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# PUBLICATIONS COMMITTEE

## Minutes

Conference Call

Thursday, March 14, 2023

11:00 a.m. to 12:00 p.m. EST

Webex

**MEMBERS ATTENDING:** Vinay Ananthachar, Chair  
Megan Tosh, Vice Chair  
Mohamed Eltaieb Ibrahim Alagraa  
Robin Bryant  
Jennifer Isenbeck  
Stephen (Steve) Kavanaugh  
Francis (Frank) Mills  
George Pantelidis

**STAFF PRESENT:** Cindy Michaels, staff liaison, Editor of Special Publications  
Drew Champlin, Editor of *ASHRAE Journal*  
Greg Martin, Advertising Sales Manager



<b>MAJOR MOTIONS</b>		
<b>No.</b>	<b>Motion</b>	<b>Vote*</b>
1	To approve the minutes of the Publications Committee meeting held during the 2024 ASHRAE Winter Conference in Chicago, Illinois.	PASSED via voice vote
2	That PTAR #0006 be rejected with comments.	PASSED via voice vote

<b>ACTION ITEMS</b>		
<b>No.</b>	<b>Action Item</b>	<b>Responsibility</b>
	(none)	

### 1. Call to Order and Pronouncement of Quorum

Vinay Ananthachar called the meeting to order at 11:04 a.m. Eastern Time and noted that a quorum was present.

### 2. ASHRAE Value Statement

Vinay Ananthachar read the following Value Statement:

In ASHRAE meetings, we will act with honesty, fairness, courtesy, competence, inclusiveness and respect for others, which exemplify our core values of excellence, commitment, integrity, collaboration, volunteerism and diversity, and shall avoid all real or perceived conflicts of interest. Our culture is one of inclusiveness, acknowledging the inherent value and dignity of each individual. We celebrate diverse and inclusive communities, understanding that doing so fuels better, more creative and more thoughtful ideas, solutions and strategies for the Society and the communities our Society serves. We respect and welcome all.

Code of Ethics - <https://www.ashrae.org/about/governance/code-of-ethics>

Core Values - <https://www.ashrae.org/about/ashrae-s-core-values>

Diversity Statement - <https://www.ashrae.org/about/diversity-equity-and-inclusion-dei>

### 3. Review and Approval of the Agenda

After some discussion, it was moved and seconded that the agenda for this conference call be adopted as is. Ultimately the committee did not have time to discuss everything included on the agenda, so these minutes reflect only those items discussed.

### 4. Approval of Past Meeting Minutes

It was moved and seconded to approve the minutes of the January 2024 Publications Committee meeting (**MOTION #1**):



**Motion:**

To approve the minutes of the Publications Committee meeting held during the 2024 ASHRAE Winter Conference in Chicago, Illinois.

MOTION #1 PASSED with a voice vote (no no votes, no abstentions).

## 5. Planning Subcommittee

### 5.1. Changes to MOP and/or Reference Manual

Megan Tosh reported that she had reviewed the committee's MOP and Reference Manual and had elected not to call a meeting of the Planning Subcommittee to discuss these documents because no changes were necessary. She noted that the committee had recently done a great deal of work on their documents, which had all been passed along to PEC, so there is nothing new to pass along.

## 6. MBO Subcommittees

### 6.1. MBO #1

Cindy Michaels shared Vinay Ananthachar's latest email on this MBO ([document available on Basecamp](#)). Subcommittee lead Megan Tosh reported that the subcommittee had not met yet but that she would email a poll for a meeting time before this conference call was over.

### 6.2. MBO #2

Michaels shared Ananthachar's latest email on this MBO ([document available on Basecamp](#)). Subcommittee lead Jen Isenbeck reported that in addition to some personal feedback she has received (that there needs to be more interactive and device-responsive documents), there have been a lot of roundtables throughout the year that can help to inform this MBO. Isenbeck stated she will write up a formal report but in the meantime shared the results of some roundtable feedback ([document available on Basecamp](#)), which reflect the younger readership's general desire for the ability to read documents from multiple devices and the older readership's desire to retain print documents as available options. Isenbeck noted that in Ananthachar's email he had mentioned ASME's digital collection and noted that IFMA has one as well. Michaels shared ASHRAE's Technology Portal and explained what it makes available via subscription, but admitted that it does not offer any of ASHRAE's books. Isenbeck also stated that she's not sure many members know about everything the Technology Portal has to offer and suggested ASHRAE promote it heavily. Ananthachar also noted that searching the ASHRAE website does not result in all of the available options (bookstore, Technology Portal, etc.).

Isenbeck also noted that a lot of the roundtable feedback revolves around trainings: people tend to want more video content and also even some interactive content. Frank Mills added support for more video and interactive training content, sharing that people tend to do their education in dribs and drabs lately – a little here, a little there. Isenbeck suggested ASHRAE alter some high-value publications first to test this. Michaels reminded the committee that the Professional Development Subcommittee would be responsible for any actions regarding training, but that Publications Committee can of course include in its report all of the feedback they want to share about this.

### 6.3. MBO #3

Michaels shared Ananthachar's latest email on this MBO ([document available on Basecamp](#)). Ananthachar welcomed to the meeting Advertising Sales Manager Greg Martin, who had agreed to



attend at the committee's request after the Winter Conference in Chicago to answer questions about the digitization of *ASHRAE Journal* and its readership desires.

Martin informed the committee that unlike some other trade magazines, *ASHRAE Journal* has not had a lot of variation between 20 years ago and now in terms how the number of pages of ads that are sold. In 2003, *ASHRAE Journal* had 476 pages sold within the calendar year. In 2023, it sold 475 pages, which is one less page during the calendar year. Meanwhile, the two competitors sold 447 and 642 pages in 2003, while only selling 80 and 76 pages in 2023. He noted that ASHRAE's magazine is the number one magazine for HVAC engineering advertising.

Regarding the digitization of *ASHRAE Journal*, Martin noted that ASHRAE began offering the digital edition of each issue with ad sales in 2003, and that the digital edition also includes animations as well as a search feature that allows for searching key words across issues. He stated that the digital edition has been well received, with a 71% overall open rate and a 41% unique open rate.

Regarding readership desires, Martin stated that the advertising package includes a partner that does independent research, sending a survey to the readership twice a year. In addition to questions about the advertisements that they read and/or recall, it also asks readers about their favorite article and their preferences. The most recent survey, from September 2023, found that 73% of respondents prefer receiving either the print copy or both print and digital copies, with only 27% preferring the digital copy only, reported Martin.

MBO subcommittee lead Steve Kavanaugh thanked Martin for this incredibly useful information and stated that he's not sure the Executive Committee has this information, as it speaks to many of the questions about *ASHRAE Journal* that the committee was tasked with answering. Kavanaugh also noted that he feels that if Journal Editor Drew Champlin knew which articles the readership reports as its favorites, the magazine can publish more of what readers want, which will in turn get more readers, which will in turn get more eyes on the advertisers' ads. He also suggested that making the most read/bought/downloaded articles available to members will help them know what to read since there is so much content available but members have very limited time available.

Martin said he would be happy to share the magazine-related results from the last several surveys with the committee. *[Editor's note: the survey results from March 2022, September 2022, March 2023, and September 2023 have since been posted on Basecamp [here](#).]*

#### **6.4. MBO #4**

Michaels shared Ananthachar's latest email on this MBO ([document available on Basecamp](#)). Subcommittee lead Atilla Biyikoglu was not in attendance, but subcommittee member Frank Mills reported that the subcommittee has not yet met. He noted that he's aware of individuals who want to translate some content, and Ananthachar reminded members about the part of his email that relayed the information about the failed motion regarding French translations and ASHRAE's larger translation efforts.

### **7. *ASHRAE Journal***

Vinay Ananthachar reminded members to read and score the *ASHRAE Journal* technical feature articles for January and February.

### **8. PTAR Subcommittee**

#### **8.1. PTAR #0006**

Cindy Michaels showed on the shared meeting screen the subcommittee members' spreadsheets (with their votes and comments) for PTAR #0006, as well as Publications and Education Director



Mark Owen's feedback on this proposal ([proposal and Mark's feedback available on Basecamp](#)). After some discussion, it was moved and seconded that PTAR #0006 be rejected with comments about staff capabilities and the opportunity to resubmit the PTAR for graphics creation only (**MOTION #2**):

**Motion:**

That PTAR #0006 be rejected with comments.

MOTION #2 PASSED with a voice vote (no no votes, no abstentions).

## 9. Adjournment

As the meeting time was over, Vinay Ananthachar adjourned the meeting at 12:02 p.m., and Cindy Michaels noted that all of the items not discussed on this conference call would be moved to the May conference call agenda.

Respectfully submitted,

A handwritten signature in black ink that reads "Cindy Michaels". The signature is written in a cursive, flowing style.

Cindy Michaels  
Staff Liaison to Publications Committee  
Editor, Special Publications