ASHRAE Region XIII RPM-2 (2022-2023) Membership Promotion (MP) Workshop for President-Elect (PE) Training
28 May 2023 (Sun), Studio City, Macau

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

Membership Promotion (MP) Matters
- Member numbers
- PAOE
- Centralized Training (CT)

What does the MP Chair Do?
- Recruitment + Retention

Membership Cycle
- Renewal, Rejoin
REGION XIII CHAPTER PRESIDENT-ELECT (2022-2023)

- Hong Kong: Mr LAM Yu Hung Peter <yhlam.ashrae@gmail.com>
- Indonesia: Ms Herlin HERLIANIKA <herlinherlianika@yahoo.com>
- Japan: Dr Junta NAKANO <jnakano@tokai.ac.jp>
- Macau: Mr Vincent Siu Hung WONG <vincentwong001@gmail.com>
- Malaysia: Mr Tone Vei TEE <tee.tv@intrixgroup.com>
- Philippines: Mr Isagani G BRUGADA <gani.brugada@gmail.com>
- Singapore: Mr Praveen Hassan CHANDRASHEKAR <praveen.hassan@surbanajurong.com>
- South Korea: Prof Jae-Han LIM <limit0@ewha.ac.kr>
- Taiwan: Mr Gavin CHANG <gavin@telasia.net>
- Thailand: Mr Pantuda PUTHIPIROJ <drpantuda@gmail.com>
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## PAOE Membership Promotion (15 May 2023)

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* As of 2 Jul 2022.

(PAOE: Minimum 1000; PAR 1600)
## PAOE Membership Promotion (1 of 2)  [2022-2023]

### Efficient Use of Volunteers Time

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
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<tr>
<td>If Society membership delinquencies in chapter are 5% or less of total Chapter Area Assigned Members at the end of each month</td>
<td>25 points/month (300pts max)</td>
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<tr>
<td>MP event at a chapter meeting</td>
<td>100 points/event (300pts max)</td>
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<tr>
<td>Separate social event</td>
<td>25 points/event (50pts max)</td>
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<tr>
<td>Retention of each new member (dues paid 2nd and 3rd year) (<strong>AUTO</strong>)</td>
<td>25 points/member (300pts max)</td>
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<td>Member who rejoins or is reinstated after being cancelled for more than one year (<strong>AUTO</strong>)</td>
<td>50 points/member (no max)</td>
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<tr>
<td>Recognition of new members and advancements at chapter meetings</td>
<td>5 points/member (50pts max)</td>
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<td>Each non-member invited and who attends a chapter meeting</td>
<td>10 points/person (150pts max)</td>
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<td>MP Chair and Chapter Officers are from 3 or more industry classifications</td>
<td>50 points</td>
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## PAOE Membership Promotion (2 of 2) [2022-2023]

<table>
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<th>RVC Assigns</th>
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<td>50 points per 0.5% growth in membership at the end of fiscal year above starting point</td>
<td>25 points/0.5% growth (no max)</td>
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<tr>
<td>Incoming Chapter Membership Promotion committee chair or co-chair attending the MP CRC workshop</td>
<td>100 points</td>
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<tr>
<td>Incoming Chapter Membership Promotion committee chair or co-chair attending the MP Centralized Training</td>
<td>100 points</td>
</tr>
<tr>
<td>Chair or Co-Chair have been on the committee for 2 years or more</td>
<td>50 points/chair (100pts max)</td>
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<td>Planning and goal setting session with RVC and chapter MP committee members</td>
<td>50 - 100 points</td>
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<td>Achieving goals established in goal-setting session with RVC (assigned by June 30)</td>
<td>10 – 100 points</td>
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<td>Membership Promotion Committee size is 5 or 3% of chapter members (whichever is less as of June 30*) with dedicated committee members serving as the Recruitment Chair, and/or Retention Chair</td>
<td>25 – 100 points</td>
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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
REGION XIII MP CHAPTER CHAIRS (2022-2023)

- Hong Kong: Ms HU Jing Xia Jessie <jingxiah@gmail.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: May 2023)
2023-2024 MEMBERSHIP PROMOTION

CENTRALIZED TRAINING

- 25 Jun 2023 (Sun) 8 a.m. to 4 p.m. (EST) Centralized Training (in person)
  - JW Marriott Tampa Water Street; 510 Water Street, Tampa, FL, 33602
  - Register: https://fs12.formsite.com/ashrae/form19/index

- 7 Oct 2023 (Sat) International Centralized Training (in person) cohosted with the Region at Large CRC in Colombo, Sri Lanka

- MP Chairs/Co-Chairs only need to attend one session. If they would like to attend the ASHRAE Annual Conference, they are welcome to attend the Centralized Training in Tampa, FL. However, they will only be reimbursed to attend one Centralized Training. MP Chairs and Co-Chairs are eligible to have their transportation costs reimbursed to attend one Centralized Training, not their CRC.
**REMINDE**RS

- Current MP Chairs or Chapter Officers should check and input the PAOE points for MP before the end of June and follow up on:
  - Member retention, rejoin/reinstate
  - Membership delinquencies
  - Membership promotion events
  - Recognition of new members and advancements

- Incoming Chapter MP Chairs should attend the Centralized Training (June or Oct) and MP CRC Workshop (August)
  - Should consider/invite suitable people to join the MP chapter committee
  - Prepare the MP planning and goal setting for the next fiscal year
WEBPAGE FOR MEMBERSHIP PROMOTION (MP) ON R13 WEBSITE  
http://ashrae-region13.org/MP.htm
WHAT DOES THE MP CHAIR DO?

Attend Training:
- Centralized Training (Annual Conference)
  OR
  International Centralized Training (Regions XIII, XIV, AL)
  AND
- Chapters Regional Conference (CRC) Workshop

Training Costs
- Transportation paid by Society (for one Centralized Training only, CRC transportation is not included)
- Seek reimbursement from your BOG

FORM A COMMITTEE!
WHAT DOES THE MP CHAIR DO?

Prepare your Management By Objectives (MBO)

- Set goals with your RVC (by October 1st)
- Recruitment and Retention should be your main focus
- Discuss with your Co-Chair & Committee

Attract new members

- Review current member roster and look for opportunities to diversify
- Organize MP drives and events
- Collaborate with Student Activities (SA) & Young Engineers in ASHRAE (YEA)

Manage delinquent members
**What Does the MP Chair Do?**

Encourage payment of Chapter Dues

Encourage Membership Advancements

Recognize YOUR members

- Acknowledge new/advanced members
- Chapter Meetings
- Newsletters / Social Media

Get to know YOUR members!!

- Attend Chapter meetings
- Talk to your Members
- Make them feel welcome
**Membership Grades**

- Student Member
- Affiliate Member
  - Under 30 years old
  - New to ASHRAE
  - Limited to 3 years
- Associate Member
  - Less than 12 approved years
- Full Member
  - 12 Society approved years
- Honorary Member
- Presidential Member
- Fellow Member
- Life Member
- Retired Member

**Our Focus!**
RECRUITMENT: MP CHAIR’S JOB

PROMOTE ASHRAE!!!!

COMMUNICATE
- Benefits of ASHRAE
- Regular Chapter newsletters/blog
- Send personal emails

CREATE
- Inviting atmosphere
- Incentives to join

TARGET
- Individuals
- Employers
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
NEW BENEFITS FOR ASHRAE MEMBERS

New Benefits for New ASHRAE Members
https://youtu.be/ZE_9k6AObRI

- Free registration to an Annual or Winter Conference
- Monthly ASHRAE Journal
- 12-month complimentary access to ASHRAE Handbook Online
- Annual benefit selection:
  - FREE upcoming ASHRAE Handbook, one ASHRAE Standard, or one Individual Learning Course
- Access to the ASHRAE Technology Portal
- Automatic 25% discount in the ASHRAE Bookstore
CREATE: INTEREST IN ASHRAE

INVITING ATMOSPHERE

- Greet Members at Meetings
- Recognize Members
  - Member Grade Advancement
  - Membership Milestones (5 yr., 10 yr., 20 yr, etc.)
- Life Members
- ASHRAE Certifications
- Award Achievements
- PE/PEng license

INCENTIVIZE

- Membership Drives/Contests
- New member gifts
CREATE:
INTEREST IN ASHRAE

MEMBERSHIP DRIVES

- At Chapter Meetings
  - “Member Bring a Member” (offer a gift)
  - Set up computer with member application
- Chapter Referral Program
- Award referring member and new member
- Reward Programs for Companies that support membership
  - Recognize at Chapter Meetings, newsletters & Membership emails
- Technical sessions, special member-only events, honors & awards banquets
# Target Market

- Engineers / Consultants
- Architects
- Contractors
- Sales Engineers
- Distributor
- Manufacturer’s Reps
- Teachers / Researchers
- Government, Health & Education Leaders
- Design Build Contractors
- Facility Managers
- Building Owners
- Property Managers
- Students
TARGET: CONNECTIONS

What do prospective members want?

- Networking Opportunities?
- Visibility and Recognition?
- Join Chapter/Society Committee?
- Professional Development?
- Connect with industry peers and their customers?
- Career Advancement?
- Leadership Training?
- Fun?

How do you find this out?

Just ASK!!!!!
**Membership Cycle**

- **Join Date**: Actual Date of Member Joined OR date they advanced to their current member grade
- **Begin Date**: Effective Start of the Current Paid Membership Year
- **End Date**: End of the Current Paid Membership Year
- **Election Date**: Original Election Date to ASHRAE

**Example:**

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MEMBERSHIP CYCLE

Membership lasts one year

Associates and Members can renew for up to 3 years

Affiliates can pay for up to 3 years

Students advancing via SmartStart can pay for up to 3 years

Members will get renewal reminders

The day after End date – 90 Days: Active/Past Due

90 Days – 180 Days: Active and in “Grace Status”

181+ Days: Cancelled Member

Cancelled members

Rejoin online (Start with a new Election Date)

Reinstated with payment of back dues (Not online, must call or email)
Thank you!

Q & A