

Combined Mind Maps

Provide Value to an ASHRAE Membership

Technical

Non-Technical

Accessibility

Anticipating and shaping industry trends

Technical leader in the industry

Address chapter/society disconnect

Enhance ASHRAE 365 app to be method of communication, networking, access to technical resources, interface with live resources, technical experts on demand

Engage with additional sibling societies and government entities. Be the trusted resource for government regulators/policy makers.

Soft skill development. YLW/YLI for non-YEA members, Management training, financial training, professional development.

Mentorship. At a chapter level, at society, at conferences. Shadow program at Conferences.

Connect ASHRAE PDH reporting to NCEES to automate tracking continuing education for PEs (like AIA)

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.

Networking and industry connections

Include international climate zone information instead of exclusively North American data

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.

STEM Education. K-12, Tech schools, and higher education. More interaction on campus with events/participation in career fairs.

DEI, Equity of communities. Both communities that ASHRAE serves and communities within ASHRAE.

Keep cost accessible to all members. Explore increasing sponsorships while maintaining non-commercialism to help offset cost.

Market ASHRAE to more people. Average people, internationally, everyone in building sciences like Architects and non-engineers