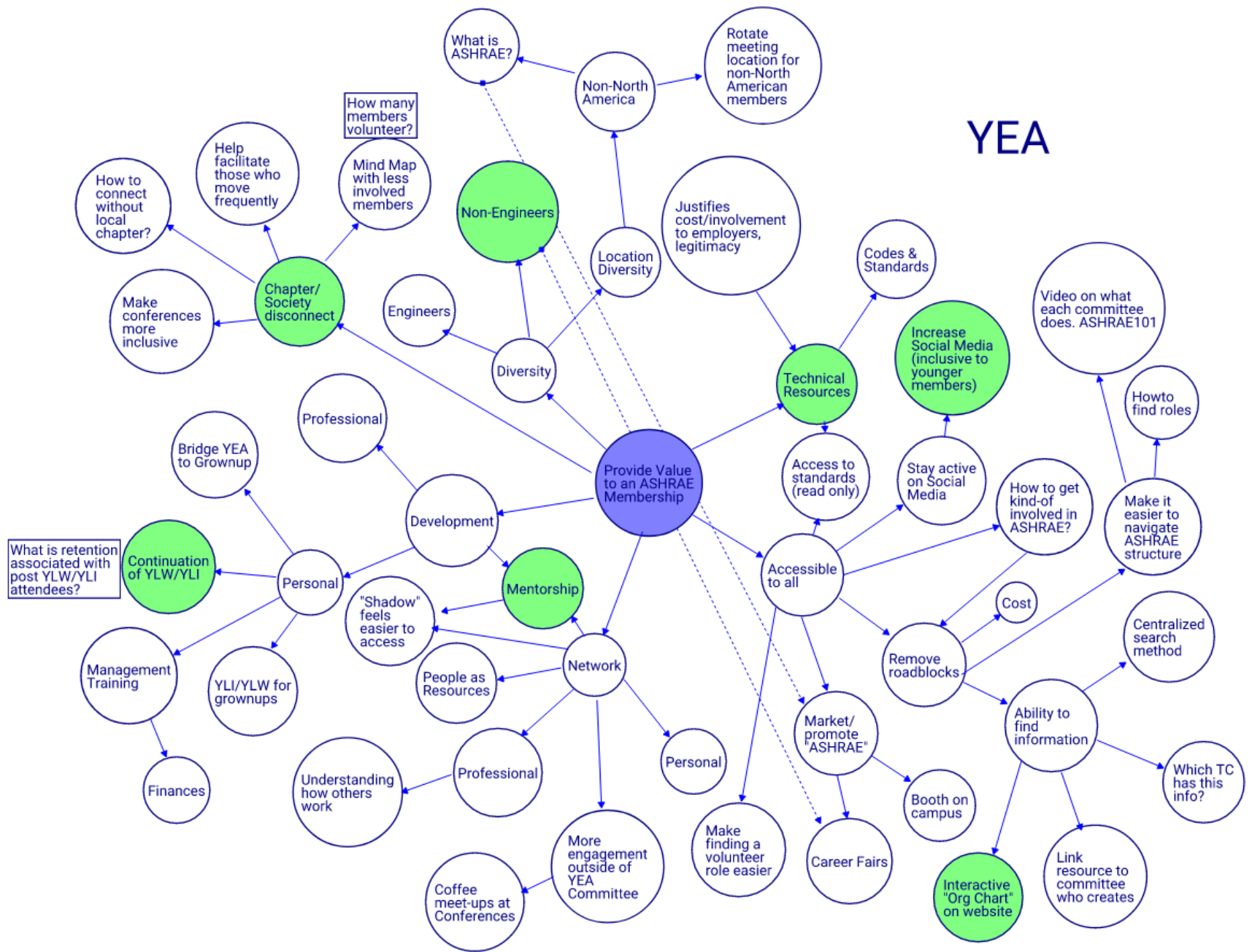
I&I Subcommittee

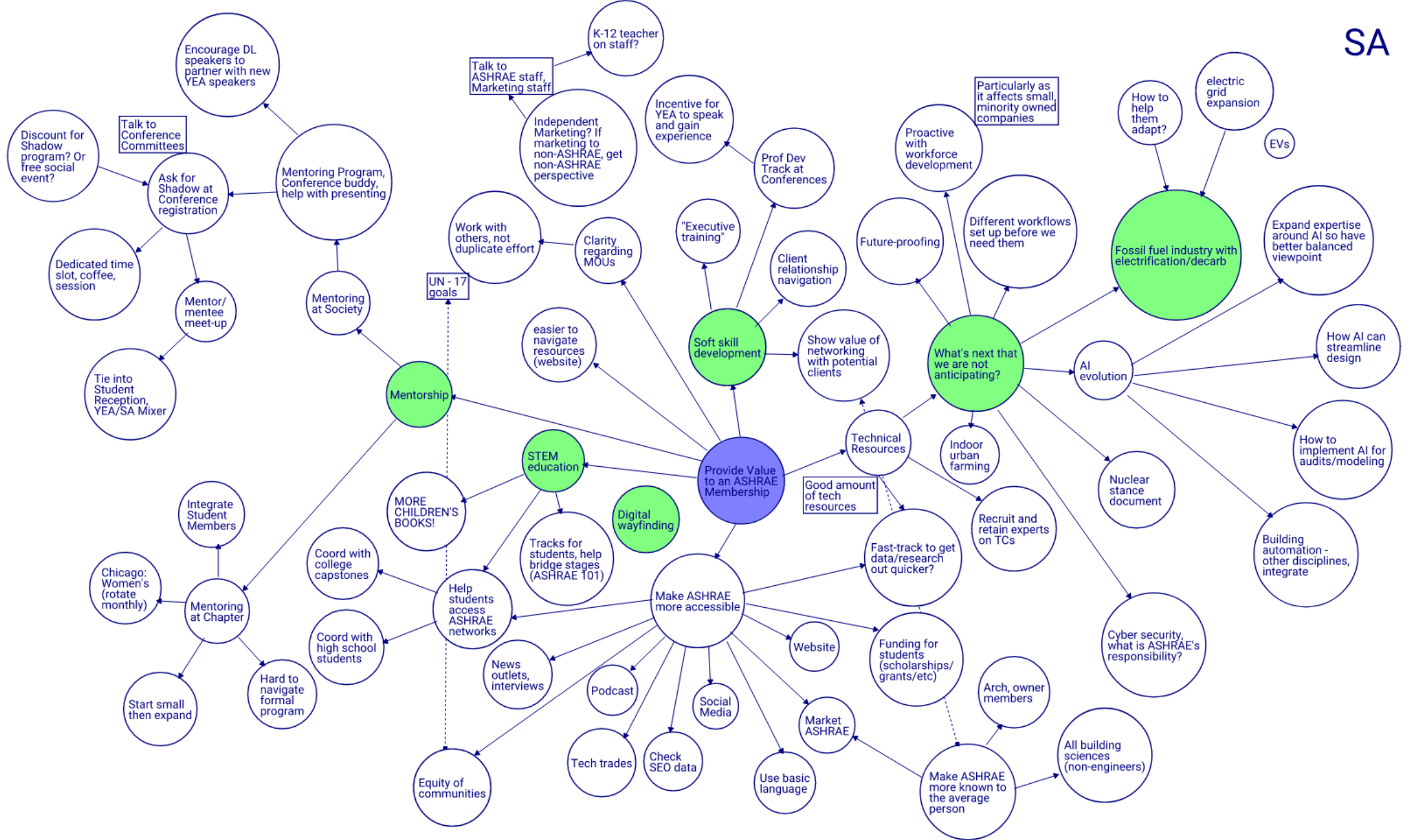


CTTC

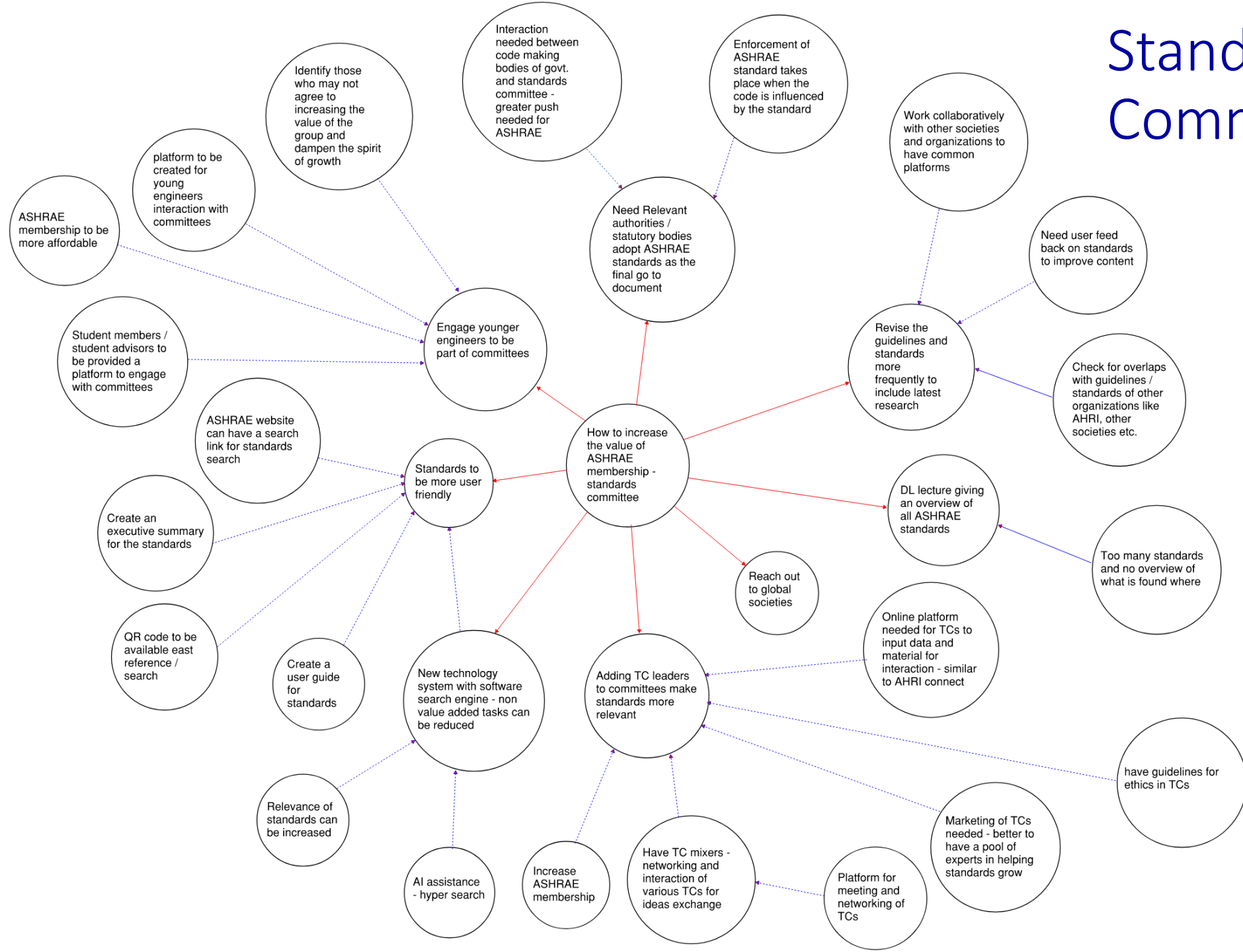


YEA

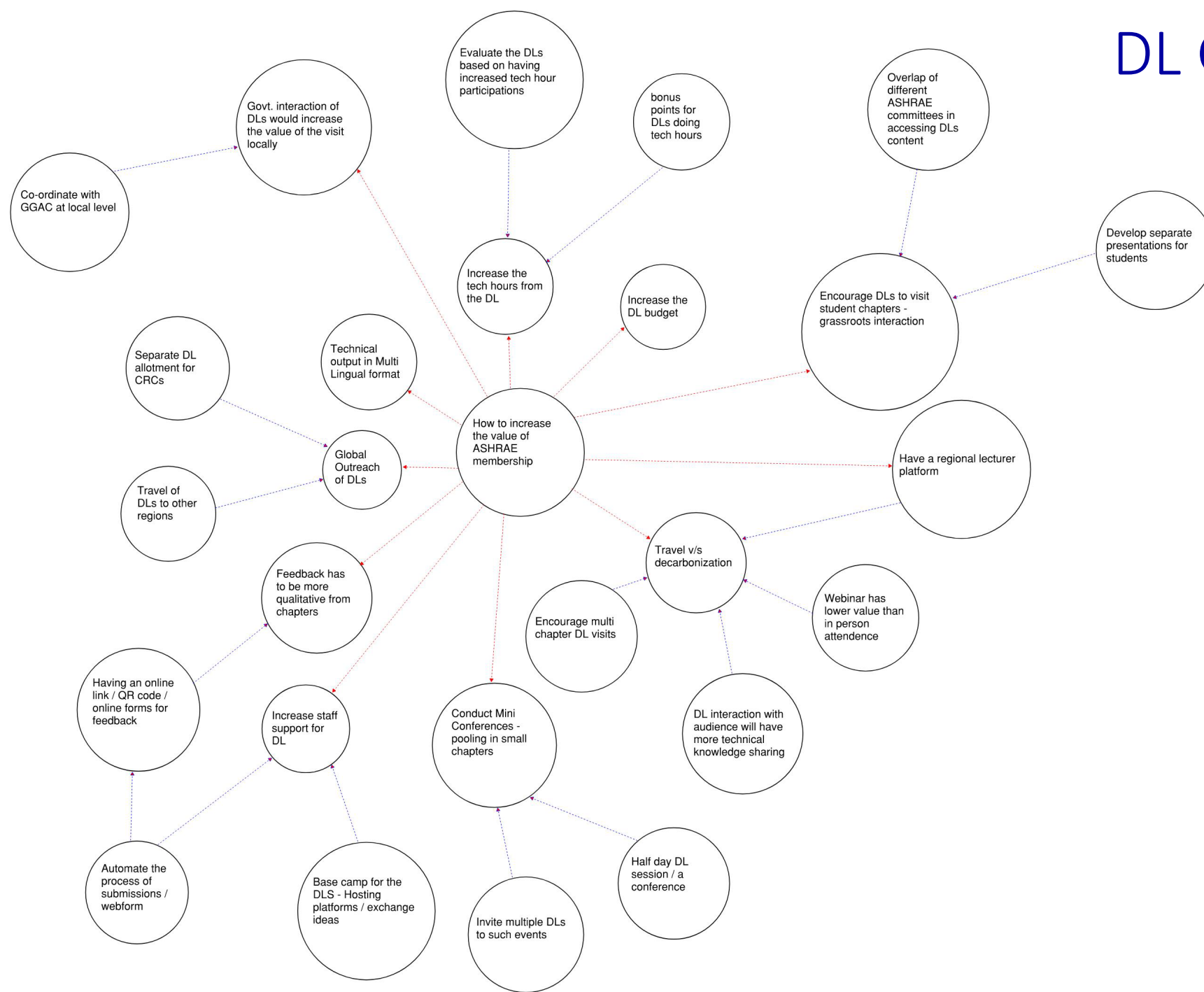




Standards Committee



DL Group



Outcomes:

- 1. There should be an option of Electronic v/s print with respect to ASHRAE publications** – All ASHRAE members should have access to publications in its electronic form as a default option. A downloadable pdf version should be able to be requested that can be printed. Hardcopy prints from ASHRAE can be payable.
- 2. ASHRAE must become the go-to organization globally for its publications** – ASHRAE codes and standards must have global climate zones than have only North American climate zones. Region wise specifications/modifications can be mentioned in existing standards. Region specific codes & standards could be created that are more relevant to specific countries/global climate zones. Locally applicable codes can be developed by ASHRAE in collaboration with regions and chapters.
- 3. Financial Profit v/s Member Count** – Different global economies have different capacities to pay member dues. ASHRAE should look into having different grades of member dues to cater to the ever changing global economic scenarios. Creating a 3 tier membership criteria for member dues depending on under developed, developing and developed economies could increase memberships and bring more diversity to the membership.
- 4. Commercialism v/s Sponsorship** – Creating boundary conditions for allowing sponsorships without compromising commercialism concerns is key. Local chapters need sponsorships to make events happen. Allowing banners / flyers / promotional material / stalls outside the lecture hall could be allowed. Sponsorships could be for food / merchandise and not specifically for the presentation / lecture.
- 5. Local Society / Local Govt. Engagement** – ASHRAE BOD should engage more with local societies in different countries and local governments. Local societies have more impact in government organizations and having MOUs and interactions with local governments through local societies could help ASHRAE have an impact on shaping local by-laws.
- 6. Increasing global inclusivity** – ASHRAE codes and standards tend to be North America centric as committees tend to have majority North American members. Having diversity and mix of global members in committees can help ASHRAE codes and standards become more relevant globally.
- 7. Creating more global conferences** – Marketing ASHRAE as the global organization for building codes could be done more aggressively. Having more international conferences across the globe could be a start. Doing more collaborative conferences with local societies could increase ASHRAE's reach to a global audience. This could increase memberships.
- 8. 5 year / 10 year goals** – ASHRAE should position itself to become the go-to organization globally for codes / standards / publications / networking / influencing etc. It should look at becoming the authority for any local government regulation / policy making. This can be achieved by investing in membership, local societal connects, inclusivity and having a diverse mix of individuals catering to specific requirements of different regions in the globe.

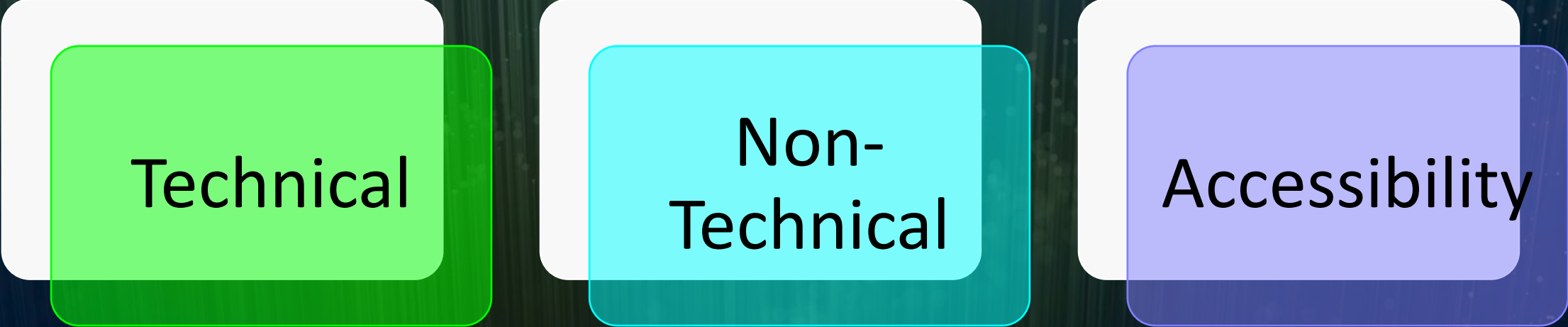
Consistent Topics

- Anticipating and shaping industry trends
- Technical leader in the industry
- Connect ASHRAE PDH reporting to NCEES to automate tracking continuing education for PEs (like AIA)
- Soft skill development. YLW/YLW for non-YEA members, Management training, financial training, professional development.
- Networking and industry connections
- Address chapter/society disconnect
- Engage with additional sibling societies and government entities. Be the trusted resource for government regulators/policy makers.
- DEI, Equity of communities. Both communities that ASHRAE serves and communities within ASHRAE.
- Make ASHRAE more accessible. More easily accessible resources. Focus on articles written for SEO to increase traffic from web searches. Interactive “org chart” online with links to all committees/groups with information and contact information.

Consistent Topics

- Mentorship. At a chapter level, at society, at conferences. Shadow program at Conferences.
- STEM Education. K-12, Tech schools, and higher education. More interaction on campus with events/participation in career fairs.
- Enhance ASHRAE 365 app to be method of communication, networking, access to technical resources, interface with live resources, technical experts on demand
- Market ASHRAE to more people. Average people, internationally, everyone in building sciences like Architects and non-engineers
- Dual digital/printed option for all resources. Maintain accessibility to technical resources to people without power or internet access. Keep printed option for all resources.
- Include international climate zone information instead of exclusively North American data
- Keep cost accessible to all members. Explore increasing sponsorships while maintaining non-commercialism to help offset cost.

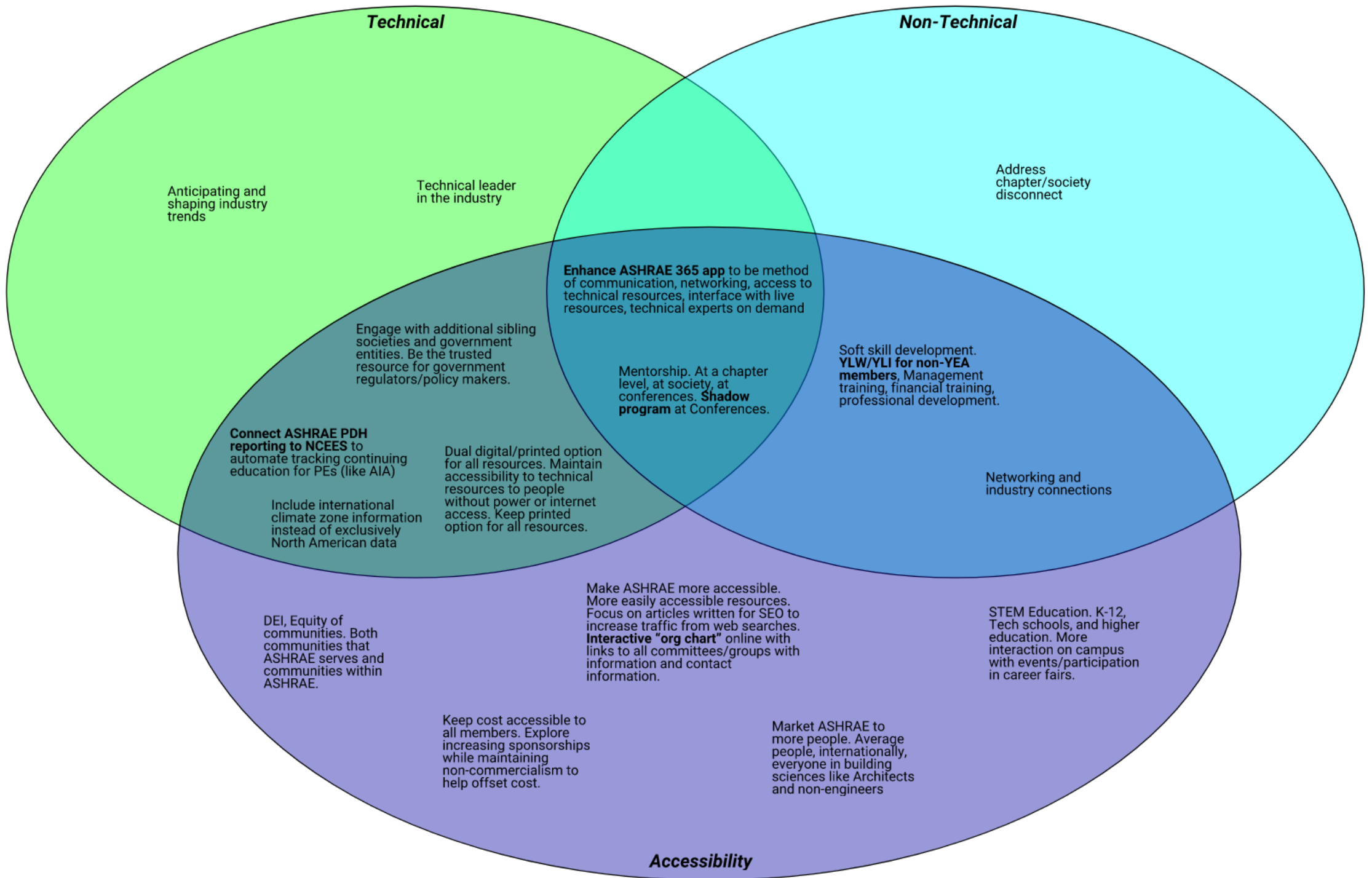
Consistent Themes



Technical

Non-
Technical

Accessibility



Actions Since Winter Meeting



Continue to conduct Mind Mapping Exercises with the following committees:

Standards

Distinguished Lecturers

BEQ

CIBSE

DEI Board Subcommittee

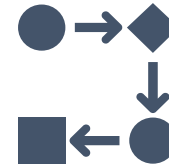
Pub Ed (in the fall)

GAC (in the fall)

More to follow as needed




Conducted Mind Mapping exercise training with the entire Planning Committee. Reached out and was able to get volunteers to help conduct the exercises with the remaining committees.



Continue to analyze data from the mind mapping exercises as they are complete and modify the existing VENN Diagram. This will be an ongoing process. The current VENN Diagram is posed the Planning Committee's webpage.

Actions Since Winter Meeting

Providing mind mapping results to the Strategic Plan consultant as the information comes in to make sure they do their best to include as part of the plan.



Added the mind mapping diagram to the planning committee website for access to all members.
Located at the following site:

- <https://www.ashrae.org/communities/committees/planning-committee>



Actions Since Winter Meeting



Make sure all ASHRAE members know about the Strategic Plan effort and know how to have their voices heard!



Continue reaching out to all groups within ASHRAE (mind maps or no mind maps).

Questions??

THANK YOU!!

2023-2034 I&I Subcommittee Members

- Madison Schultz – Co-Chair
- Jonathan Smith – Co-Chair
- Farhan Mehboob
- Corey Metzger
- Rupesh Iyengar
- Jake Kopocis – Past Co-Chair



2023-2024 Validation and Documentation Subcommittee of Planning Committee Report 2024 Annual Meeting June 11, 2024

PLC V&D SC MEMBERS

SY 2023-2024 PLC Validation and Documentation Subcommittee Members:

- Andrés Sepulveda, Co-Chair
- Chad Smith, Co-Chair (liaison to Member Council)
- Doug Cochrane, Member
- Michael Patton, Member (liaison to PubEd Council)
- Heather Schopplein, Member
- Mahroo Eftekhari, Member (liaison to Tech Council)



PLC V&D RESPONSIBILITIES

SY 2023-24 PLC Validation & Documentation Subcommittee tasks:

- Receiving, reviewing, and quantifying each Council and Committee's MBO's according to the current Strategic Planning
- Receiving Continuous Strategic Planning (CSP) inputs from the committees and councils and presenting them to the full PLC for consideration by the BOD at the the Fall BOD Meeting.
- Collaborating with the Membership Promotion Committee in creating the Annual Membership Survey and receiving and reviewing the results data to provide ongoing feedback on Strategic Plan effectiveness.
- Utilizing the metrics and key performance indicators (KPIs) to evaluate the success and progress of the Strategic Plan and present results to Planning during the Annual Conference Meeting of the PLC.



PLC V&D SY 23-24 MBOs

MBO #	Description	Metric (how do we determine success?)	Initiative #	Goal #	Completion % /Date	Financial Assist Req'd?	Initiative #				Goal 1		Goal 2			Goal 3		
							1	2	3	4	a	b	a	b	c	a	b	c
1	Improve MBO data gathering and receive all Council and Committee MBOs and tallies by April 2024. Coordinate with Dennis Knight's PEAC.	Receipt of all MBOs from Councils and Committees by deadline for analysis.	3	1a, 2c, 3b	4/1/2024	N/A			x		x				x		x	
2	Collaborate with MP to increase the participation in the Annual Membership Survey to at least 10%.	Participation in annual survey is 10% of total membership or greater. 6.2% response rate in 2022-23 year.	3, 4	1a, 2a, 2c, 3b	2024 Winer Conference	N/A			x	x	x		x		x		x	
3	Utilize the metrics and KPI's developed to evaluate current SP and present results to PLC during Annual Conference. This will assist in developing KPI's for use in next Strategic Plan.	Include recommended metrics in annual report.	1, 2, 3, 4	ALL	2024 Annual Meeting	N/A	x	x	x	x	x	x	x	x	x	x	x	



Report Agenda

1. Strategic Plan Alignment Performance

- Strategic Plan Website Traffic
- Council & Committee MBO's
- KPIs for Adoption of Initiatives
 - Based on available Society data

2. Membership Survey Support to MP

3. Lessons Learned – Setting KPI's & Gathering Data



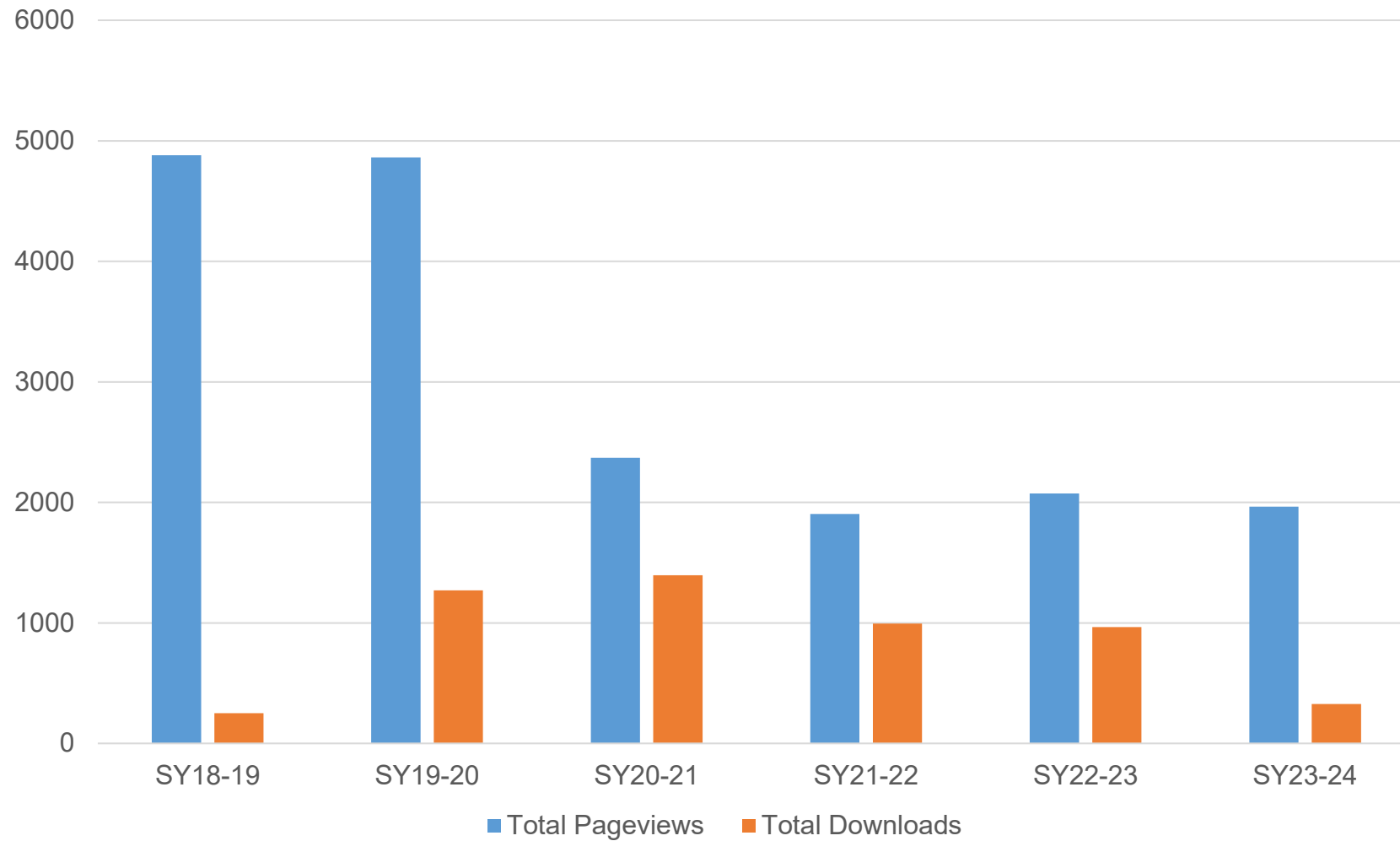
Strategic Plan Alignment Performance

ASHRAE STRATEGIC PLAN METRICS

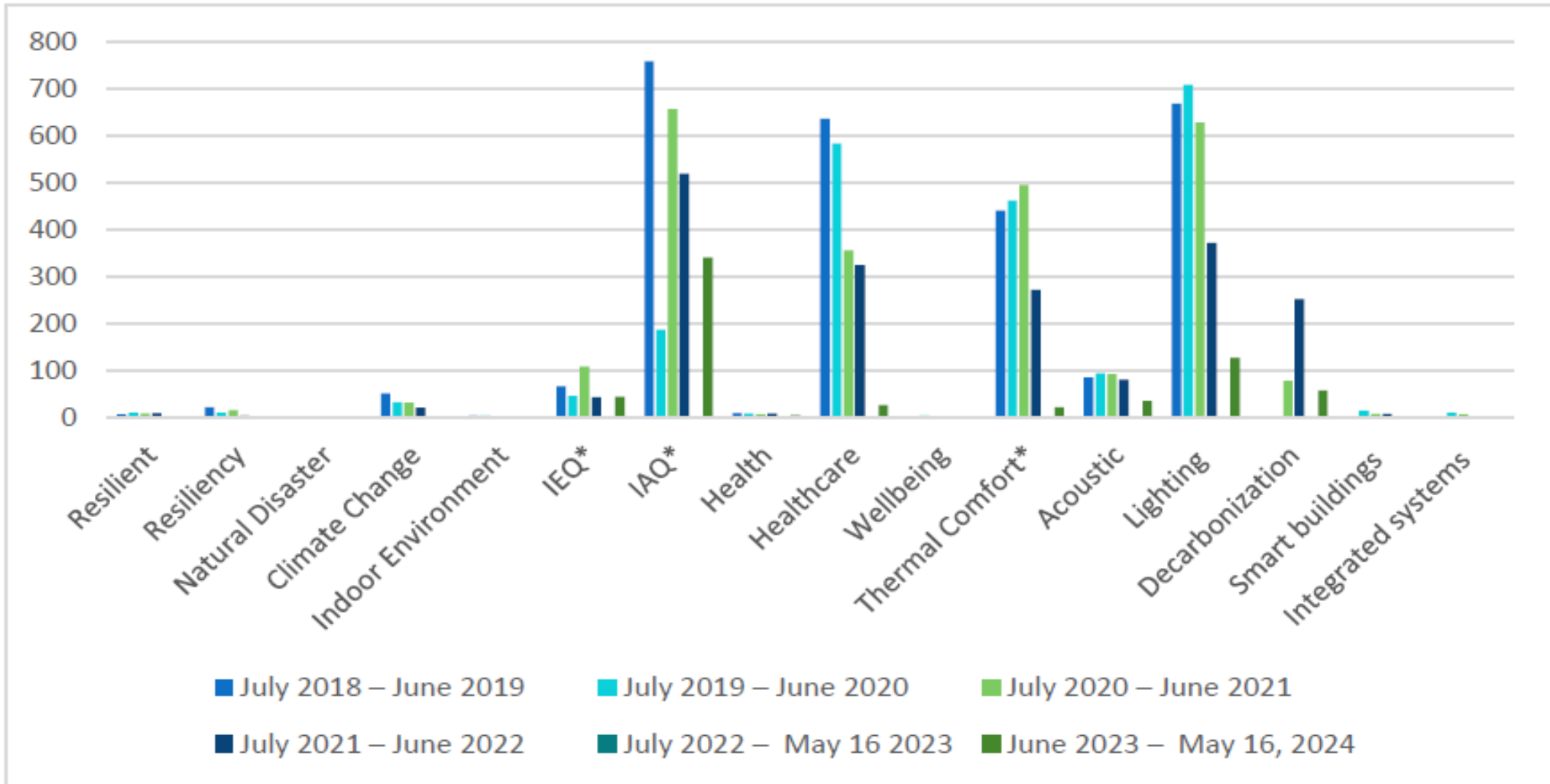
- ❑ Evaluate SP awareness by ongoing page views and downloads from website
- ❑ Evaluate SP Goals and Initiatives alignment with both Council and Committee MBO's as well as membership interest by analyzing topical searches on ashrae.org as well as relevant topics in new publications
- ❑ Analyze ASHRAE member participation in leadership at Chapter, Regional and Society level



Strategic Plan Awareness Website Metrics



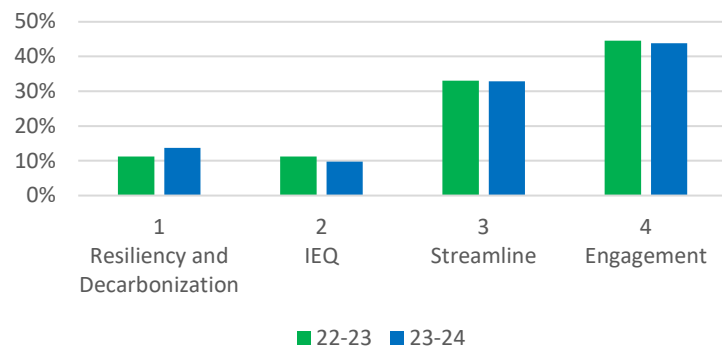
Strategic Plan Topical Website Metric History



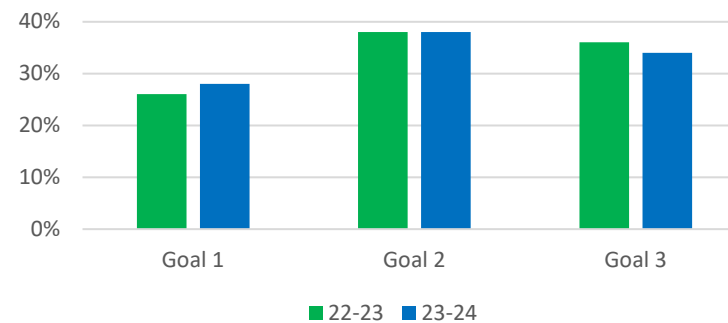
Councils and Committees MBO SP Alignment

- Data shown here is a representation of Council MBO progress regarding the 2019-2025 Strategic Plan. *(Includes all committees reporting to a Council)*
- It should be used as a tool to determine which strategic plan initiatives and goals have gained traction, and which still remain to be addressed.
- The distribution is given as % values from the MBO's.

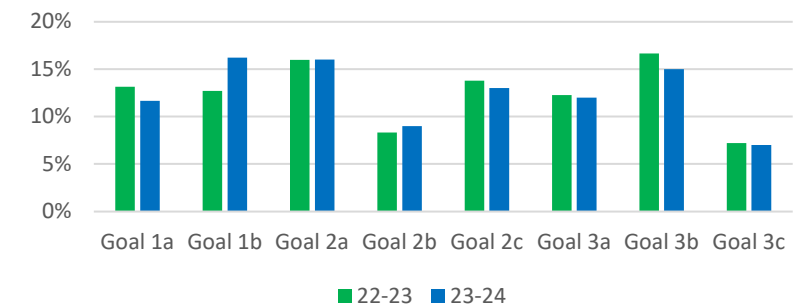
Distribution of Initiatives % all Councils



Distribution of Goals % all Councils



Distribution of Goals % all Councils



Councils and Committees MBOs

Observations

1. Received all committees MBO's 4 months sooner than SY 22-23!
2. Committees are becoming more strategic on MBO's (13% fewer)
3. Need to focus more MBO development on Initiative #1 Resiliency and Decarbonization as well as #2 IEQ for future vision.
4. Need to set a benchmark to gauge completion status in November and again in March ahead of Winter and Annual meetings



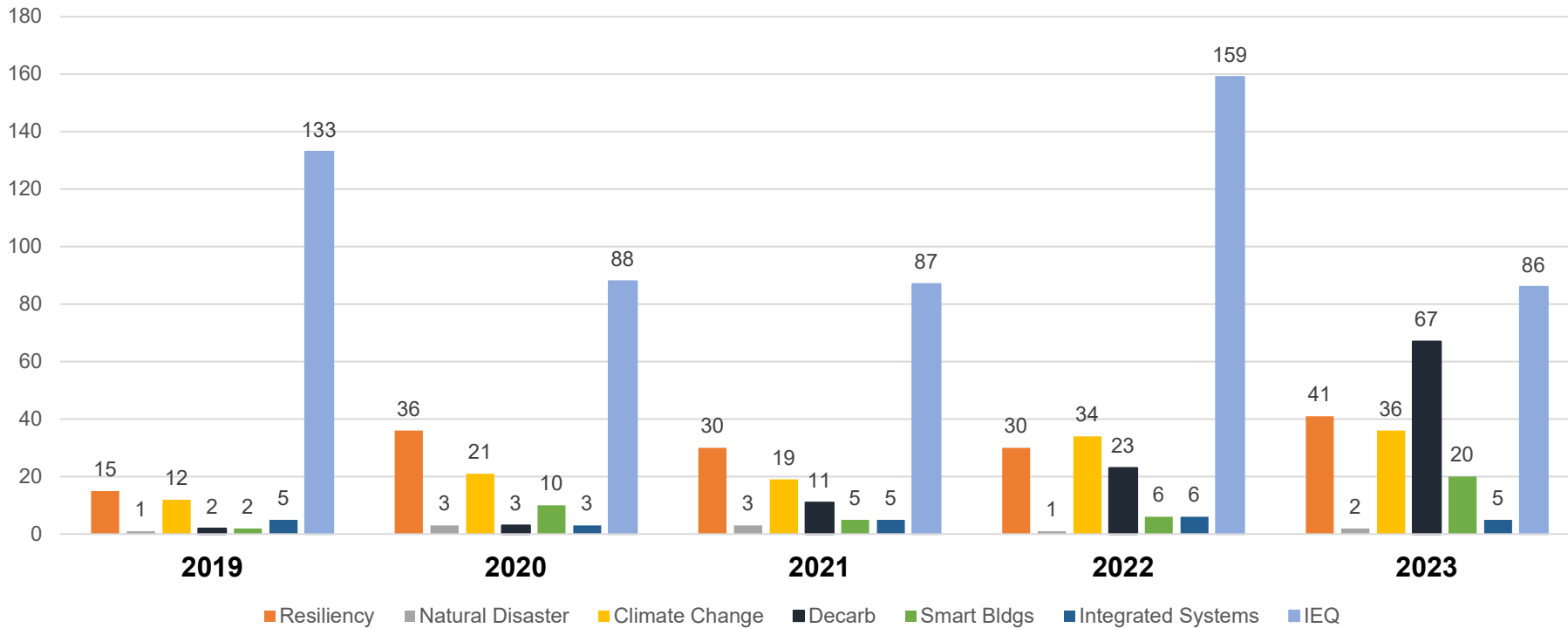
SP - Initiative #1 KPI



Resiliency and Decarbonization in Buildings

This initiative's KPI was annual new publications relevant to key terms in Journals, Papers, Seminars, Conferences, and ASHRAE website regarding innovation and exploration related to adaptability, decarbonization, resilience, and recovery of buildings and communities.

Annual New Publications Relevant to Keywords



- AJ (ASHRAE Journal)
- RP (Research Project reports)
- HPB (High Performing Buildings)
- Seminars
- Conferences
- Transactions
- STBE (Science and Technology for the Built Environment)
- Books
- Standards & Guidelines

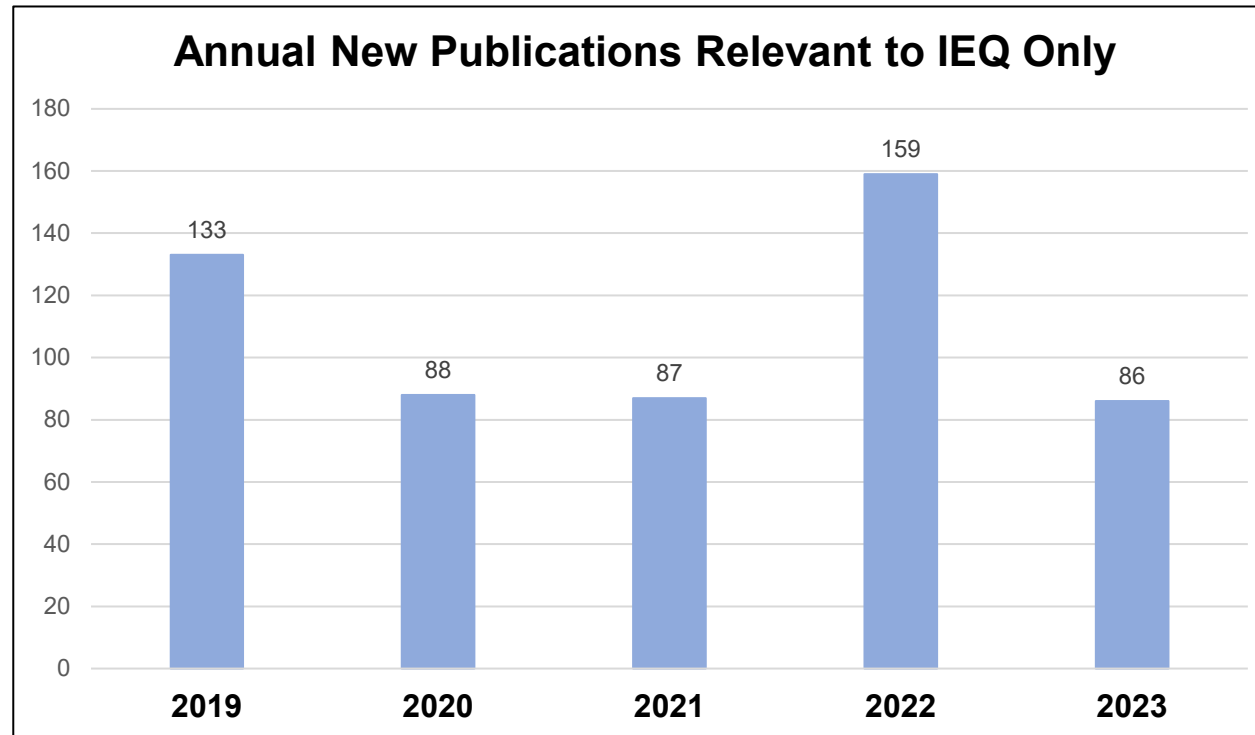


SP - Initiative #2 KPI

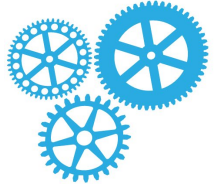


Indoor Environmental Quality

This initiative's KPI aims to elevate ASHRAE's role in facilitating discussion, generating thought leadership, and promoting understanding of indoor environmental quality (IEQ).



SP - Initiative #3 KPI



Organizational Streamlining

This initiative's KPI measures the operating cost per member.

The goal in 2019 was to decrease and hold Annual operating cost per member at 2013/2014 levels.



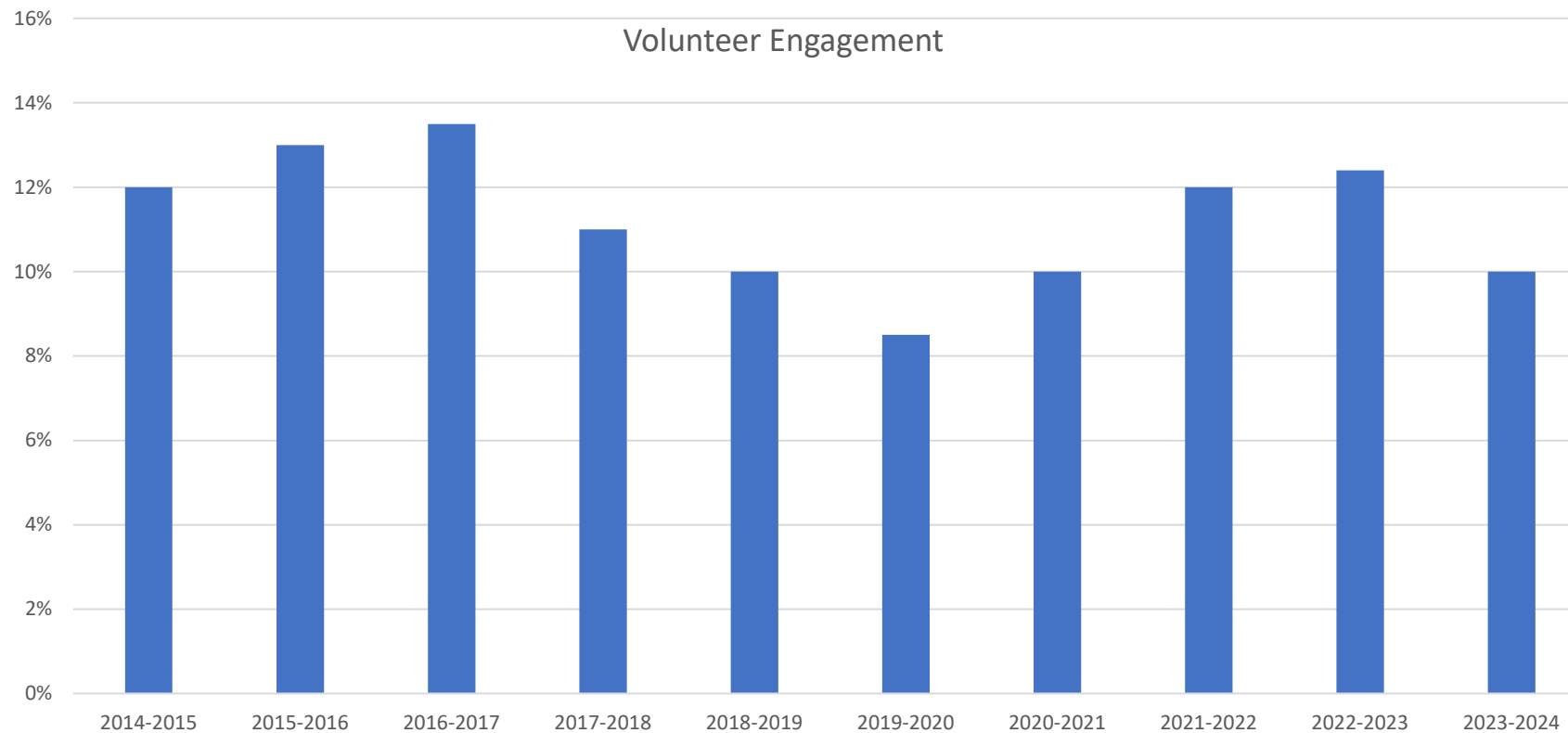
SP - Initiative #4 KPI



Improve Chapter Engagement, Capacity and Support

The KPI is volunteer engagement with the goal of maximizing member value and volunteer engagement.

Duplicates were removed if volunteer was listed more than once in the same position serving multiple years or if volunteer served in additional positions.



Membership Survey Support: General Information

- Survey Conducted from 1 Nov 2023 to 30 Nov 2023 (4 weeks)
- Sent to all ASHRAE Members
- 3,171 respondents, 6% of membership (2022: 3,275)
- Incentives: rewarding three respondents and two Chapters
- Questions:
 - Very similar to last year
 - Formulated to force a choice
 - Could be skipped
 - A last question was added asking if there was anything else respondents would like to add
- Source: Membership Promotion Committee



New MBO Submission Form – Website Based

Council & Committee MBO Submission Form

Sign out

*Council/Committee Name

Please Select

MBO #	Description	Measurable Metric	Completion % /Date <small>(how do we determine success?)</small>	Financial Assist?	Staff Assist?	MBO Comments	Strategic Plan Tally											
							Initiative #				Goal 1		Goal 2			Goal 3		
							1	2	3	4	a	b	a	b	c	a	b	c
1				<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Submit

Initiatives Key

Initiative Area 1 - Resilient Buildings and Communities

Initiative Area 2 - Indoor Environmental Quality

Initiative Area 3 - Organizational Streamlining

Initiative Area 4 - Improve Chapter Engagement, Capacity, and Support

Goals Key

Goal 1 - Position ASHRAE as an Essential Knowledge Resource for a Sustainable, High-Performance Built Environment

Goal 2 - Maximize Member Value and Engagement

Goal 3 - Optimize ASHRAE's Organizational Structure to Maximize Performance



PLC V&D SC – Lessons learned

1. PLC needs to continue to emphasize MBO alignment with Strategic Plan.
2. In SY24-25, promoting and messaging new SP is imperative with shorter cycle and opportunity impact window
3. Society and the Board need to monitor and address rising operating costs.
4. PLC needs to collaborate further with MP to use membership survey to get feedback from membership for future planning.
5. PLC needs to further define and monitor membership involvement in leadership to insure we as a Society are growing the future generation of leadership



Questions?

