ASHRAE Region XIII CRC (2022-2023) Membership Promotion (MP) Workshop
20 Aug 2022 (Sat)

Ir Dr. Sam C. M. Hui
Regional Vice Chair – Membership Promotion
sam.cmhui@gmail.com
AGENDA

Membership Promotion (MP) Chapter Chairs
Chapter MP Committee
MP Growth Goals
Characteristics of Each Chapter
Presidential Award of Excellence (PAOE)
MP Resources
REGION XIII MP CHAPTER CHAIRS (2022-2023)

- Hong Kong: Ms HU Jing Xia Jessie <jessie.jx.hu@jci.com>
- Indonesia: Mr Dany WATANABE <dany.watanabe1@gmail.com>
- Japan: Prof Kyosuke HIYAMA <hiyama@meiji.ac.jp>
- Macau: Mr LIN Bin <ambitionbin@gmail.com>
- Malaysia: Mr Yew Leong CHENG <tonychengyl@gmail.com>
- Philippines: Ms Fritzie MENDENILLA <fritzie.mendenilla@alstra.com>
- Singapore: Mr de Moran FARIZAN <farizan@greenconsultants.com>
- South Korea: Dr YOON Sungmin <s.yoon@ssku.edu>
- Taiwan: Mr LIAO Jian-Yi <c1994915@gmail.com>
- Thailand: Dr Thosapon KATEJANEKARN <thosaponk@hotmail.com>

(Update: Aug 2022)
CHAPTER MP COMMITTEE

- Chapter MP Chair
- MP Co-Chair(s): to assist on recruitment & retention
  - How many? Their roles?
- Committee Members:
  - More experienced Chapter members; from different industry sectors
  - Collaborate with Student Activities (SA) & Young Engineers in ASHRAE (YEA)
- Prepare the Management By Objectives (MBO)
  - Set goals with the RVC-MP (by October 1st)
<table>
<thead>
<tr>
<th>Region</th>
<th>Start Total</th>
<th>Goal</th>
<th>Net Growth Goal</th>
<th>Year End</th>
<th>Goal Met</th>
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<tbody>
<tr>
<td>Hong Kong</td>
<td>747</td>
<td>15</td>
<td>762</td>
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<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td>100</td>
<td>2</td>
<td>102</td>
<td></td>
<td></td>
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<tr>
<td>Japan</td>
<td>187</td>
<td>4</td>
<td>191</td>
<td></td>
<td></td>
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<tr>
<td>Macau</td>
<td>71</td>
<td>1</td>
<td>72</td>
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<tr>
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<td>222</td>
<td>4</td>
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<td>327</td>
<td>7</td>
<td>334</td>
<td></td>
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</tr>
<tr>
<td>South Korea</td>
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<td>2</td>
<td>85</td>
<td></td>
<td></td>
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<tr>
<td>Taiwan</td>
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<td>2</td>
<td>123</td>
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<td>Thailand</td>
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<td>2</td>
<td>80</td>
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<tr>
<td>[Sub-total]</td>
<td>[2094]</td>
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<tr>
<td>CAR ASHRAE Beijing</td>
<td>12</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>CAR ASHRAE Shanghai</td>
<td>23</td>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Region XIII - Other</td>
<td>514</td>
<td>---</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Region XIII TOTAL =</strong></td>
<td><strong>2643</strong></td>
<td>---</td>
<td>---</td>
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</tr>
</tbody>
</table>

1. Total includes paid and unpaid members, and does not include students.
2. Goal for new members is set at 2%.
3. Net growth goal to reach by year’s end (does not include students).
CHARACTERISTICS OF EACH CHAPTER

- History & duration of establishment
  - Young & more mature ones
- Size (current total number of members)
  - Small (<100), Medium (100-500) & Large (>500)
- Composition (Members, Associates, Students, Fellows, etc.)
  - Chapters with high percentage of Student Members (e.g. Philippines)
- Paid and Non-Paid?
  - 0-90 days past due = expired but active
  - 91-180 days past due = expired and grace
  - 181 days past due = cancelled
<table>
<thead>
<tr>
<th>Country</th>
<th>Member Paid</th>
<th>Member Non Paid</th>
<th>Student Paid</th>
<th>Student Non Paid</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hong Kong</td>
<td>676</td>
<td>73</td>
<td>58</td>
<td>8</td>
<td>815</td>
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<tr>
<td>Indonesia</td>
<td>85</td>
<td>19</td>
<td>18</td>
<td>5</td>
<td>127</td>
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<tr>
<td>Japan</td>
<td>179</td>
<td>8</td>
<td>9</td>
<td>1</td>
<td>197</td>
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<tr>
<td>Macau</td>
<td>58</td>
<td>10</td>
<td>23</td>
<td>1</td>
<td>92</td>
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<tr>
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<td>40</td>
<td>3</td>
<td>265</td>
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<tr>
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<td>22</td>
<td>245</td>
<td>8</td>
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<tr>
<td>Singapore</td>
<td>284</td>
<td>40</td>
<td>8</td>
<td>5</td>
<td>337</td>
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<tr>
<td>South Korea</td>
<td>77</td>
<td>7</td>
<td>5</td>
<td>4</td>
<td>93</td>
</tr>
<tr>
<td>Taiwan</td>
<td>123</td>
<td>3</td>
<td>19</td>
<td>10</td>
<td>155</td>
</tr>
<tr>
<td>Thailand</td>
<td>76</td>
<td>4</td>
<td>20</td>
<td>2</td>
<td>102</td>
</tr>
<tr>
<td>[Sub-total]</td>
<td>[1886]</td>
<td>[216]</td>
<td>[445]</td>
<td>[47]</td>
<td>[2594]</td>
</tr>
<tr>
<td>CAR ASHRAE Beijing</td>
<td>10</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>CAR ASHRAE Shanghai</td>
<td>18</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Region XIII - Other</td>
<td>462</td>
<td>51</td>
<td>38</td>
<td>4</td>
<td>555</td>
</tr>
<tr>
<td><strong>Region XIII TOTAL =</strong></td>
<td><strong>2376</strong></td>
<td><strong>274</strong></td>
<td><strong>483</strong></td>
<td><strong>51</strong></td>
<td><strong>3184</strong></td>
</tr>
</tbody>
</table>
**Presidential Award of Excellence (PAOE)**

- Points should be entered throughout the year, as applicable
- Use the PAOE points as a guideline for chapter success
- Some points are assigned by the RVC. Work with your RVC to ensure that you earn these points
- Some points are automatically assigned electronically

**Minimum – 1,000 Points**

**Par – 1,600 Points**

**Maximum – No Max!**
# Presidential Award of Excellence

## Efficient use of volunteers’ time:

<table>
<thead>
<tr>
<th>MP</th>
<th>Points</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>MP1</td>
<td>25pts/month (300pts max.)</td>
<td>If Society membership delinquencies in chapter are 5% or less of total Chapter Area Assigned Members at the end of each month</td>
</tr>
<tr>
<td>MP2</td>
<td>200pts (600pts max.)</td>
<td>For specific organized MP event (e.g., member bring a member, recruitment/retention calling campaigns, presentations to promote membership, visit to employers)</td>
</tr>
<tr>
<td>MP3</td>
<td>100pts (300pts max.)</td>
<td>For each separate social event, separate from events under MP2, with a membership promotion or appreciation component</td>
</tr>
<tr>
<td>MP4</td>
<td>25pts (250pts max.)</td>
<td>For each 10% of total new members retained (dues paid second and third year)</td>
</tr>
<tr>
<td>MP5</td>
<td>50pts per member (no max.)</td>
<td>For each member who rejoins or is reinstated after being cancelled</td>
</tr>
<tr>
<td>MP6</td>
<td>5 points (50 pts max.)</td>
<td>For recognition of new members and advancements at each chapter meeting</td>
</tr>
<tr>
<td>MP7</td>
<td>10pts (150pts max.)</td>
<td>For each non-member invited and who attends a chapter meeting (10pts for each individual)</td>
</tr>
<tr>
<td>MP8</td>
<td>50pts (50pts max.)</td>
<td>If MP chapter committee chair and chapter officers are comprised of individuals that report 3 or more different industry classifications</td>
</tr>
<tr>
<td>MP9</td>
<td>100pts (100pts max.)</td>
<td>If MP committee is comprised of at least one YEA or female member</td>
</tr>
<tr>
<td>MP10</td>
<td>150pts (300pts max.)</td>
<td>If Chapter hosts an employer recognition program or presentation at a Chapter meeting that awards/recognizes employers who support ASHRAE membership by paying membership dues</td>
</tr>
</tbody>
</table>
# Presidential Award of Excellence

RVC Assigns/Enters the following points:

<table>
<thead>
<tr>
<th>MP11</th>
<th>50pts; (no max. pts)</th>
<th>50 points per 0.5% growth in membership at the end of fiscal year above starting point</th>
</tr>
</thead>
<tbody>
<tr>
<td>MP12</td>
<td>100pts; (100pts max.)</td>
<td>For the incoming Chapter Membership Promotion committee chair or co-chair attending the MP CRC workshop</td>
</tr>
<tr>
<td>MP13</td>
<td>100pts; (100pts max.)</td>
<td>For the incoming Chapter Membership Promotion committee chair or co-chair attending the MP centralized training</td>
</tr>
<tr>
<td>MP14</td>
<td>50pts; (100pts max.)</td>
<td>If Chair or Co-Chair have been on the committee for 2 years or more</td>
</tr>
<tr>
<td>MP15</td>
<td>50-100pts; (100pts max.)</td>
<td>For planning and goal setting session with RVC and chapter MP committee members</td>
</tr>
<tr>
<td>MP16</td>
<td>10 – 100pts; (100pts max.)</td>
<td>For achieving goals established in goal-setting session with RVC (points assigned by RVC by June 30)</td>
</tr>
<tr>
<td>MP17</td>
<td>25pts; (100pts max.)</td>
<td>For each chapter Membership Promotion Committee member aside from the chair</td>
</tr>
</tbody>
</table>

Note: All reports are run on or around July 2nd for the June 30th results.
PRESIDENTIAL AWARD OF EXCELLENCE (PAOE)

Key issues of PAOE:

- Recruitment:
  - Specific organized MP event & separate social event
  - Member who rejoins or is reinstated after being cancelled
  - Invite non-member to a chapter meeting

- Retention:
  - Society membership delinquencies in chapter
  - Total new members retained (dues paid second and third year)

- Recognition & Diversification:
  - Recognition of new members and advancements
  - MP chapter committee from different industry classifications
  - MP committee is comprised of at least one YEA or female member
  - Employer recognition program or presentation
PAOE AWARDS

BLUE RIBBON AWARD
Chapter MP Chair with highest MP PAOE points in the region

RED RIBBON AWARD
Chapter MP Chair with second highest MP PAOE points in the region

LIMELIGHT AWARD
Chapter MP Chair with the highest net positive growth on a percentage basis

BOOMERANG AWARD
Chapter MP Chair with the highest non-student membership retention rate on a percentage basis
LINCOLN BOUILLON AWARD

- Established in 1967 in memory of President Lincoln Bouillon
- Recognizes the member who performs the most outstanding job in increasing the membership of the Society
  - Increasing chapter membership
  - Reducing the number of delinquent members
  - Increasing the number of members who advance
- Recommended by MP Committee

This could be YOU!!!
WEBPAGE FOR MEMBERSHIP PROMOTION (MP) ON R13 WEBSITE

http://ashrae-region13.org/MP.htm

Membership Promotion in ASHRAE Region XIII

Updates:
- 2022-2023 Membership Promotion Centralized Training [link]
  - July 2022 (date to be confirmed): virtual Centralized Training offered for Region XIII, XIV and at Large
- Communications and Marketing:
  - ASHRAE Communications Committee [link]
  - ASHRAE Marketing Central [link]
- Member to Member Connection (video series) [link]
- 16 Oct 2021 (Sat) ASHRAE Region XIII RPM-1 (2021-2022) Virtual: Membership Promotion (MP) Report [PDF]
- 28 Aug 2021 (Sat) CRC2021 Membership Promotion (MP) Workshop: presentation file [PDF]
- Membership Promotion’s Training Central [link]
- ASHRAE College of Fellow (COF) [link]
  - Nominate a Fellow [link]
  - Fellow Nominations [link]
- MP Chair to access membership data
  - Login to ASHRAE website at [link]
  - Go to ASHRAE Communities [link]
  - Go to Chapter Reports, PAOE, CIQ [link]

Regional Vice Chair - Membership Promotion (RVC-MP) (2021-2024)
- Ir Dr Sam C M Hui (Hong Kong Chapter), Email: sam.cmhu@gmail.com, WWW: [link]

Previous RVC-MP
- Mr Henry YEO Seck Kan (Singapore Chapter) (2018-2021)
- Mr Bill Wee Dong WANG (Taiwan Chapter) (2017-2018)
COMMUNICATE: BENEFITS OF ASHRAE

THE TANGIBLES
- ASHRAE Handbooks
- ASHRAE Journal, Insights, HPB Magazine
- ASHRAE Newsletters/Blog
- ASHRAE Standards
- Leadership Training

THE INTANGIBLES
- Networking
- Personal and Professional Development
- Fun!
- Secure employment or career advancement
Your (NEW!) Membership Benefits

A NEW selection of complimentary ASHRAE products is now available to new and renewing, full dues paying Member and Associate grade members.

Full Members and Associates can now select 1 of the following:

- eLearning Course: 150 to select from
- ASHRAE Standard: 100+ to choose from
- ASHRAE Handbook: PDF version of the most recent Handbook

Additional Member Benefits by the Numbers

- 12 month subscription to ASHRAE Journal
- 25% discount on 400 publications in the Bookstore
- 2000+ free resources for members in the ASHRAE Technology Portal
REMEMBER YOUR RESOURCES

WEENLY!!

- https://mptraining.weebly.com/
- Delinquent Member template email
- Cancelled Member template emails
- Calling Campaign guides
- Retention presentations and ideas
- Principals Night Kit
- MP Retention Challenge
Thank you!

Q & A