1. **Call meeting to order**
   Ms. Schopplein called the meeting to order at 11:01 AM EST.

2. **ASHRAE Code of Ethics Commitment**
   In this and all other ASHRAE meetings, we will act with honesty, fairness, courtesy, competence, integrity and respect for others, and we shall avoid all real or perceived conflicts of interests. (See full Code of Ethics: [https://www.ashrae.org/about-ashrae/ashrae-code-of-ethics](https://www.ashrae.org/about-ashrae/ashrae-code-of-ethics).)

3. **Roll Call of members, staff, and guests**

   **MEMBERS PRESENT:**
   - Heather Schopplein
   - Megan Tosh
   - Gerardo Alfonso
   - Cindy Callaway
   - Ken Cooper
   - Jessica Mangler
   - Richie Mittal
   - Karine Leblanc
   - Mark Hydeman
MEMBERS ABSENT: Pam Duffy
Richie Mittal

BOD EX-OFFICIO PRESENT: Ben Skelton

COORDINATING OFFICER ABSENT: Edward Tsui

GUESTS PRESENT: Tom Pollard
Randy Reed
Richard Kimball
Nikos Giannitsanos

4. Quorum check
Quorum was established with seven voting members on the call.

5. Review of Agenda
The agenda was reviewed and no changes were made.

6. Review and approval of Conference Call #1 Minutes
Mr. Cooper moved to approve. Megan seconded. No discussion. Minutes approved 8-0-0 and will be posted to the ECC page of ASHRAE.org as written.
ECC – Motion #01 –11022017 PASSED (8-0-0 CV)

7. Overview Reports
   i. Chair’s Report (Heather Schopplein)
      Looking forward to seeing everyone in Chicago. The meeting information is posted in Basecamp –it starts at 11 and ends at 3 on Saturday of the conference.
   ii. Vice Chair’s Report (Megan Tosh)
      No report given
   iii. BOD Ex-Officio’s Report (Ben Skelton)
      No report given
   iv. Coordinating Officer’s Report (Edward Tsui)
      No report given
   v. Staff Report (Joslyn Ratcliff)
      Ms. Ratcliff apprised the committee on the progress with the ashrae.org website redesign and GDPR research being done by ASHRAE’s IT staff.

8. Subcommittee Reports
i. **ECC Strategic Planning Subcommittee (Heather Schopplein)**
Minutes from today’s meeting posted to Basecamp for those that are interested. Ms. Schopplein reminded the committee that most subcommittees will be meeting in Chicago and advised them to check with their subcommittee chairs on the meeting time/date.

ii. **Electronic Collaboration Tools Subcommittee (Cindy Callaway)**
The subcommittee is moving ahead with Basecamp for TAC and has reviewed the draft letter for Regions. Because all Regions already have Basecamps, the letter will need to be reworked to talk more about the client side use, and focus less on the fact that the Basecamps will be created. When complete, the letter will be reworked and used for chapters. After the letters are sent, the Region Basecamps will be populated with chapter officer clients and Basecamps will be created for chapters.

The subcommittee will have training slides referenced in the ECC MBOs (Develop a formal presentation for CRC training of chapter ECC chairs) ready for use at the Chicago meeting.

The subcommittee will meet again in early January, and again at the winter meeting face-to-face.

Mr. Cooper decided the client side isn’t really useful for TAC, so won’t recommend that for TAC’s use. He stated that it’s become fairly apparent that the Basecamp membership will be maintained by staff. Still to be decided is who becomes the “champion” for the Basecamp site – this “champion” should be someone that knows about Basecamp and is willing to review and revise and coach the group as needed for most effective use. Mr. Cooper foreshadowed that this “champion” coaching and support will become important in the future. In addition to reviewing Basecamp for TAC use, Mr. Cooper is beginning to gather initial thoughts on Basecamp use by the TCs.

iii. **Social Media Subcommittee (Pam Duffy)**
Ms. Duffy would not be on the call due to previous commitments and no report was given. Ms. Mangler provided information to the committee that the subcommittee has had one call this year and most of the items assigned to the subcommittee are in progress.

Ms. Schopplein let the committee know that there is a need for advice on how to use Survey Monkey, particularly how to use the tool for surveys after CRCs. Ms. Schopplein will follow up with Ms. Duffy following the meeting.
iv. **Websites Subcommittee (Gerardo Alfonso)**

Ms. Alfonso shared the subcommittee’s progress thus far this year, including sharing the scoring spreadsheet where Richard Kimball asked if it would be possible for the Region ECC / Webmasters to see the metrics used to rate the sites and the spreadsheet (posted to Basecamp for the committee to access) was shown on-screen. Mr. Alfonso explained that the spreadsheet is mix of automated and human reporting based on criteria in the spreadsheet. The subcommittee is using that data to see the present state of the Region websites and will base the forthcoming guidance information based on what is observed on the present sites. The subcommittee will present to the regions once it’s been finalized. They will use real live examples for the scoring and guidance.

Mr. Pollard asked for the website review committee to prepare a summary of what they are looking for or expecting for each site as this may help the Region determine what to update and change on their web sites.

9. **Old Business this Meeting**

   i. **Approve App Guidance Document for distribution and posting on the ASHRAE.org website.**

   *(Attachment A: App Guidance Document)*

   The document has been drafted to help chapters with directions in creating their own apps.

   Ms. Schopplein asked the committee who had not had a chance to review the document. No one had a chance to thoroughly review prior to the conference call, although Ms. Tosh, Ms. Mangle, Mr. Hydeman, and Mr. Cooper had looked over it prior to the call.

   Mr. Cooper noted some formatting issues with the document in its current state.

   Ms. Ratcliff will format the document and post it back to Basecamp for committee review prior to Chicago.

   The committee was asked to post any changes (aside from formatting) to Basecamp over the next month so they can be included in the final document to present for vote at the next committee meeting in Chicago.

10. **New Business this Meeting**

   i. **Move to implement a website template for ASHRAE Regions. The template shall be simple for the average ASHRAE member to add and update content.** (Pam Duffy)

   Moved by Jessica Mangler, seconded by Ken Cooper, motion passed 8-0-0.

   **ECC – Motion #02 –11022017 PASSED (8-0-0 CV)**
The question was asked as to whether a ASHRAE Regional website update would happen like the TC one. Mr. Cooper, who was directly involved in the TC website update mentioned that there would need to be involvement from Members Council – volunteer champions that would be able to train members, provide guidance/guidelines on content and even quality check and enter content onto the websites in order for it to be like the TC update. It should be noted that Mr. Cooper and volunteer Cynthia Gauge were very hands-on for the TC migration and put in many hours of work over a period of months to ensure the migration was successful and that all sites launched with appropriate and updated content and that webmasters were trained in order to maintain the sites after the initial launch.

Ms. Schopplein asked the Regional webmasters / ECC that were on the call what they thought of the idea of having a standardized template for Region websites.

Ms. LeBlanc shared that the idea was discussed in her region (Region X) and that one of her members is working on a template for all the other chapters to use, mostly for CRCs, but not necessarily everything else. Region X would be interested in this.

Mr. Cooper shared that on any TC website are instructions available to the webmasters. It’s a how-to guide that he wrote and worked with the developers to have placed in the site itself. In addition to this, there are instructions on the TC training pages of the ashrae.org website.

Ms. Mangler wondered if such a migration for the Regions could be simpler because there are not as many of them (15 Regions vs. 96+ TCs.)

Ms. LeBlanc cautioned that a template could remove the character of the region, which could be good and bad and suggested that it would be in her opinion more important to have a template for a CRC website. Personally, she likes to see the differences among the Regions through their websites and provided the example of Region XII, which has local flavor, colors, and is translated into three languages. With use of a template that site would not have the local flavor, but on the other hand would be easier for the webmasters to update.

Ms. Callaway suggested that perhaps there could be areas where the sites could be personalized – for example, they could have the same general format but could add local flavor though a banner on top, changing images, etc. She believes that there could be some way that even under a standardized template regions would be provided with an area where they could customize their own sites. The intent of a template ideally would be tool for those regions that either had something very minimal or didn’t have the built-in knowledge to do website programing–that it’d
give them a tool to bring their website up to standard, but for those that do have the knowledge/time/desire, they could continue to keep their existing sites. In other words, use of a template would be optional.

Mr. Cooper provided additional insight into the TC websites. The TCs can add pages as needed to their sites through the template. There are also places on the homepage where each TC can put “their own stuff”. Having such options on a potential Region Template would be a matter of getting a good definition of what and where for the person creating the template.

Ms. Schopplein suggested that the committee table the discussion for now and pick back up in Chicago, and include in that conversation the idea for the template to be voluntary. It would be good to see a cost impact for Chicago and Ms. Ratcliff has been asked to provide those numbers.

Mr. Gianassantos (Region XIV) advised the committee that a template will require deep design, and is not that easy. He offered that he already has a simple template written in HTML5 that will be sent to Ms. Ratcliff to be posted to Basecamp.

Mr. Pollard (Region 2) mentioned that he would like a copy of the table, especially the areas for improvement, that the website subcommittee is using.

Mr. Cooper moved to table the motion until the Chicago ECC meeting.

ECC – Motion #02 –11022017 TABLED

11. Report on Action Items
   (Attachment B: Action Items)
   Action items were reviewed. Ms. Schopplein asked that items needing to be tracked on the Action Items list be emailed to Ms. Ratcliff and Ms. Schopplein.

12. 2017-2018 MBOs
   (Attachment C: MBOs)
   MBOs were reviewed and noted that the committee is in good shape.
   Mr. Cooper noted that he is a good contact for TAC, COF, and Life Members, and Ms. Schopplein acknowledged this as the spirit of the MBO - for each member to make his own connections.

   Mr. Cooper offered to review the PPT presentations for CRC training of chapter ECC chairs being developed.

13. Once around the room/ open floor for information from those in the meeting
   Mr. Gianassantos asked why the TCs need both Basecamp and Websites. Ms. Schopplein
explained that TC pages are for anyone/the general public, whereas Basecamp is only for TC members and corresponding members. Ms. Callaway added that ASHRAE requires that anyone from outside of the organization be able to see minutes, agenda, and other information as it can be seen on the TC websites. Mr. Gianassantos questioned why separate websites are needed for this and will follow up via email.

14. **Next Meeting**
   The next meeting will be Saturday, January 20 11:00 AM – 3:00 PM CT

15. **Adjourn**
    Ms. Schopplein adjourned the meeting at 12:03 AM.
“APP” ACCEPTABLE USE AND DEVELOPMENT POLICY

An ASHRAE Document for Policy and Procedures for Web Content drafted by ASHRAE’s Electronic Communications Committee [ECC] has been passed by ASHRAE’s Publishing and Education Council and the ASHRAE Board of Directors and is part of the ASHRAE Rules of the Board [ROB] 1.201.010. The excerpt, ASHRAE Policy and Procedure for Format, Activity, and Content of Internet Sites for ASHRAE Groups (Includes social media), from the ROB is attached separately. It is available for reference on the Electronic Communications Committees page of the ASHRAE.org website.

ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups:
https://www.ashrae.org/society‐groups/committees/electronic‐communications‐committee

This Document already covers the rules and policy for Social Media under “Web Policy for ASHRAE Groups (including social media). While Social Media and Apps are different, the guidelines are similar. Apps developed by ASHRAE groups should follow the approved guidelines in the Web Policy for ASHRAE groups.

In addition, the following should be considered:

“App” Acceptable Use and Development Policy

Definitions

- “App” refers to an application, especially as downloaded by a user to a mobile device.
- “Objectionable” refers to anything that advocates an illegal activity or could reasonably be considered obscene, threatening, hostile, indecent, harassing, or offensive. This includes, but is not limited to written, verbal, or graphic material, that would offend, harass, or threaten a reasonable person on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state or local law.

App Guidelines

(For Group administrators and Members of ASHRAE Groups who develop, set up and use mobile and online-based Apps)
Apps can encompass a broad range of sites, services and activity. Apps can be developed for membership, meeting planning, social networking, and more. Given the persistence of information on the web, most if not all of this is searchable and, capable of being tracked as well as being traced.

Apps can support the professional development efforts of ASHRAE Groups including ASHRAE Chapters.

Keeping that in mind, here are some reasonable guidelines for online activity by Chapters, Groups and Members, when participating online (including mobile devices). Hereafter all references to the origin of the posts online will be referred to as Group.

Chapters and Groups shall not develop apps that use ASHRAE technical data (such as Standard 62.1, ADPI, Standard 90.1, etc.). All apps, developed or shared, by chapters or groups shall be “social” in nature. If an individual wished to develop a technical app they should contact ASHRAE’s Publishing and Education Council with their idea or app.

Your Group’s Online Identity

Social media and apps can blur the line between personal and professional lives. Since your Group’s online identity is a trusted asset that you wish to build, be professional, courteous and respectful at all times. You are responsible for all of your online/mobile activity. Remember that referencing or attaching your email address to any app or communication by that app may imply that you are acting on the Group’s behalf. Per the web/social media policy, ECC encourages the use of email aliases in lieu of personal emails. If you list your work affiliation, then you should regard all communications and postings on that network as being professional in nature and governed by this and other Group policies.

Be responsible: You are responsible for what you develop and how you use the app. When using an email address or official Computer to engage in any social media or professional social networking activity, the Group regards such actions as public, and the posting will be held fully responsible for any and all related activities. Always be honest and respectful.

Be transparent: When participating in any professional online community, disclose your identity as well as your professional and/or personal interest. When posting information, always use your name or ASHRAE position: never create an alias (other than an ASHRAE email alias), and never be anonymous. Follow the rules in the ASHRAE Policy for Web Content.

Be truthful: Never be false and misleading in your online credentials or posts. Maintain complete accuracy in all online bios.

Obey all laws: Follow the terms and conditions of use that have been established for each social networking venue.
Creating and Managing Content

**Content:** Always be direct, informative and brief in posting about the Group’s online activities.

**Give credit:** Give due credit to all authors, quoting and providing a citation and link where appropriate. Respect copyright on all materials. Avoid personal attacks, hostile communications and online disputes.

**Be accurate:** Always fact-check your posts and evaluate your contribution’s accuracy and truthfulness. Before posting any online material, ensure that the material is accurate, truthful, and without factual error and that you have the rights to post that material. Correct errors promptly, apologizing when appropriate. Spell and grammar check everything. This is important because online content never disappears entirely once it’s been posted.

**Always track back:** When reposting or referencing a post on one of the Group’s online sites, provide a link to the original post or story.

**Preserve goodwill:** Do not engage in any blogging or posting that may harm or tarnish the image, reputation and/or goodwill of the Group or Society and/or any of its Members, officers and staff.

**Leaving comments**

**Avoid controversy:** When posting to apps or networks, refrain from posting about controversial or potentially inflammatory subjects, including politics, sex, religion or any other non-business-related subjects. Keep the tone of your comments respectful and informative, never condescending or “loud.” Use sentence case format, not capital letters.

**Privacy, Legal Advice, Recommendations**

See Social Media guidelines in ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups for more social media related items, if your group is using your app as a blog or social media platform.

**Do not promote brands or products or services:** Do not promote personal skills or endorse brands, products, or services. Be sure to respect third-party copyrights. If a personal opinion must be posted, clearly state to all readers this does not represent the opinion of the Group and do not use your office email address.

**Journalists:** Seek and obtain permission from the Group Head / Chair / President before responding to any journalist or representative of the media.

**Disclaimer:** Always use or incorporate the official disclaimer as given in the ASHRAE Policy and Procedure for Format, Activity, and Content of Web Sites for ASHRAE Groups, Clause D 5, when you communicate electronically.
Building a virtual footprint and your network

**Build your Groups reputation:** Build a reputation of trust and transparency. The power of social media and apps are to establish your Group as being credible, trusted and transparent. Guard your Group’s reputation and your integrity at all times while on the web. Do not post or link to any materials that are defamatory, harassing or indecent.

As new tools on the Web are introduced and new challenges emerge for all of us, this document will, of necessity, evolve.
<table>
<thead>
<tr>
<th>No.</th>
<th>Assigned</th>
<th>Action</th>
<th>Status</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Schoppelin</td>
<td>Prepare and distribute set of guidelines offered for the development and use of “Apps” by ASHRAE Groups, suggest for addition as Appendix in Manual of Chapter Operations</td>
<td>In Progress</td>
<td>Formatted version posted to Basecamp, ready to be moved ahead in Chicago</td>
</tr>
<tr>
<td>2</td>
<td>Ratcliff</td>
<td>Get costs for what a TC-website solution would be for Regions</td>
<td>In Progress</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Objective

<table>
<thead>
<tr>
<th>Determine and Develop ECC one-on-one relationships with staff, other standing committees, and other councils. Each member to make at least one “connection”.</th>
<th>6/30/18</th>
<th>None</th>
<th>All</th>
<th>ECT-TAC and Standards SM-YEA, SA, Fellows or History Website-TBD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research and create white paper for ASHRAE membership on LaTeX software, licensing, etc.</td>
<td>6/30/18</td>
<td>None</td>
<td>ECT</td>
<td>Cindy to reassign within the subcommittee.</td>
</tr>
<tr>
<td>Support ASHRAE staff to promote their social media goals for the 2017-2018 year.</td>
<td>6/30/18</td>
<td>None</td>
<td>SM</td>
<td>Finding content to promote ASHRAE by tagging ASHRAE (1 piece of content per month per committee member)</td>
</tr>
<tr>
<td>Create a Basecamp for each ASHRAE region, chapter, and standing committees. (Start TC incorporation).</td>
<td>6/30/18</td>
<td>No additional cost</td>
<td>ECT</td>
<td>After issuing letter will set up basecamps for these groups. Cindy to modify letter because the Regions already have Basecamps, and to focus more on the client side in the letter.</td>
</tr>
<tr>
<td>Create content for ASHRAE membership: Best practices for Region Websites.</td>
<td>6/30/18</td>
<td>None</td>
<td>Web</td>
<td>Posted PPT (metric spot) report to Basecamp upon which the best practices will be developed. Best practices will be available at the Chicago Winter Meeting.</td>
</tr>
<tr>
<td>Improve committee communication with RECC’s and increase RECC participation.</td>
<td>6/15/18</td>
<td>None</td>
<td>ST</td>
<td>Invited RECC’s to Committee Call 11-2-17. Several accepted invite. (Informally try to have a few ECC members also as RECC’s or past RECC’s) Heather to send out note to RECCs regarding Chicago meeting and ECC</td>
</tr>
</tbody>
</table>
### Task Details

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Date</th>
<th>Responsible</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a formal presentation for CRC training of chapter ECC chairs.</td>
<td>12/30/18</td>
<td>None</td>
<td>Pam - Trying to merge multiple presentations to create a single “detailed” PowerPoint for CRC Workshops. Draft of whole training by end of September 2017 to Subcommittees. A single short presentation (a few slides per subcommittee) will also be created to a quick introduction to ECC will be for President Elects and chapter introduction. Each subcommittee only responsible for 3 minutes of content.</td>
</tr>
<tr>
<td>Improve committee communication with Chapter ECC’s by providing (2) ECC updates annually.</td>
<td>6/30/18</td>
<td>None</td>
<td>ST Same letter that will be sent to RECCs (referenced above) will go out to this group.</td>
</tr>
</tbody>
</table>

**ECT** = Electronic Collaboration Tools Subcommittee  
**SMS** = Social Media Subcommittee  
**WS** = Website Subcommittee