



PUBLISHING & EDUCATION COUNCIL

November 4, 2010

Conference Call

MINUTES

MEMBERS

Shelia Hayter, Chair
David Underwood, Vice Chair
Charles Gullede, DAL (absent)
Kay Thrasher, DAL
Thomas Werkema, DAL (absent)
Larry Fisher, Past Certification (absent)
Bruce Billedeaux, Past ECC
Tim McGinn, Past PDC
Mark Fly, Past Publications (absent)
Hugh McMillan, MAL
Constantinos Balaras, MAL

VISTORS

Sarah Foster
Joyce Abrams
Jef Meulemans
Mark Owen
Julie Harr

NON VOTING MEMBERS

Darryl Boyce, Certification Chair
Amy Patenaude, ECC Chair (absent)
William McCartney, Handbook Chair (absent)
Rennie Tisdale, Historical Chair
Filza Walters, PDC Chair
John Clark, Publications Chair
Steve Comstock, Staff Liaison

Coy Brandenburg, ECC Vice Chair

John Nix, PDC Vice Chair

1. Welcome & Introductions

The Meeting was called to order by Mr. Underwood 10:07 am Eastern Daylight Time. Mr. Comstock took attendance of the participants of the conference call.

2. Strategic Direction/Long Range Planning

Mr. Boyce reported on strategic planning to coordinate ASHRAE education programs and

- Integration of Education and Certification

Planned Deliverables

- Prepare draft Desk References for Energy Modeling and Commissioning Process Management for 2011 Winter Conference.
- Develop courses in support of certification programs.

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- Develop improved marketing materials that better identify connections between existing courses and certification programs.
- Develop a concept to track revenue generated by courses and publications in support of certification.
- Provide a report to ExCom.
- Strategic Education Plan

Ms. Hayter reported the goal this planning effort is to strategically position education programs that are valuable to our membership and suggested it could be similar to the Research Strategic Plan.

Ms. Hayter wants to have a plan by next June or July with Mr. Underwood implementing it as PEC Chair if he wishes to continue. Ms. Hayter asked Mr. Balaras and he agreed to work with her on developing this plan. Mr. Balaras will coordinate closely with Mr. McGinn, the PEC Functional Subcommittee chair. Others who are interested in working on this effort should contact Mr. Balaras and Ms. Hayter.

3. Review of Committee MBOs

- Mr. Boyce reviewed Certification Committee MBOs. **(Attachment A)**
 - The committee is working on identifying ways to leverage ALI courses for certification programs without compromising the integrity of the programs.
- Mr. Brandenburg reviewed Electronic Communication Committee MBOs. **(Attachment B)**
 - ECC is working on white paper to help identify what ECC can provide as support to other committees for better communication between committees.
- Mr. Owen reviewed Handbook Committee MBOs. **(Attachment C)**
 - The committee is implementing suggestions from the Handbook Improvement Workshops that were held with TAC.
- Mr. Tisdale reviewed the Historical Committee MBOs. **(Attachment D)**
 - The committee is sponsoring a seminar in Las Vegas on Casino design.
 - A subcommittee has been assigned to find ways to better involve the committee in the society Strategic Plan.
- Ms. Walters reviewed the Professional Development Committee MBOs. **(Attachment E)**
 - Working with Certification Committee on desk references for Certification Programs.
 - Developing a learning session at the new Headquarters.
- Mr. Clark reviewed the Publications Committee MBOs. **(Attachment F)**
 - The committee is working with Frank Mills to bring in international reference materials.
 - The committee continues to review publications for their need to be revised.

4. Staff Report

Mr. Comstock reported on staff activities since the last PEC meeting.

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5. Wrap up

Ms. Hayter reviewed the council MBOS. **(Attachment G)**

- PEC will develop a recommendation for the council's role in the bEQ program. Mr. Underwood, who is working on the business plan for bEQ, will lead this effort and will be PEC's liaison to the BOD to keep PEC's role in mind as the program is developed.
- Develop new strategies to "market" PEC products to ASHRAE members and non-members. Mr. Fisher will lead the effort to offer suggestions from PEC for how to build of the marketing effort ASHRAE staff is pursuing or have implemented. For example, under Mr. Fisher's leadership, questions such as, "What can volunteers do to help promote and take marketing to a broader ASHRAE audience?" will be addressed.
- Develop strategy for increasing the usability of the ASHRAE website. Mr. Comstock reported that the new website will be able to give a Metric – traffic report that can lead to a budget for redesign next year. Members should know steps are being taken to address web site comments and concerns about finding things.
- Ms. Hayter would like all the committees to think how they can improve cross-committee communication and coordination. Committees can be more productive if they leverage their activities with other PEC committees.

6. Adjourn

The meeting was adjourned at 11:32 am Eastern Daylight Time.

Attachment A

Certification Committee MBOs Report to PEC

CERTIFICATION COMMITTEE OBJECTIVES

Society Year: 2010-2011
 Certification Committee
 Darryl Boyce, Chairman
 Updated July 2, 2010

Objective	Planned Completion Date	Fiscal Impact	Responsibility	Program Approved	Cost Budgeted	Status	Compliance with ASHRAE Strategic Plan
Identify ways to leverage ALI courses without compromising the integrity of ASHRAE's certification programs	January 2011	\$5,000	Certification Committee	Yes	Yes	Ongoing. PEC has created an ad hoc Working Group to create integrated process for development of certification programs and education/ training. Group comprised of Chairs and Vice Chairs of CC, PDC, and eLearning, plus PEC Chair and Staff Liaison to CC and PDC.	2-3 Develop and promote certification programs for the HVAC&R industry.
Oversee the development and launch of a new certification program in energy assessment	February 2, 2011 program launch	\$70,000	B. Austin	Yes	Yes	The Building Energy Assessment Professional (title not yet finalized) certification examination on schedule to launch in conjunction with 2011 Winter Conference. Program created in collaboration with IESNA, NIBS, SMACNA, and TABB and will	2-3 Develop and promote certification programs for the HVAC&R industry. 2-5 Partner with organizations that have expertise in the development and delivery of education and certification programs.

Objective	Planned Completion Date	Fiscal Impact	Responsibility	Program Approved	Cost Budgeted	Status	Compliance with ASHRAE Strategic Plan
Oversee the revision/update of the High-Performance Building Design Professional (HBDP) program	By January, 2011 – New Exam forms A & B launch	\$62,250	B. Lynch/J. Abrams	Yes	Yes	support bEQ programs Exam team will meet July 10 - 11.	<p>2.2 Expand and sustain ASHRAE's education and certification delivery infrastructure.</p> <p>2.3 Develop and promote certification programs for the HVAC&R industry.</p> <p>2.5 Partner with organizations that have expertise in the development and delivery of education and certification programs.</p>
Review proposals for and report to PEC decisions on at least 2 specialty areas for new certification programs	June 2011	\$75,000 (through the end of this FY)	Certification Committee	N/A	N/A	Have not yet received formal proposals, but have received information that proposals for programs in geothermal design and in controls may be forthcoming.	<p>2.3 Develop and promote certification programs for the HVAC&R industry.</p> <p>2.5 Partner with organizations that have expertise in the development and delivery of education and certification programs.</p>
Interface with Marketing staff and develop relevant	June 2011	None	Certification Committee	N/A	N/A	Ongoing- E.g., Committee will provide	2.3 Develop and promote certification programs for the

Objective	Planned Completion Date	Fiscal Impact	Responsibility	Program Approved	Cost Budgeted	Status	Compliance with ASHRAE Strategic Plan
marketing programs for Certification						names and contact information for testimonials. Committee is communicating with USGBC about approving ASHRAE certifications for points toward LEED building label and/or for LEED AP continuing education credits.	HVAC&R industry.

Attachment B

Electronic Communication Committee MBOs Report to PEC

MBO
Electronic Communications Committee
2010-2011 Society Year
Amy Patenaude, Chair

Objective	Planned Completion	Fiscal Impact	Responsibility	Cost Budgeted	Strategic Plan Link	Status
Announce and implement Google Groups for ASHRAE TCs by October 31, 2009	COMPLETED 2009		Mike Pouchak & Jef Meulmans	None	E1 & E2	Completed - send notification to TC chairs and created template GG site for TC's to use as starting point
Create GoTo meeting- investigate and prototype for regions ASHRAE regions by March 2010.	COMPLETED 2009		Team A - Chapter/Regional Support	None	E2	Completed - rolled out notification to DRC's of service availability through Headquarters
Motion 10 from Members Council: Members Council requests ECC to develop policies, logistics, equipment needs and address ways to resolve technical issues, such as, poor reception, types of cables needed, etc., for host chapters of CRCs. The council will include the information you provide in the CRC Manual.	COMPLETED 2010	Not known at this time - minimal cost impacts to be part evaluation for recommendations	Team A - Chapter/Regional Support - Coy Brandenburg Lead	None		COMPLETED: Reports submitted to PEC and posted to ECC Google Groups Team A section 5/12/10
Motion 18 from Members Council: That all email communications between the RAL and Society be unified. Background: It will be better follow up for tracking actions and deadlines (see example below). This motion is a Society motion because it deals with the way we write emails in order to search for previous correspondence.	COMPLETED 2010 - MOTION DEFEATED	None expected	Dan Pettway	None		COMPLETED: Reports submitted to PEC and posted to ECC Google Groups Team A section 1/19/10. Amy updated Email Etiquette doc. to address motion.
Assess electronic communication needs of ASHRAE committees	On-going	None	Each ECC member is assigned to a Team and acts as a liaison to related standing committees	N/A	E1 & E2	On-going. Liaisons have been assigned and are coordinating with their charges
Work with staff to develop tools to address electronic communication needs of ASHRAE committees.	On-going	None	Assigned on a case-by-case basis.	N/A	E2	On-going
Provide oversight on development of electronic communication tools to best leverage ASHRAE resources to meet the needs of committees and membership.	On-going	None	ECC - assigned on case by case basis	N/A	E2	On-going
Work with staff to develop cost estimates for conversion of handbook to XML format.	COMPLETED	TBD	Hitchcock	TBD		Completed - this approach is obsolete. This topic was addressed by the Handbook committee.
Develop report process for regional ECC positions to ECC.	COMPLETED	None	Larson; 11/09 Brandenburg & Patenaude		E2	11/09 Created RECC Google Groups Page for coordination and outreach to RECC's
Develop chapter program "Hot Topics" videos to support chapter outreach	In Progress	CTTC Budget: \$800-3000 depending if using studio or not	Art Hallstrom -		E2	In Progress: Art to present concept to CTTC at Albuquerque mtg. to gain approval to move forward
Re-work ECC Whitepaper for Google Groups to clarify usage risks	COMPLETED	None	Jef Meulmans	N/A	E1 & E2	Complete: Jef has re-worked the ECC White Paper on Google Groups to clarify risks regarding potential for reposting copyrighted materials. Posted on ECC Google Groups page and on public ECC web page.

Attachment C

Handbook Committee MBOs Report to PEC

Handbook Committee
MBOs Society Year: 2010-2011
Chair: William McCartney Date: June 27, 2010

ASHRAE Strategic Plan (SP) Directions:

Direction 1: ASHRAE will lead the advancement of sustainable building design and operations.

Direction 2: ASHRAE will be a world-class provider of education and certification programs.

Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.

Direction 4: ASHRAE will be a global leader in the HVAC&R community.

Objective	SP Dir.	Compl. Date	Fiscal Impact	Responsible Party	Status	Comment
1. Coordinate with other technician, service engineer, and building owner/operator organizations for Handbook chapter reviews, confer with TAC on implementation procedure(s). establish formal plan and implement procedure.	1	6/11	None	Chair	1. Provide formal report to HBC committee 2. Review with TAC 3. Formalize implementation plan 4. Obtain HBC vote 5. Implement procedure	1. January 2011 2. January 2011 3. January 2011 4. January 2011 5. June 2011
2. Request TCs to look to inserting relevant information regarding operation, maintenance, and replacement strategy	1,3	6/11	None	Volume liaisons	Liaisons communicate at Winter and Annual Conferences	Intent: To continue improving usability of the Handbook.
3. Identify and include new electronic content for the Handbook On-line.	3	6/11	None	Volume liaisons; Elec. Media Subcom	Liaisons ask TCs to add at least one feature to the Handbook On-line.	Intent: To encourage expansion of On-line content. Encourage TCs to use off-cycle years to add enhanced content.
4. Evaluate the effectiveness of HBC liaisons' and TC Handbook chairs' training sessions.	3	1/11	None	Training Subcom	Adjustments planned based on results.	Intent: To foster continuous improvement in mentoring. Develop formal evaluation forms for sessions.
5. Develop and conduct at least one program session on a Handbook-related topic.	1,3	6/11	None	Program Subcom	Conduct program at 2011 Annual Conference.	Intent: To increase awareness of new content in Handbook. Handbook, TAC, and TCs should be involved in this process.

Att. C

6. Increase international application of the Handbook.	4	6/10	None	Volume liaisons	Liaisons communicate at Winter/Annual Conferences.	Intent: To increase the amount of data and examples applicable to systems worldwide
7. Increase effectiveness of Handbook Committee's subcommittees.	3	1/10	None	All Subcom.	Arrange for meeting times Sunday 8:00 – 9:00 AM	Intent: To provide subcommittees time to meet and do business at meetings.

WJM: mso 6/26/2010

Attachment D

Historical Committee MBOs Report to PEC

Historical Committee - MBOs - Society Year: 2010-2011
 Rennie Tisdale - Committee Chair - 6/30/2010

ASHRAE Strategic Plan (SP) Directions:

Direction 1: ASHRAE will lead the advancement of sustainable building design and operations.

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Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.

Direction 4: ASHRAE will be a global leader in the HVAC&R community.

Objective	SP Dir.	Compl. Date	Fiscal Impact	Responsible Party	Status	Comment
Review Society Strategic Plan for recommendations of additions or changes.	1,2,3,4	June 2011	None	Tisdale	Ongoing	
Assign members to subcommittees	n/a	June 2010	None	Tisdale	Complete	
Assign mentors to new members	n/a	June 2010	None	Tisdale	Complete	
Continue input to insights for the historical minute	n/a	June 2011	None	Nagengast	Ongoing	
Review Committee MOP and Reference manuals and propose changes if necessary	n/a	June 2011	None	Administrative Subcommittee	Ongoing	
Hold seminar at 2011 winter meeting in Las Vegas	n/a	January 2011	None	Communications Subcommittee	Working	
Develop program for presentation during 2011-2012	n/a	June 2011	None	Communications Subcommittee	Working	
Review criteria for Gold Ribbon Award and update Regional and Chapter's Guide	n/a	January 2011	None	Communications Subcommittee	Working	
Review submissions for the Lou Flagg Award and determine	n/a	January 2011	None	Awards Subcommittee	Working	
Review list of Leadership Recall interviews completed and recommend candidates for interviews in 2011-2012	n/a	June 2011	None	Leadership Recall Subcommittee	Working	

Attachment E

Professional Development Committee MBOs Report to PEC

COMMITTEE OBJECTIVES

Society Year: 2010-2011
Professional Development Committee
Filza Walters, Chair

Objective	Planned Completion Date	Fiscal Impact	Responsibility	Program Approved	Cost Budgeted	Status	Compliance with ASHRAE Strategic Plan
Develop or update course materials in support of ASHRAE certification programs	June 2011	\$20K	PDC	Yes	Yes	PDC has approved the concept of a course on energy assessing in support of the upcoming program PDC Chair and Vice Chairs are participating on working group to integrate education with certification programs	Direction 2: ASHRAE will be a world-class provider of education and certification programs. Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.
Oversee at least 6 presentations of ALI courses to chapters, to companies, and at non-ASHRAE industry conferences	June 2011	\$5K	Operations Subcommittee/ Staff	Yes	Yes		Direction 2: ASHRAE will be a world-class provider of education and certification programs. Direction 3:

Oversee the selection & presentation of a minimum of 7 on-line seminars each in the fall and spring	June 2010	\$30K	Staff/ Planning Subcommittee	Yes	Yes		ASHRAE will position itself as a premier provider of HVAC&R expertise.
Oversee the selection & presentation of a minimum of 10 courses at the Winter Conference and 6 at the Summer	June 2010	\$100K	Staff/PDC	Yes	Yes	22 courses will be offered at 2010 Winter Conference; 7 courses will be offered at 2010 Annual Conference	<p>Direction 2: ASHRAE will be a world-class provider of education and certification programs.</p> <p>Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.</p> <p>Direction 4: ASHRAE will be a global leader in the HVAC&R community.</p>

Conference							<p>programs.</p> <p>Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.</p>
Oversee the creation of at least 4 new courses to support ASHRAE's Strategic Plan and Vision 20/20	June 2010	\$20K	Operations Subcommittee/ Staff	Yes	Yes		<p>Direction 1: ASHRAE will lead the advancement of sustainable building design and operations.</p> <p>Direction 2: ASHRAE will be a world-class provider of education and certification programs.</p> <p>Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.</p>
Develop a curriculum for the ASHRAE Foundation Learning	June 2010	TBD	Ms. Walters	Yes	Yes	HVAC Boot Camp in development for presentation	<p>Direction 2: ASHRAE will be a world-class</p>

Center (AFLC)						May/June 2011;	<p>provider of education and certification programs.</p> <p>Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.</p>
Oversee the revision of at least 4 existing courses per year.	June 2010	\$10K	Operations Subcommittee/ Staff	Yes	Yes		<p>Direction 2: ASHRAE will be a world-class provider of education and certification programs.</p> <p>Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.</p>

Attachment F

Publications Committee MBOs Report to PEC

Publications Committee
MBOs for Society Year 2010-2011
Chair: John A. Clark Date: June 27, 2010

ASHRAE Strategic Plan (SP) Directions:

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Direction 2: ASHRAE will be a world-class provider of education and certification programs.

Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.

Direction 4: ASHRAE will be a global leader in the HVAC&R community.

Objective	SP Dir.	Compl. Date	Fiscal Impact	Responsible Party	Status	Comment
1. Prepare an article for <i>Insights</i> on how international reference publications can be used or integrated into ASHRAE publications.	1-4	6/11	None	Mills	Mills drafting	
2. Assist the TCs/ TGs/ TRGs and Standard Project Committees in developing new material for special publications.	3	6/11	Positive	Bilderbeck, Clark		Intent is to present a "road map" type of guide for TCs on how to get a special publication done.
3. Continue the review of current publications in need of updating. a. Set goals based on market potential of the material. b. Assist TCs in obtaining necessary funding for the revised publications.	1, 3	6/11	TBD	McQuade, Clark		
4. Work with ASHRAE staff and the Certification Committee to determine reference material to for Certification testing.	2	1/11	Positive	Brambley, Clark		
5. Committee members will review ASHRAE meeting programs (Orlando and Albuquerque) and develop a list of "Hot Topics" for future <i>ASHRAE Journal</i> articles.	3, 4	1/11	None	Gupta, Clark		The Chair will request a copy of the Editorial Program for 2011 from Fred Turner.
6. Improve the number of active reviewers of <i>ASHRAE Journal</i> articles for the purpose of selecting the best article annually.	1,3, 4	ASAP	None	Brambley, Clark		Publications Committee and PEC members have the responsibility to cast votes as noted in their list of committee duties. The point ranking submitted (Albuquerque) by Mr. Maxwell will be considered for the final judging session.

7. Form an Editorial Subcommittee to determine the use (sharing) of international engineering materials for ASHRAE members.	1-4	6/11	Positive	Mills, Jeong, Rakheja		
Recommendations for Strategic Planning: None at this time.						

JAC: mso 8/10/2010

Attachment G

PEC MBOs Society Year 2010-2011

Publishing and Education Council – MBOs – Society Year 2010-2011
Sheila Hayter, Chair – July 2010

ASHRAE Strategic Plan (SP) Directions:

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Direction 4: ASHRAE will be a global leader in the HVAC&R community.

Objective	SP Dir.	Compl. Date	Fiscal Impact	Responsible Party	Lead	Comment
Develop and implement strategy to leverage ASHRAE education and certification programs	2	Jan 2011	\$5K for working group meeting attendee travel	PEC Ad Hoc for Education & Certification – Darryl Boyce chair, members from Certification, PDC, and e-Learning	Hayter	Initial strategy developed, to be reported at ExCom fall meeting.
Kick-off effort to create an ASHRAE Education Strategic Plan (ESP)	2	June 2011	\$0	Functional	Balaras	
Recommend PEC's role in the BeQ program	2, 3	June 2011	\$0	PEC Vice Chair	Underwood	
Improve PEC cross-committee communication and coordination	2,3	June 2011	\$0	PEC Standing Committee chairs	Standing Committees	
Develop new strategies to "market" PEC products to ASHRAE members and non-members	3	June 2011	\$0	Fiscal	Fisher	
Develop strategy for increasing the usability of the ASHRAE website	3	June 2011	\$0 to PEC budget, cost accrued by ASHRAE staff	Staff	Comstock	