



ASHRAE Region XIII RPM-2 (2021-2022) Virtual Membership Promotion (MP) Workshop for President-Elect (PE) Training 12 Jun 2022 (Sun)

Ir Dr. Sam C. M. Hui

Regional Vice Chair – Membership Promotion

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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 (2021-2022)

- ▶ Hong Kong: Mr Joe CHOW <joe.ashrae@gmail.com>
- ▶ Indonesia: Mr Yongkie TILENO <yongkiet@gmail.com>
- ▶ Japan: Mr Susumu HORIKAWA <horikawa@nikken.jp>
- ▶ Macau: Mr Vincent Siu Hung WONG <vincentwong001@gmail.com>
- ▶ Malaysia: Mr Tone Vei TEE <tee.tv@intrixgroup.com>
- ▶ Philippines: Dr Mark Christian E MANUEL <mcemanuel.mapua@gmail.com>
- ▶ Singapore: Dr Junjing YANG <junjing.yang@gmail.com>
- ▶ South Korea: Prof Minki SUNG <minki.sung@gmail.com>
- ▶ Taiwan: Dr Hung-Wen LIN <lhw@itri.org.tw>
- ▶ Thailand: Mr Pidchapad KIDKIRDSANG <pidchapad.kidkirdsang@gmail.com>



REGION XIII MP CHAPTER CHAIRS (2021-2022)

- ▶ Hong Kong: Mr KWOK Yat Sing Jason <jasonyskwok@gmail.com>
- ▶ Indonesia: Mr Egi Al GHIFARI <egi.alghaifari@gmail.com>
- ▶ Japan: Prof Kyosuke HIYAMA <hiyama@meiji.ac.jp>
- ▶ Macau: Mr LIN Bin <ambitionbin@gmail.com>
- ▶ Malaysia: Mr Ee Seong ENG <eeseong_93@hotmail.com>
- ▶ Philippines: Ms Jean Leilani Grace N. CLEMENTE <jelainc1209@gmail.com>
- ▶ Singapore: Mr Sriman CHAKRAVARTHULA <sriman.ncvk@iesve.com>
- ▶ South Korea: Prof LEE Kwang Ho <kwhlee@korea.ac.kr> ???
- ▶ Taiwan: Mr Hugo LAI <lai.hugo@msa.hinet.net>
- ▶ Thailand: Dr Thosapon KATEJANEKARN <thosaponk@hotmail.com>



감사합니다 Natick
Grazie Danke Ευχαριστιες Dalu Obrigado
Thank You Köszönöm
Tack
Спасибо Dank Gracias
谢谢 Merci Seeé
ありがとう

(Update: May 2022)

REGION XIII TOTAL MEMBER NUMBERS*



	1 Jul 2021	16 Oct 2021	2 Jun 2022
Hong Kong	822	820	812
Indonesia	132	130	118
Japan	198	198	198
Macau	97	97	95
Malaysia	266	265	258
Philippines	398	394	395
Singapore	346	345	341
South Korea	88	88	87
Taiwan	157	157	154
Thailand	96	96	96
CAR ASHRAE Beijing Group	12	12	12
CAR ASHRAE Shanghai Group	25	25	25
Region XIII - Other	558	557	554
Region XIII TOTAL =	3195	3184	3145

* Numbers include Members and Students for paid and non-paid.

WEBPAGE FOR MEMBERSHIP PROMOTION (MP) ON R13 WEBSITE

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



http://facebook.com/ashrae_region_xiii

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Chapters:

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- [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.

PAOE MEMBERSHIP PROMOTION (2 JUN 2022)



	2021-2022 AAM	MP PAOE (Oct 2021)	MP PAOE (Jun 2022)
Hong Kong	773	750	1100
Indonesia	94	500	810
Japan	214	300	225
Macau	86	450	1295
Malaysia	207	650	2050
Philippines	170	500	1075
Singapore	337	550	950
South Korea	87	275	300
Taiwan	117	475	875
Thailand	75	275	550
TOTAL =	2160		

(PAOE: Minimum 1000; PAR 1600)

PAOE MEMBERSHIP PROMOTION (1 OF 2)

EFFICIENT USE OF VOLUNTEERS TIME	POINTS
If Society membership delinquencies in chapter are 5% or less of total Chapter Area Assigned Members at the end of each month	25 points/month (300pts max)
MP event at a chapter meeting	100 points/event (300pts max)
Separate social event	25 points/event (50pts max)
Retention of each new member (dues paid 2nd and 3rd year) (AUTO)	25 points/member (300pts max)
Member who rejoins or is reinstated after being cancelled for more than one year (AUTO)	50 points/member (no max)
Recognition of new members and advancements at chapter meetings	5 points/member (50pts max)
Each non-member invited and who attends a chapter meeting	10 points/person (150pts max)
MP Chair and Chapter Officers are from 3 or more industry classifications	50 points

PAOE MEMBERSHIP PROMOTION (2 OF 2)

RVC ASSIGNS	POINTS
50 points per 0.5% growth in membership at the end of fiscal year above starting point	25 points/0.5% growth (no max)
Incoming Chapter Membership Promotion committee chair or co-chair attending the MP CRC workshop	100 points
Incoming Chapter Membership Promotion committee chair or co-chair attending the MP Centralized Training	100 points
Chair or Co-Chair have been on the committee for 2 years or more	50 points/chair (100pts max)
Planning and goal setting session with RVC and chapter MP committee members	50 - 100 points
Achieving goals established in goal-setting session with RVC (assigned by June 30)	10 – 100 points
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	25 – 100 points



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!!!**

2022-2023 MEMBERSHIP PROMOTION

CENTRALIZED TRAINING

- ▶ 26 Jun 2022 (Sun) 8 a.m. to 4 p.m. (EST) Centralized Training (in person)
- ▶ Hilton Toronto, 145 Richmond St W, Toronto, ON M5H 2L2
 - ▶ <https://www.ashrae.org/communities/committees/standing-committees/2022-2023-membership-promotion-centralized-training>
 - ▶ This will be the only in person Centralized Training offered for the 2022-2023 Society Year. All Regions are invited.
- ▶ 22 Jul 2022 (Sat) 5 a.m. to 9 a.m. (EST) Virtual Centralized Training offered for Region XIII, XIV and Region at Large
 - ▶ <https://attendee.gotowebinar.com/register/2260366532271680781>
- ▶ MP Chairs only need to attend one session.





Just a
friendly
reminder...

REMINDERS



- ▶ 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 July) 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

WHAT DOES THE MP CHAIR DO?

Attend Training:

- Centralized Training (Annual Conference)
- Chapters Regional Conference (CRC)
Workshop
- Training Costs
 - Transportation paid by Society
 - 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)
- Focus: Recruitment and Retention
- Discuss with your Co-Chair & Committee

Attract new members - Diversify

- Organize MP drives & events

Manage delinquent members

- Collaborate with Student Activities (SA) & Young Engineers in ASHRAE (YEA)

WHAT DOES THE MP CHAIR DO?

Encourage Membership Advancements

Acknowledge new/advanced members

- Chapter Meetings
- Newsletters

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





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



March 2021

Alaska Chapter Newsletter
Hot Gas Bypass

President's Message:

Alaska ASHRAE Members,

It is hard to believe we just have a couple more months left before we break into summer! I hope you are all enjoying the extra sunshine we've been getting. I would like to thank those of you who attended the February meeting. It was well-attended and there was a lively discussion at the end. Thank you all for participating. As well, thank you to those who contributed and/or volunteered during Engineering Month in any capacity. Your efforts are greatly appreciated.

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

ASHRAE Regina Chap.

TRIVIA NIGHT AND
MEMBERSHIP PROMOTION NIGHT



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

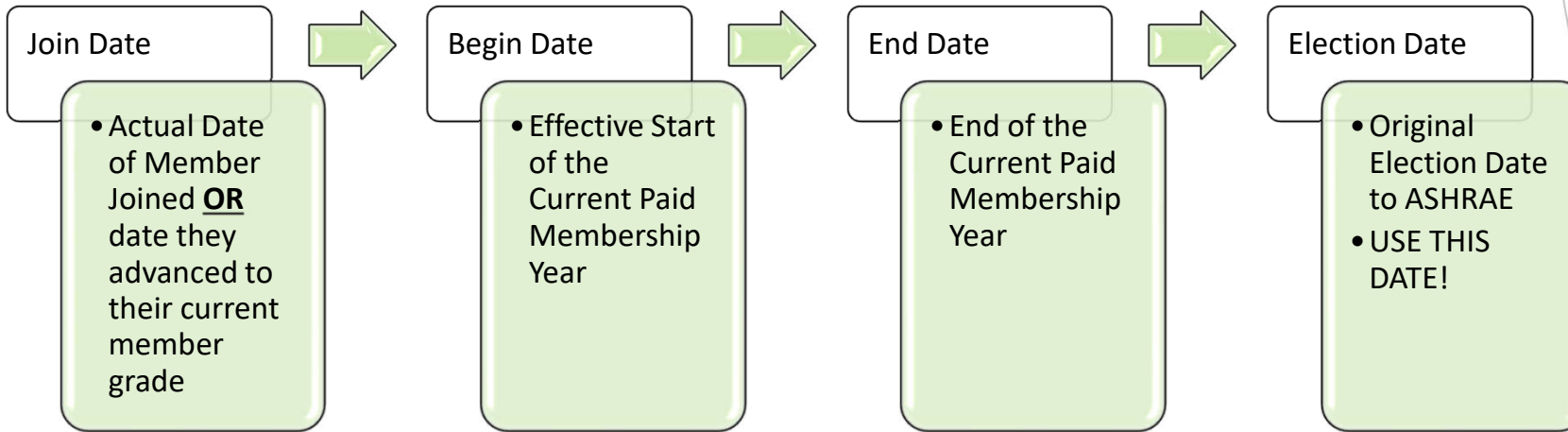
What do prospective members want?

- 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!!!!

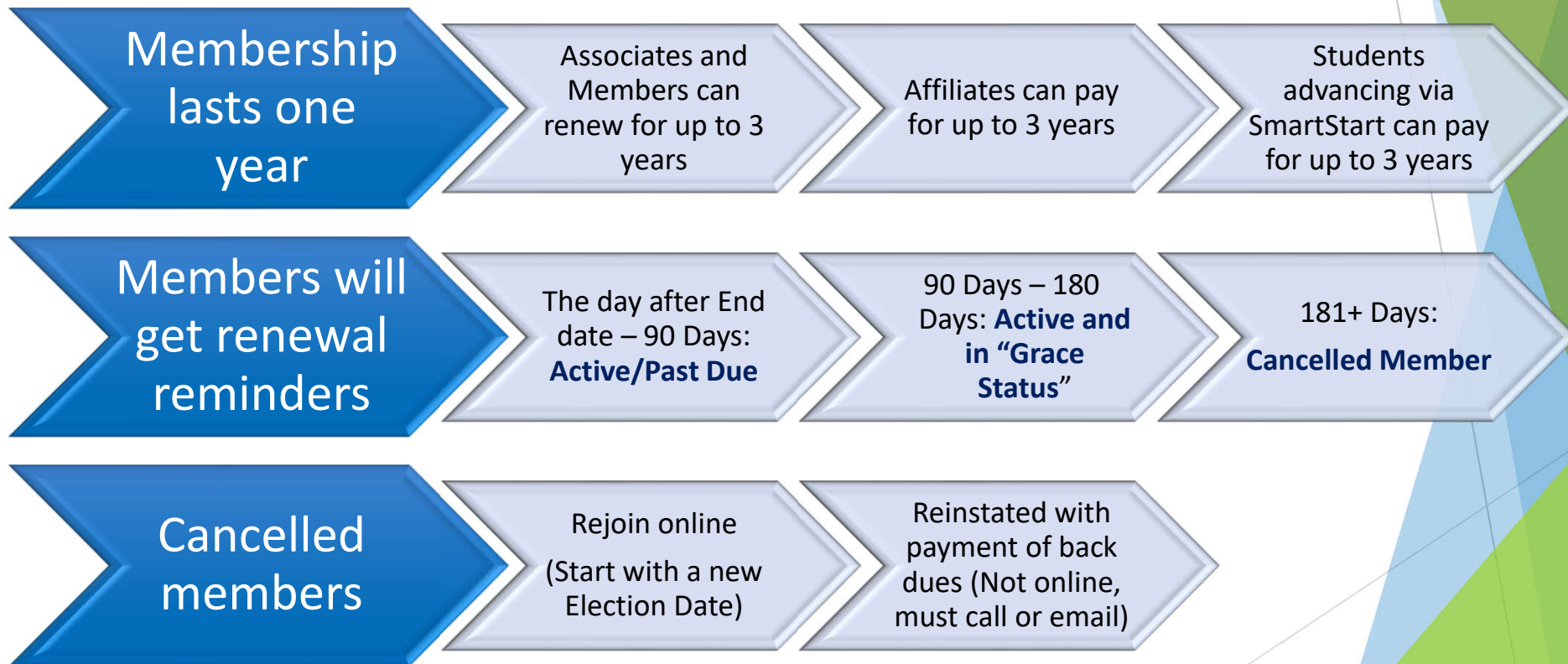
MEMBERSHIP CYCLE



Example:

Member No	Member Type	Join Date	Begin Date	End Date	Election Date	Member Status
8170618	Member	2010-04-14	2020-05-01	2021-04-30	2010-05-01	Active
8186998	Associate	2011-01-10	2020-02-01	2021-01-31	2011-02-01	Active

MEMBERSHIP CYCLE



REMIND MEMBERS WHY

RUN REPORTS MONTHLY

- Track members who are in Grace or approaching renewal
- Review delinquencies at BOG meetings

CONNECT WITH MEMBERS

- Ask why they have not renewed
- Ask why they have cancelled
- Provides options and solutions

FORM A RETENTION SUB-COMMITTEE

- Share the workload!



REMIND MEMBERS WHY

RETENTION CALLING CAMPAIGNS!!

- Focus on 90-180 days past due first
- Split up the list
- Call or email each member
- Use Weebly – template scripts/emails
- Be prepared:
 - Know benefits of ASHRAE, latest advancements, upcoming local events, etc.
 - Instructions for helping members renew
 - Offer to email link to renew



TRACK YOUR SUCCESS!

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!

