



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)



REGION XIII 2022-2023 MP GROWTH GOALS



	Start Total	Goal	Net Growth Goal	Year End	Goal Met
Hong Kong	747	15	762		
Indonesia	100	2	102		
Japan	187	4	191		
Macau	71	1	72		
Malaysia	222	4	226		
Philippines	158	3	161		
Singapore	327	7	334		
South Korea	83	2	85		
Taiwan	121	2	123		
Thailand	78	2	80		
[Sub-total]	[2094]	[42]	[2136]		
CAR ASHRAE Beijing	12	---	---		
CAR ASHRAE Shanghai	23	---	---		
Region XIII - Other	514	---	---		
Region XIII TOTAL =	2643	---	---		

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).



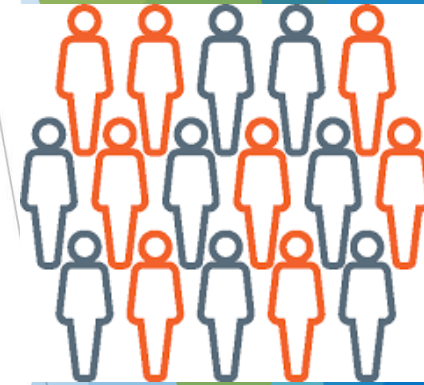
CHARACTERISTICS OF EACH CHAPTER

- ▶ 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

MEMBERS/STUDENTS BY CHAPTER (16 AUG 22)



	Member Paid	Member Non Paid	Student Paid	Student Non Paid	Total
Hong Kong	676	73	58	8	815
Indonesia	85	19	18	5	127
Japan	179	8	9	1	197
Macau	58	10	23	1	92
Malaysia	192	30	40	3	265
Philippines	136	22	245	8	411
Singapore	284	40	8	5	337
South Korea	77	7	5	4	93
Taiwan	123	3	19	10	155
Thailand	76	4	20	2	102
[Sub-total]	[1886]	[216]	[445]	[47]	[2594]
CAR ASHRAE Beijing	10	3	0	0	13
CAR ASHRAE Shanghai	18	4	0	0	22
Region XIII - Other	462	51	38	4	555
Region XIII TOTAL =	2376	274	483	51	3184



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:

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

PRESIDENTIAL AWARD OF EXCELLENCE

RVC Assigns/Enters the following points:

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

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>



http://facebook.com/ashrae_region_xiii

[Home](#) | [About Us](#) | [What's New](#) | [Events](#) | [Newsletter](#) | [Links](#) | [Gallery](#) | [Chapter Technology Transfer](#) | [Government Affairs](#) | [Membership Promotion](#) | [Refrigeration](#) | [Research Promotion](#) | [Student Activities](#) | [YEA](#) |

Chapters:

- [Hong Kong](#)
- [Indonesia](#)
- [Japan](#)
- [Macao](#)
- [Malaysia](#)
- [Philippines](#)
- [Singapore](#)
- [South Korea](#)
- [Taiwan](#)
- [Thailand](#)

Membership Promotion in ASHRAE Region XIII

Updates:

- 2022-2023 Membership Promotion Centralized Training <https://www.ashrae.org/communities/committees/standing-committees/2022-2023-membership-promotion-centralized-training>
 - Sunday, June 26, 2022; 8 a.m. to 4 p.m., Hilton Toronto, 145 Richmond St W, Toronto, ON M5H 2L2
 - July 2022 (date to be confirmed): virtual Centralized Training offered for Region XIII, XIV and at Large
- Communications and Marketing:
 - ASHRAE Communications Committee <https://www.ashrae.org/communications>
 - ASHRAE Marketing Central <https://www.ashrae.org/about/marketing-central>
- Member to Member Connection (video series) <https://www.ashrae.org/about/leadership/ashrae-president/member-to-member-connection>
- 16 Oct 2021 (Sat) ASHRAE Region XIII RPM-1 (2021-2022) Virtual: Membership Promotion (MP) Report [PDE]
- 28 Aug 2021 (Sat) CRC2021 Membership Promotion (MP) Workshop: presentation file [PDE]
- Membership Promotion's Training Central <https://mptraining.weebly.com/>
- ASHRAE College of Fellow (COF) <http://www.ashraecof.org/>
 - Nominate a Fellow <http://www.ashraecof.org/nominate.html>
 - Fellow Nominations <https://www.ashrae.org/membership/honors-and-awards#fellow>
- MP Chair to access membership data:
 - 1. Login to ASHRAE website at <https://www.ashrae.org/login>
 - 2. Go to ASHRAE Communities <https://www.ashrae.org/communities>
 - 3. Go to Chapter Reports, PAOE, CIQ <https://eweb.ashrae.org/eweb/dynamicpage.aspx?webcode=ASHRAEChapters>

Regional Vice Chair - Membership Promotion (RVC-MP) (2021-2024)

- Ir Dr Sam C M Hui (Hong Kong Chapter), Email: sam.cmhui@gmail.com, WWW: <http://ibse.hk/cmhui>

Previous RVC-MP

- Mr Henry YEO Seck Kan (Singapore Chapter) (2018-2021)
- Mr Bill Wei Dong WANG (Taiwan Chapter) (2012-2018)



ASHRAE Membership

ashrae.org/benefits

Your (NEW!) Membership Benefits

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

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





ASHRAE Membership

ashrae.org/benefits

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

OR

ASHRAE Standard



100+ to choose from

OR

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

WEEBLY!!

- <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!

