

ASHRAE

AMERICAN SOCIETY OF HEATING, REFRIGERATING
AND AIR-CONDITIONING ENGINEERS



Saving time and cost while producing automated daily reports through the collaboration with StarChapter for an auto-import feature.

The American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) sought out a software vendor that would enhance their work through more efficient member data management. The new StarChapter auto-import feature provided ASHRAE a viable software option while allowing local chapters to maintain autonomy in how they manage their member data.

Objective:

ASHRAE national was looking for a software vendor that would help local chapter leaders manage member records more efficiently

Determining Factors:

1. Automated data updates with specific focus on saving time for local chapter leaders
2. Local chapters maintain autonomy in how they manage member data

Result:

20% chapter participation in the new StarChapter auto-import feature in just a few weeks

Keys to Success:

1. Focused purpose
2. Chapter enrollment flexibility

Objective

ASHRAE national was looking for a software vendor that would help achieve two goals:

1. Reduce the time spent by chapter officers to keep member information up-to-date on their chapter site.
2. Increase the frequency at which member data was refreshed on the chapter site.

Strategy

ASHRAE chapters already using StarChapter reached out to the national to request membership integration between chapter and national databases. Before reaching out to StarChapter, ASHRAE national explored options with other association management software (AMS) vendors.

ASHRAE was impressed with the new StarChapter auto-import feature and encouraged their chapters to enroll with StarChapter as their chapter management software vendor.

Favorite feature: Automation of data integration between ASHRAE national and chapters – saving time for chapter officers.

Automated status updates eliminates the need to manually import reports into the chapter website. This allows for member data to be kept up-to-date with regular and automated updates twice a day at 7am and 1pm Eastern Time. The update also includes information regarding whether or not chapter dues have been paid to ASHRAE national, overcoming any lag time issues previously experienced in the process of reconciling member dues.



Our members are volunteers and their time is precious to them even if it's not compensated monetarily. As a result of the time savings of the new auto-import features of StarChapter, our members likely have more time to plant a tree and rescue a puppy. StarChapter has made the world a better place thanks to their comprehensive tools and their ability to automate.

- Brian Unrein, IT Manager
ASHRAE

ASHRAE national continues to provide details about the auto-import feature with StarChapter. Essentially, the final decision to sign on with StarChapter is left to local chapter leaders as enrollment requires chapter consent. Keeping the choice optional for local chapters allows for autonomy of the chapters while adhering to national guidelines

Determining Factors

- 1 Automated data updates with specific focus on saving time for local chapter leaders.
- 2 Local chapter maintain autonomy in how they manage member data.



Very capable and helpful website functionality. It supports all a club needs from a website to operate. Layout is orderly. Specific questions to Tech Support are answered VERY fast, and by humans, not cut-n-paste responses. I especially like the functionality that supports an annual changing of officers/admins that typically happens in a club.

R. Edward Davis, PE LEED_AP, Webmaster & Communications Chair
ASHRAE Triangle

Results

Upon launching the new StarChapter auto-import feature, ASHRAE national reached a 20% participation rate from chapters within just a couple weeks. This number is expected to grow over time.



If a chapter spent an average of 20 minutes per week generating a report from national and then importing that into their software vendor that's about 17 hours per year needed. We are now able to accomplish this with practically 0 minutes used and update twice a day!

- Brian Unrein, IT Manager
ASHRAE

Time is saved, but so are costs since collaborating with StarChapter means less work with other vendors and less financial output.



Anyone who participates in an organization, charitable or industry-related, will really want to jump on board with this software. From meeting announcements to photo galleries, registration, member roster admin, and most importantly - website maintenance and updating this has it all. Once you know the navigation through the various sections, you won't change to anything else. Even if you get stuck or have an issue the StarChapter service is spot on with replies/solutions. I highly recommend it. Good stuff.

- John Walik, Webmaster, Editor
ASHRAE Houston

Keys to Success

- 1 Focused purpose.**

ASHRAE national had a clear and focused mission in mind: to achieve a faster and more efficient method of sharing data between the ASHRAE national and local chapters – a need that arose from local chapters. The new StarChapter auto-import feature fit the bill perfectly, allowing chapter leaders more time to plan chapter activities and less time doing the repetitive tasks.
- 2 Chapter enrollment flexibility.**

By making enrollment an option rather than a requirement, ASHRAE national left the autonomy in the hands of chapter leaders. Knowing they have a choice in the matter empowers the local leaders and builds trust between national and chapters. As the time is right for them, chapters can enroll in the service.

The Bottom Line

By signing an exclusive vendor agreement with StarChapter, the Global Business Travel Association as a whole has benefited from providing a single technology vendor to all their chapters in the North America region. Beyond helping chapters improve performance over time, GBTA has been able to offer their chapters a stable platform with ongoing and included technical support – a platform that brings the chapters together for the success of the association.



About ASHRAE

ASHRAE, founded in 1894, is a global society advancing human well-being through sustainable technology for the built environment. The Society and its members focus on building systems, energy efficiency, indoor air quality, refrigeration and sustainability within the industry. Through research, standards writing, publishing and continuing education, ASHRAE shapes tomorrow's built environment today. ASHRAE was formed as the American Society of Heating, Refrigerating and Air-Conditioning Engineers by the merger in 1959 of American Society of Heating and Air-Conditioning Engineers (ASHAE) founded in 1894 and The American Society of Refrigerating Engineers (ASRE) founded in 1904.

Source: <https://ashrae.org/about-ashrae>

About StarChapter



StarChapter is a member-friendly association software company serving local chapters across the United States and Canada. StarChapter's mission is to help local leaders of national associations grow their chapter's attendance, membership, and revenue and achieve lasting board productivity even when the board changes. Our software provides event registration, membership, communication, website management, web services, and eCommerce features as well as responsive website layouts, dedicated StarChapter specialists, 24/7 online support, phone support, and ongoing board training webinars.

Source: www.starchapter.com

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