



Shaping Tomorrow's
Built Environment Today

PUBLICATIONS COMMITTEE

Minutes

Conference Call

Thursday, March 11, 2021

10:00 a.m. to 11:00 a.m. EST

GoToMeeting

MEMBERS ATTENDING: Hugh McMillan III, chair
Adeeba Mehboob, vice chair
Gerardo Alfonso
Vinay Ananthrathar
Abdel Darwich
J. Eduardo Donoso
Vikram Murthy
Karen (Kay) Thrasher
Renison (Rennie) Tisdale, Jr.
Tim Wentz, consultant
Kelley Cramm, BOD ExO
K. William (Bill) Dean, CO

STAFF PRESENT: Cindy Michaels, staff liaison, Editor of Special Publications
Sarah Foster, Editor of *ASHRAE Journal*
Tani Palefski, Associate Editor of *ASHRAE Journal*



MOTIONS		
No.	Motion	Vote*
1	To approve the minutes of the Publications Committee meeting held virtually during the 2021 ASHRAE Winter Conference in January.	PASSED via voice vote, CNV

* Votes for these motions are recorded as yes-no-abstain; CNV = chair not voting.

ACTION ITEMS		
No.	Responsibility	Action Item
1	Cindy Michaels	Investigate whether the Application Guides survey can be promoted via Society social media channels.
2	Hugh McMillan III	Reach out to the chairs of the Handbook Committee and the Training and Education Committee regarding setting up meetings about the Application Guides project.
3	TAC Section Liaisons	Reach out to TAC sections and request that they suggest topics, authors, and reviewers for ASHRAE Journal by Monday, April 19, 2021.

1. Call to Order

Hugh McMillan III called the meeting to order at 10:00 a.m. Eastern Time and noted that a quorum was present.

2. ASHRAE Code of Ethics Commitment

Hugh McMillan III read the following excerpt from the ASHRAE Code of Ethics:

In this and all other 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 we shall avoid all real or perceived conflicts of interests.

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

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

3. Minutes Approval

It was moved and seconded to approve the minutes of the 2021 ASHRAE Winter Conference Publications Committee virtual meeting held in January (**MOTION #1**):

Motion:

To approve the minutes of the Publications Committee meeting held virtually during the 2021 ASHRAE Winter Conference in January.

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



4. Review of Action Items

Cindy Michaels reviewed the completion dates for the following action items from the Publications Committee meeting held virtually during the 2021 ASHRAE Winter Conference.

No	Responsibility	Publications Committee Action Items from the 2021 Winter Conference (Virtual)	Status
1	Sarah Foster	Obtain feedback from TCs on the ASHRAE Journal Peer Review Manuscript Screening Form; communicate with Stephanie Reiniche on the best way to obtain the feedback.	Completed March 2021
2	Sarah Foster	Work with committee members to develop strategies to encourage members at the chapter and regional levels to write for <i>ASHRAE Journal</i> .	Ongoing
3	Tani Palefski	Merge the “likes” and “highlight” questions on the <i>ASHRAE Journal</i> article survey into a single question in time for the January 2021 survey.	Completed January 2021
4	Cindy Michaels	Verify whether the Application Guides survey went out to all student members.	Completed 2/16/21
5	All committee members	Review the Application Guides subcommittee report dated January 14, 2021 (Attachment C), and be prepared to discuss it and weigh in on the way forward (see Section 5.0 of the report) on the committee's March conference call.	To be completed during this conference call
6	All committee members	Form the portfolio subcommittee (see Section 5.0 of the Application Guides subcommittee report dated January 14, 2021; Attachment C) on the committee's March conference call.	To be completed during this conference call
7	Cindy Michaels	Add Michaels's discussed suggestions to a PDF of the Publications Request Form and email it to all committee members for review.	
8	All committee members	Review and prepare responses regarding revising the Publications Request Form for discussion on the committee's May conference call.	
9	Cindy Michaels	Make changes to the committee's Mentoring New Members guide per Rennie Tisdale's 6/22/20 email using Track Changes and share revised document with the committee.	Completed January 2021
10	Cindy Michaels	Add to the Mentoring New Members Guide that the orientation PowerPoint presentation be shared with mentees by mentors before the new members' first Annual Conference.	
11	Sarah Foster, Cindy Michaels	Make edits to Journal and Special Publications sections of the Reference Manual in a single tracked-changes document and supply for committee review.	
12	All committee members	Review supplied marked-up Reference Manual document and provide comments, questions, or suggested edits before the committee's March conference call.	Postponed until May conference call



13	Kay Thrasher	Communicate with committee members to ask for ideas regarding PEC MBOs #1 and #2 and schedule a call with the PTAR subcommittee members to discuss these ideas.	
14	Cindy Michaels	Add a column to the ASHRAE Special Pubs Review List that includes the Section Head liaison email aliases.	
15	Sarah Foster	Provide text for the TAC Section Liaison Guide on encouraging TC members to write articles or suggest topics for <i>ASHRAE Journal</i> .	Completed January 2021
16	All committee members	Read the 2019-2024 ASHRAE Strategic Plan at www.ashrae.org/about/strategic-plan and be prepared to discuss strategic planning issues on the committee's May conference call.	
17	Cindy Michaels	Per an email exchange with the Manager of Education wherein additional reviewer work was shared, update the TC Form for Reviewing Older ASHRAE Publications using Track Changes so the committee can review it and decide if they want the additional information to be added.	
18	Cindy Michaels	Poll committee members regarding the new meeting day and time for the committee's bimonthly conference calls.	Completed February 2021

5. Application Guides Project

5.1. Discuss and determine the way forward

Hugh McMillan shared with the committee that during the Publications Committee report to PEC during the 2021 Winter Conference, some of the council, particularly the vice chair, seemed concerned that these guides would repeat too much content from Handbook. McMillan urged that the Application Guides augment the Handbook content, not repeat it.

Adeeba Mehboob reviewed the outcome of the most recent Application Guides subcommittee meeting (see Section 5.0 in **Attachment A**). It was reported that the survey will remain open and will be promoted by the ASHRAE Marketing department via Chapter Notes and an app push notification. Mehboob asked about promoting it via social media as well, and Cindy Michaels was assigned an action item to find out about this (**ACTION ITEM #1**).

Mehboob also reported that the subcommittee had developed a spreadsheet that pairs possible Application Guide topics with the relevant TCs and that Michaels has agreed to update the spreadsheet with existing ASHRAE publications that may already cover these topics. The subcommittee wishes to obtain TC feedback on their support of these topics as well as whether there are any TC members willing to volunteer as authors for the guides on these topics.

Michaels emphasized that staff highly, highly recommends that every Application Guide that is produced have TC oversight.

The subcommittee recommends that the Handbook Committee be contacted for their input regarding content coverage and that the Training and Education Committee be contacted for their input regarding possible reference tools, calculators, apps, and/or videos that might accompany the application guides.

The subcommittee also recommends that the Application Guides Portfolio Subcommittee be developed to decide on whether the guides should be a series or standalone and discover any competition/competitor titles and that the Authoring the Guides Subcommittee be created to contact



volunteers to establish when and for how long they can work on the project and confirm whether this project is a fully volunteer effort. There was some discussion about combining these two subcommittees, as their tasks may overlap somewhat or be staggered in their timelines. It had previously been suggested that Raymond Wong, Gerardo Alfonso, and Abdel Darwich would make up the Authoring the Guides Subcommittee. However, Michaels reported that Raymond Wong had to resign from the committee that morning, so McMillan asked Vinay Ananthchar to replace him, and Ananthchar agreed. The tasks and makeup of the subcommittee(s) have yet to be finalized.

Presidential member Tim Wentz, committee consultant and the origin of the Application Guides idea, praised the subcommittee for their work and stated that he likes the proposed topics so far. He also noted that he recently attended ASHRAE's Virtual Design and Construction Conference and realized while listening to participants that the applications guides could also address designing offsite structures or modular construction techniques while not changing the overall approach.

McMillan assigned an action item for himself to reach out to the chairs of the Handbook and Training and Education Committees so that meetings can be set up regarding the Application Guides (**ACTION ITEM #2**). He asked Wentz to participate in these conference calls, once they are set up, to offer his guidance and insight into the original project idea, and Wentz agreed. McMillan also asked Mehboob to remain involved due to her work leading the subcommittee, and she agreed.

6. Suggestions for ASHRAE Journal topics

Hugh McMillan asked committee members for suggestions for topics for *ASHRAE Journal*, and Sarah Foster, *ASHRAE Journal* Editor, noted that suggestions for authors would be helpful, too, as during the pandemic many prospective authors are reporting that they are too busy to write articles. Tim Wentz suggested an article on University of Nebraska's in-progress Kiewit Hall, which aims to be net zero ready once completed. Vikram Murthy noted that there is a longstanding journal in India whose editor he will put in contact with Foster for authors and reviewers and that he will supply Foster the contact information for another published author. Foster thanked the committee members for these good suggestions and for the contacts.

McMillan assigned TAC Section Liaisons an action item to reach out to their TAC sections to request that they suggest topics, authors, and reviewers for *ASHRAE Journal* by Monday, April 19, 2021 (**ACTION ITEM #3**).

Sarah Foster noted that due to the rather good response rate of TC feedback on the ASHRAE Journal Peer Review Manuscript Screening Form, she also intends to reach out to TC chairs to request topics, authors, and reviewers.

Adeeba Mehboob suggested that the CTTC chairs of the ASHRAE Chapters also be contacted for volunteers to write and review articles. There was some discussion on whether committee members or staff should contact the CTTC chairs; the outcome was not determined.

McMillan also reminded committee members to read the technical articles each month and fill out the Journal survey for each one.

7. Reference Manual Revisions

Cindy Michaels reported that due to other priorities, she and Sarah Foster have not yet completed revisions to the Reference Manual and that Hugh McMillan had agreed to postpone this discussion until the May conference call.

8. New Business

8.1. Email Fatigue

Kay Thrasher stated that she suspected she was getting bombarded with emails from ASHRAE, so she counted the mass emails she'd received (not emails pertaining to committee work) and has



received 44 emails since January. She suggests that ASHRAE reconsider how many emails are being sent, noting that if she weren't actively involved she might consider unsubscribing, which is what she fears others might do. Kelley Cramm, BOD ExO, stated that she agrees with this sentiment 100%. Hugh McMillan therefore encouraged all committee members to share any ideas they have about this, as the BOD ExO and the CO attend the committee's conference calls, and any recommendations can also be shared with staff.

8.2. HVAC Simplified

At the 2021 ASHRAE Winter Conference, Hugh McMillan and Cindy Michaels had shared with the committee some frustrations and setbacks they'd had in attempting to communicate with TC 9.1 regarding assuming oversight of the popular but now potentially outdated publication *HVAC Simplified*. As a member of TC 9.1, Kelley Cramm had ensured that she would get the topic on the committee's 2021 Winter Conference agenda. During this conference call, Cramm reported that TC 9.1 has agreed to update the publication and noted that she already has a list of willing volunteers. Michaels promised to contact Cramm immediately regarding their getting started on this important work, thanking Cramm for her invaluable assistance in this situation.

9. Adjournment

Hugh McMillan III adjourned the meeting at 10:50 a.m. EST.

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

**Application Guides –
Member Survey Sub Committee Report
ASHRAE Publications Committee**

Committee Members:

Adeeba Mehboob : Chair
 Vikram Murthy : Member
 Eduardo Donoso : Member
 Cindy Michaels : Staff

Acknowledgement:

ASHRAE Marketing Department

Date: Jan 14, 2021

1.0 Background:

Presidential Member, Tim Wentz envisaged the idea of having ASHRAE publish ‘Application guides’ on various HVAC topics that would “be written in simple, straightforward language for those entering the consulting engineering field.”

The Application Guides Subcommittee was established to establish the feasibility of publishing such guides. The Subcommittee investigated the idea initially and In its report of May 15, 2020 proposed a market survey for establishing the perceived need, the publication medium (virtual or paper), the sellable price point for such guides for ‘a market driven process’.

This Market Survey Subcommittee was thereafter tasked to formulate the survey questionnaire for establishing the market demand for such guides. The survey was sent out on the survey monkey platform on the 9th December 2020 by ASHRAE’s Marketing department and responses collected over a two week period.

2.0 The Survey Questionnaire

The survey questionnaire was drafted by the committee and finalized based on comments and feedback from the Publications Committee and the TC’s. **Attached as Annexure A.**

Though the intent was to reach out and follow up with the groups of people listed below, ASHRAE marketing did not have a way of sending separate sets of mails except to the entire membership.

- All ASHRAE Membership – YEA more importantly
- Employers who train their employees
- Student branch members
- University graduates and faculty
- ASHRAE Learning Institute
- AASA
- TC’s

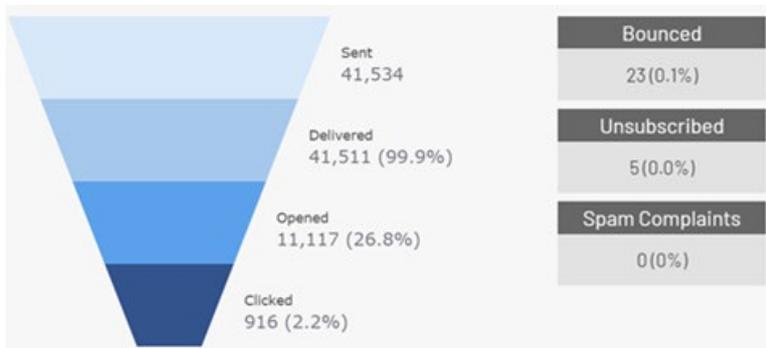
Survey Follow up through

- RVC YEAs to YEA Committees Chairs to their members
- DRC’s to their Chapter Presidents to Industry
- RVC SA to SA Chairs to student members
- Refrigeration Chair

3.0 Survey Data

a. Total Number of Respondents

- There were **628 respondents**.



b. Response Times

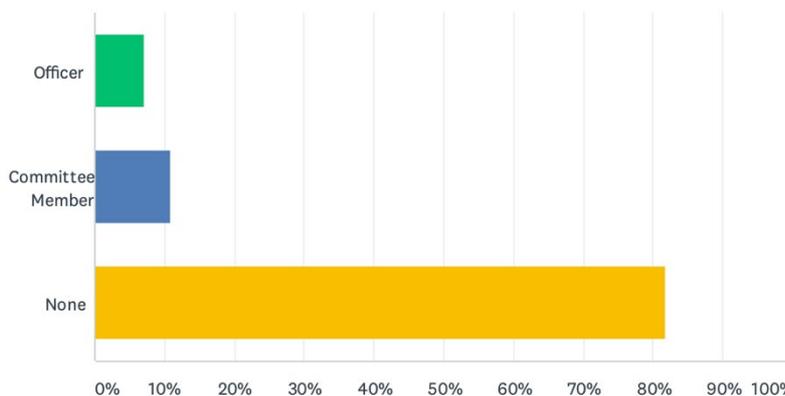
- 479 respondents in 24 hours.
- 133 over a week.
- 16 after one week.

c. Responses Chapter-wise

- Response received from 156 **Chapters** of 198 Total Chapters. **79%**
- Largest Response from **Non Chapter Members**, **10%** of respondents
- Chapters with Highest Responses
 - Illinois - 17
 - Atlanta - 15
 - Minnesota - 12
 - Rocky Mountain - 11
 - Houston-11
 - Sr. Louis -11
 - Toronto -11
 - Detroit - 10
- 151 Chapter members responded from **outside of USA and Canada**. **24%**.

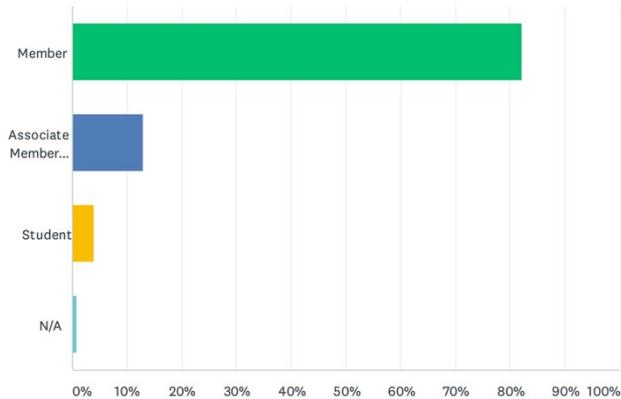
d. Respondents' Position In Chapter

- Majority respondents **hold no Chapter positions** currently.



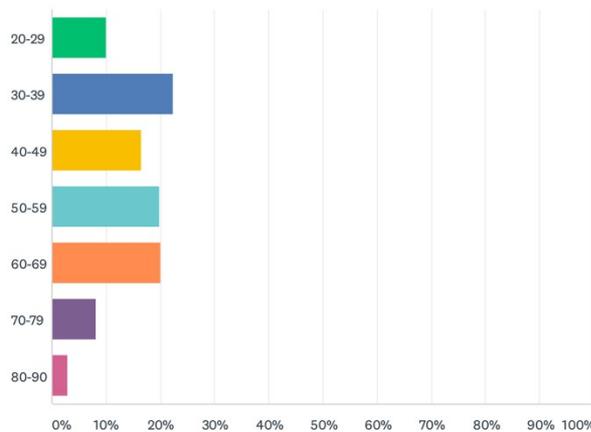
e. Respondents' Membership Status

- Majority respondents are **Full Members**.
- Only 25 students responded. (Need to confirm if Survey was sent to students? Unlikely)



f. Respondents' Age

- 207 Respondents under the age of 40 = 32% (YEA)
- 199 Respondents over the age of 60 = 31% (Senior)
- 232 Respondents between ages 40 to 60. = 37%



g. Respondents' Professions

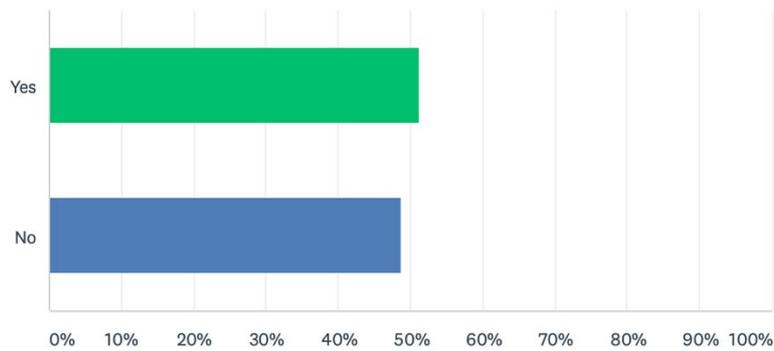
- 239 Respondents Consulting Engineers. 37%
- 60 Respondents Arch/Engineers. 9%
- 58 Respondents Manufacturers. 9%
- 56 Respondents Contractors. 9%
- 56 Respondents Gov/Health/Education. 9%

h. Respondents' Titles

- 340 Respondents identified as Engineers. 54%
- 204 Respondents identified as Executives. 33%

i. Have you owned or referred to HVACR Application Guides?

- 50% Respondents answered yes.

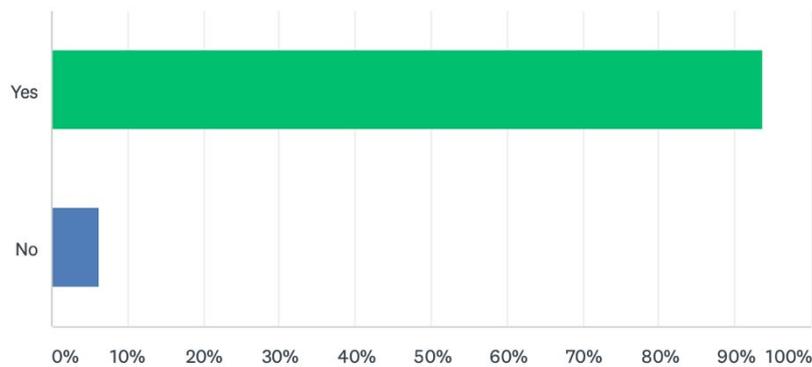


- 257 Respondents provided examples of HVACR Application Guides owned or referred to.
- 57 Respondents cited Manufacturer published Application guides like, Carrier, Trane, Price, Daikin, Mitsubishi etc.
- 20 Respondents cited guides from other organizations like CIBSE, ISHRAE, USGBC, RHEVA etc.

4.0 Survey Results

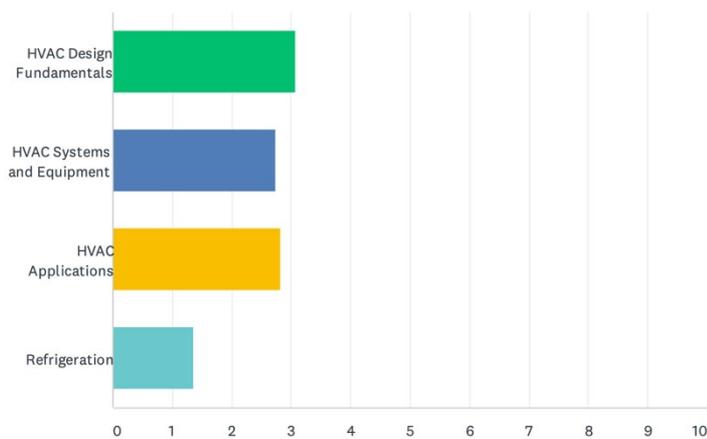
a. Interest in ASHRAE published Application Guides

- **598 respondents** showed interest in ASHRAE published Application guides.



b. Broad Subject Category Preference

- Equal Interest in all categories except Refrigeration. Likely because fewer people in from the Refrigeration industry responded?
- 427 Respondents.



c. Topic Preference

HVAC Design Fundamentals

- Cooling and heating Load
- Introduction to Air Conditioning Systems
- Air Conditioning Psychrometrics

HVAC Systems and Equipment

- Thermal Storage and Energy Recovery
- Variable Air Volume Systems
- Chiller Systems

HVAC Applications

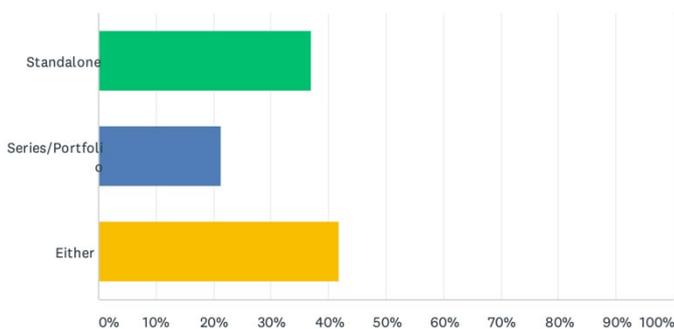
- HVAC Systems for Medical Facilities
- HVAC Systems for Data Centres
- HVAC Systems for Clean Rooms

Refrigeration

- Introduction to Refrigeration Systems
- Applications of Refrigeration Systems
- Line sizing for Commercial HVAC/R Systems

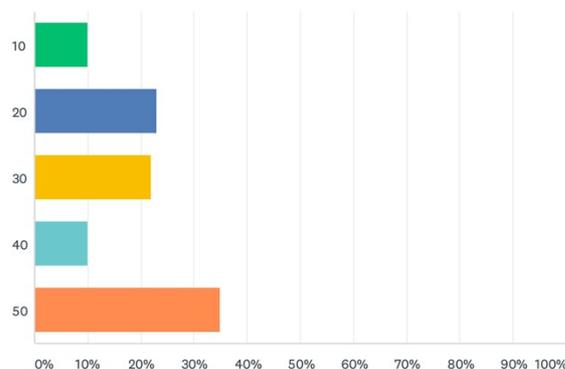
d. Preference for standalone or series/portfolio guides

- **No strong preference either way.**



e. Maximum expected pages of guide

- 149 Respondents, the majority, expect **50 pages**.
- 192 Respondents expect between **10-30 pages**.

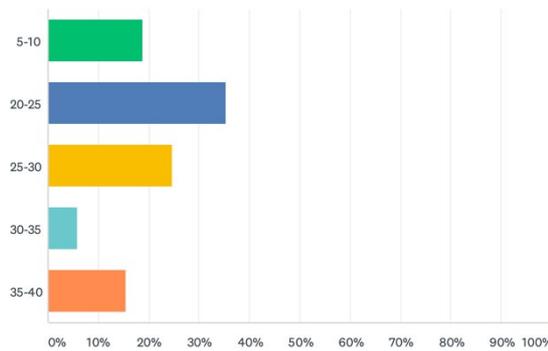


f. E book or Hard print

- 211 Respondents, the majority, expect **both**.
- Otherwise the preference is for an e book.

g. Maximum Selling Price

- 231 Respondents, the majority will pay **20 USD or lower**.
- 105 more Respondents are willing to pay upto 30 USD.



h. Reference Tools and Calculators and Videos

- The majority believe they will be a value addition.

i. Sample Comments

- Crowded Market, due to Manufacturers. Possible collaboration.
- ASHRAE will be a Neutral Party publication
- Look into Unaddressed Content.
- Dovetail with ASHRAE Handbooks
- High level, simple, not too academic
- Globalize

j. Authorship Volunteers

- 3 Volunteers for writing the guide and/or providing support.

k. Criticism

- 3 Respondents were unhappy with the proposed topics.

5.0 Way forward

- Are we happy with the number of respondents?

Yes, We agreed that the survey was fairly representative of the ASHRAE Membership in terms of chapters covered, regions, industry, professions, age groups etc. Hence this survey was felt to be adequate for use for furthering the Application Guide Project.

- Would we want more YEA responses?

Not specifically. However, the Total number of respondents were still significantly lower than the total membership count and hence it was agreed to keep the survey open if possible so continual input could be received from membership.

Email Option – Was not recommended due to email fatigue

Posting on Website – Marketing suggestion: Include in Chapter Notes, App push notification

Social Media – Cindy?

- Are we happy with the survey?

Yes: it's a start. Can be fine-tuned for subsequent surveys if required.

No: Several topics were suggested by respondents and therefore do not have surveys interest numbers for such topics.

However, we have identified the TCs they would fall under and would like to have their feedback.

Section Liaisons can share this list with the TCs.

- Decide on the topic/s for publishing – based on survey results of selected topics or market void of proposed topics?

The TCs shall be requested to provide feedback on their support of having such a topic/s, whether they have any authors/volunteers for authoring the guide and whether there are any ASHRAE publications already on the proposed topic (note of clarification: an existing publication does not eliminate the need of an application guide whose intent is to be brief and simplified and catered primarily to the younger engineer).

However we would like Cindy to list in the first round of input, any current publications that are available with similar titles.

- TCs to give oversight on the guides?

The SC recommends this and Staff highly recommend this.

- Decide on dovetailing handbook proposal – Contact Handbook Committee?

A meeting with the Handbook Committee to be had to apprise them of the survey and the feedback that Application Guides should dovetail the handbook chapters.

- Decide on reference tools and calculators and videos

Similarly a meeting with Training and education Committee might be useful with the request of apps, videos, tools and calculators.

Have a joint meeting with T&E, Handbook committee

- Initiate the Guides Portfolio Subcommittee
 - Decide on series or standalone concept
Will follow through from TC feedback. SC can also make some proposals.
 - Establish Competition/Competitor titles

- Initiate the Authoring the Guides Subcommittee (Raymond, Gerardo and Abdel)
 - Contact volunteers

Establish when they can work on the project, for how long, confirmation of whether this is a fully volunteer effort that's expected etc. DO we want to create a form with information we need?
 - How many guides for the Pilot project?