



**Publishing and Education Council (PEC)  
Tuesday, October 24, 2017  
GoToMeeting Conference Call**

**Voting Members**

Edward	Tsui	Chair	
Julia	Keen	Vice Chair	
Billy	Austin	Member/Director	
Douglas	Cochrane	Member/Director	
William	McQuade	Member/Director	
Benjamin	Skelton	Member/Director	absent
Roger	Jones	Member/Director	
Chee Sheng	Ow	Member/Past Certification	absent
Heather	Platt	Member/Past ECC/ Past Publications	
Daniel	Dettmers	Member/Past Handbook	absent
John	Nix	Member/Past PDC	
Jin Jin	Huang	Member/Past Publications	
Mohammad	Hosni	Member at Large	
Shanta	Tucker	Member at Large	absent

**Non-Voting Members**

Cameron	Labunski	Certification Chair	
Eric	Fullerton	Certification Vice Chair	absent
Heather	Schopplein	ECC Chair	
Megan	Tosh	ECC Vice Chair	absent
David	Yuill	HB Chair	absent
Donald	Fenton	HB Vice Chair	absent
Kent	Anderson	Historical Chair	
Bruce	Flaniken	Historical Vice Chair	absent
Kay	Thrasher	PDC Chair	
Charles	Henck	PDC Vice Chair/Planning	absent
Frederick	Betz	PDC Vice Chair/Operations	
Francis	Lacharite	Publications Chair	
Jose Luis	Correa	Publications Vice Chair	absent
Ashish	Rakheja	Consultant/Representing the Region-at-Large	absent
Steve	Comstock	Staff Liaison	

**Visitors**

Joslyn Ratcliff	Tim Kline	Karen Murray
Emily Sigman	Mark Owen	Gabrielle Gaston

**Additional Distribution:**

Jeff Littleton, Executive Vice President  
Mary Townsend, Assistant to Board of Directors (BOD)  
ASHRAE Staff Directors, Publications & Education Managers

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**Motions**  
**Meeting of October 24, 2017**

No.	Page	Motion
1	4	Approved June 27, 2017 Long Beach Meeting minutes.  Approved 9-0-0 CNV

**Action Items**  
**Meeting of October 24, 2017**

No.	Page	Responsibility	Action
1	4	Staff	Post the approved minutes of the Meeting of June 27, 2017 Long Beach on the PEC page of the ASHRAE website and the PEC Basecamp site  <b>Complete.</b> (November 2, 2017)
2	7	Staff	Send most recent financial statements for the council to PEC members for their review.  <b>Complete.</b> (October 30, 2017)
3	10	Staff	Bring ASHRAE apps to the attention of ASHRAE Student Branches.
4	12	Staff	Provide PDC with course scheduling information.

**Open Action Items**  
**Meeting of June 27, 2017**

No.	Page	Responsibility	Action
5	20	Comstock	Help define parameters for standard process for course translation that will define the development processes and methods of cost recovery and provide answers for those members who seek foreign language courses.

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1. Call to Order

Mr. Tsui called the meeting to order at 8:03 a.m.

2. ASHRAE Code of Ethics Commitment

Mr. Tsui reviewed with the council the ASHRAE Code of Ethics.

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>.)

3. Attendance

Attendance was taken and the council had a quorum.

4. Review of Agenda

Mr. Tsui reviewed the agenda with the council.

5. Minutes - Meeting of June 27, 2017 Long Beach

Mr. Comstock reminded the council members that the draft minutes and other documents have been posted to the PEC Basecamp site.

Ms.. Platt moved and Mr. McQuade seconded:

- (1) That PEC approve the draft minutes as distributed for the June 27, 2017 meeting in Long Beach.**

**MOTION (1) Approved 8-0-0 CNV**

An action was assigned to staff to post the approved minutes on the PEC page of the ASHRAE website and the PEC Basecamp website. **(ACTION ITEM 1) Complete.** (November 2, 2017)

6. Review of Approved Motions

Mr. Comstock reviewed the motions approved at the PEC Meeting of June 27, 2017 Long Beach.

**No. Motion**

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- |   |  |
|---|--|
| 1 | Approved the draft minutes as distributed the January 31, 2017 meeting in Las Vegas with corrections made for typos.<br><br>(Approved 8-0-1 CNV)                                   |
| 2 | Approved PDC delaying development of anymore university level educational courses until feedback on Building EQ® university course has been received.<br><br>(Approved 10-0-1 CNV) |

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- 3 Approved Certification Committee’s new HVAC Designer certification program.  
  
(Approved 10-0-1 CNV)
  - 4 Approve Certification Committee’s recommendation of assigning PAOE points for multiple certifications earned or renewed by the same chapter member.  
  
(Approved 10-0-1 CNV)
  - 5 Approved Historical Committee's request to Tech Council seek input from TCs to name the best paper from each year since 1995 in preparation for ASHRAE 125th Anniversary.  
  
(Approved 10-0-1 CNV)
  - 6 Approved annual confirmation and recommendation to BOD to approve the ASHRAE Units Policy (ROB 1.201.002).  
  
Approved (10-0-0 CNV)
7. Review of Action Items

Mr. Comstock reviewed the action items from the PEC Meeting of June 27, 2017 Long Beach.

<u>No.</u>	<u>Responsibility</u>	<u>Action</u>
1	Staff	Post the approved minutes of the January 31, 2017 meeting in Las Vegas minutes on the PEC page of the ASHRAE website and the PEC Basecamp site.  <b>Complete.</b>
2	Staff	Distribute the Handbook Delivery Cost Breakdown Report to members of a Handbook Delivery Ad Hoc Committee as background for their consideration.  <b>Complete.</b> <i>(Attachment A of the June 27, 2017 Long Beach Meeting Minutes)</i>
3	Staff	Include PEC approved motion of the Certification Committee’s new HVAC Designer certification on the PEC report to BOD for the June 28, 2017 BOD meeting.  <u>Background:</u> Following a preliminary review of an HVAC Designer certification proposal, in 2016 the Certification Committee conducted market research to determine the need, demand and growth potential of such a certification. The “Industry Need Survey: HVAC Designer Certification” was sent to over 23,000 Consulting Engineer, Design Build and Architectural/AE members. Altogether, there were approximately 1,900 respondents, an 8% response rate. According to Survey Monkey, with a survey population of 23,727, fewer than 1,100 respondents are needed for a 3% margin of error. (Certification Committee Approved 7-0-0 CNV) (PEC approved 10-0-0 CNV)  <b>Complete.</b> <i>(Attachment B of the June 27, 2017 Long Beach Meeting Minutes)</i>

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- 4            Staff            Forward Certification Committee’s recommendation of assigning PAOE points for multiple certifications earned or renewed by the same chapter member as a referral.
- Background: Currently, 100 points may be earned for each individual who earns an ASHRAE certification during the Society President’s term, and an additional 50 points is added for each member who renews their ASHRAE certification during the Society President’s term.  
(Certification Committee Approved 7-0-0 CNV) (PEC Approved 10-0-0 CNV)
- Complete. (Attachment A)**
- 5            Comstock            Help define parameters for standard process for course translation that will define the development processes and methods of cost recovery and provide answers for those members who seek foreign language courses.
- Open.**
- 6            McQuade            Liaise with GGAC for the input, recommendations and assistance in the development of two proposed Residential education courses with PDC.
- Complete.**

8.        Items Referred by PEC to Other Groups

Mr. Comstock reported that one there was only one referral. It was from PEC to Members Council recommending assigning PAOE points for multiple certifications earned or renewed by the same chapter member as a referral. **(Attachment A)**

9.        Items Referred from Other Groups to PEC

None.

10.      PEC Operation Related to Standing Committees Ad Hoc (Julie Keen, Chair)

Ms. Keen reported PEC has created an ad hoc to review PEC standing committee scopes. The responsibilities of the ad hoc include examining responsibilities and reporting structure related to manage the training and publication portfolio so that it meets strategic needs of membership.

Also being addressed are the processes related to publications and training that are generated by ASHRAE committees and groups outside of PEC structure as well as new efforts expanding ASHRAE's services to include university courses and international training centers.

11.      Subcommittee Reports

11.1     Journal Advertising Sales

Mr. Comstock gave the subcommittee report.

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Advertising performance remains strong through first quarter of 2018 Society Year. Success is due to effective editorial/advertising communication; development of sales strategies and support materials; availability of additional digital assets with advertising components.

Print continues to be an important element in advertising packaging but needs to be supplemented with digital opportunities enabling companies to demonstrate thought leadership with brand awareness.

### 11.2 eLearning

Mr. Comstock gave the subcommittee report.

eLearning course transition to HTML from flash has been completed and the revenue stream has returned to pre-transition levels. UN Environment course development has also enabled new course development at no cost to ASHRAE. (In addition to courses provided to UN Environment Ozone Action officers, ASHRAE can resell courses to its customer base.)

The eLearning web portal is being reconstructed to allow for consolidated listings and registrations for all PEC training opportunities.

### 11.3 Fiscal Planning

Mr. Comstock gave a brief review of the financials for the council and the standing committees that report to the council.

Mr. Comstock reported the Council shows Q1 revenue (July 1 through September 30) of \$2,228,500 compared to YTD budget of \$2,255,500. Q1 expense including allocation of overhead and Board expense is \$2,927,200 compared to YTD budget of \$3,151,300. PEC operations Q1 net is \$238,200 compared to YTD budget of \$89,600.

An action item was assigned to staff to send out the most recent financial statements to the council for their review. **(ACTION ITEM 2) Complete. (October 30, 2017)**

### 11.4 Functional Planning

The 2017-2018 Functional Planning Subcommittee will meet in Chicago.

### 11.5 Research Journal

Mr. Comstock gave the subcommittee report.

Two Associate Editors (one from US and one from China) have been added to the editorial team to accommodate an increased flow of submissions and reduce time to publication.

Frequency of the journal has increased from 8 to 10 digital issues per year, also to accommodate an increased submission of manuscripts.

## 12. Committee Reports

### 12.1 Certification

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Mr. Labunski gave the committee's report.

Certification Committee is working on the development of the HVAC Design Certification program that will align with the Department of Energy's Better Building Initiative.

The Committee is beginning organizational work for the HVAC Designer certification program. Funds have been budgeted by PEC for the program in the 2018-2019 budget to support the development of exam questions.

### 12.2 Electronic Communications

Ms. Schopplein gave the committee's report.

ECC has rolled out all the Region Basecamp sites and plans to have all the Chapter Basecamp sites set up by the January 2018 Chicago meeting. ECC has drafted a Chapter website policy and an App policy which will be voted on at its January 2018 meeting.

ECC is developing training PowerPoint presentations for use at CRCs.

ECC has been working to improve the committee's outreach in social media.

ECC is also working on inviting regional electronic communication chapter position members to attend ECC's conference call meeting.

### 12.3 Handbook

Mr. Owen gave the committee's report.

Handbook Committee has been working to strengthen their on-boarding of Handbook Volume Subcommittee Chairs.

Handbook Online continues to increase number of subscribers. Currently there are 14,000 active users. Members are increasingly choosing Handbook Online as their member benefit.

Handbook Committee is continuing to encourage TCs to use the Authoring Portal. Approximately 40% Handbook chapters are being developed in the portal. Other committees are also using the portal for authoring work. Handbook Committee is reinvigorating a program to have College of Fellows members help in the review process of the Handbook.

### 12.4 Historical

Mr. Anderson gave the committee's report.

Historical Committee has developed their plan to celebrate the 125<sup>th</sup> Anniversary of ASHRAE for the 2019-2020 year. **(Attachment B)**. Of special significance is a Historical Marker program such as is in place in sister societies like IEEE, ASCE and ASME. Historical Committee will bring a revised list of activities to mark the 125<sup>th</sup> Anniversary to PEC for approval at the Winter Meeting.

The committee is also exploring ways to improve grassroots engagement.



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12.5 Professional Development

Ms. Thrashed gave the committee report.

PDC is currently reviewing every presentation for the Chicago Winter meeting in January 2018 for quality of presentation.

PDC will be reviewing the course portfolio to identify any holes in technical information within ASHRAE education programs that should be addressed.

PDC is exploring new locations for presenting the HVAC Design course.

12.6 Publications

Mr. Lacharite gave the committee report.

Publications Committee is working on the review process for paper selection and other ways to increase the effectiveness of the committee operation.

13. Old Business

13.1 Strategic Plan Initiatives

Mr. Comstock reviewed ASHRAE Strategic Plan Initiatives assigned to PEC.

<b>Updated Initiative 1C</b>	<b>Grow ASHRAE Influence at Universities</b>
Description	More aggressively pursue HVAC&R training for university students. Promote the creation of student branches globally. Increase the use of ASHRAE publications/ ASHRAE Handbook in curricula. Convene meeting of student branch advisers at winter and annual conferences. Investigate accreditation of ASHRAE educational programs for university credit.
Timeframe	3 years
Cost	\$30,000 across five Society years
Staff	Steve Comstock
Revenue/ Upside	Education course revenue. Student membership growth. Seeding future membership growth. Greater awareness of HVAC&R among engineers.
Responsible	Pub & Ed Council / Members Council Collaboration

Budget inclusion: Research Journal Outside Other Services

Budget Amount: 30K

Actual YTD: 5K

Activities: Activities: selected open access; ASHRAE member access to content; expanded number of manuscripts accepted; additional associate editors; university course availability.

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<b>Initiative 3A</b>	<b>Develop software tools and mobile apps focused on professional applications</b>
Cost	\$25,000 in year 1, \$15,000 in the following years.
Staff	Steve Comstock
Revenue/ Upside	Possible sales of product.
Responsible	Pub & Ed Council

Budget inclusion: Publications Outside Services Other  
 Budget Amount: 15K  
 Actual YTD: 15K  
 Activities: Release of Duct Sizer app; Release of PT chart app; reissuing iOS apps for Android.

Duct Sizer was a big seller but is expensive to produce. Mr. Hosni suggested that ASHRAE apps might be very successful with student members. An action item was assigned to staff to bring ASHRAE apps to the attention of ASHRAE Student Branches. **(ACTION ITEM 3)**

<b>NEW Initiative</b>	<b>Global Training</b>
Description	Develop and Implement a global training initiative to deliver targeted, locally relevant ASHRAE educational products with local, trusted trainers. Deliver training programs for both established and emerging ASHRAE markets with a sustainable and repeatable
Timeframe	2016-17 Society Year for two pilot markets; Continue for multiple years
Cost	Funded Through PLC 2016-2017 Budget (\$200,000) Projected to be self-funding after first year
Staff	Steve Comstock
Revenue/ Upside	Contributes to need for local relevance, diversified revenue and creates a demand for ASHRAE products.
Responsible	PEC

Budget Amount: 110K in expense in 2017-18; 100K in revenue  
 Actual YTD: 45K expense; 17K revenue  
 Activities: Operation of Training Center in Dubai

<b>Updated Initiative</b>	<b>Drive residential partnerships and collaboration. Jointly develop training programs and perform research into improving the residential built environment.</b>
Description	Leverage the strength of other organizations in the residential market. Work with other organizations to develop training programs and perform research.
Timeframe	2016–17 Society Year
Cost	\$10,000 per year to attend partner meetings. \$100,000 for training and education programs. Research budget TBD.
Staff	Steve Comstock
Revenue/ Upside	Stronger position in residential market. Product development / sales
Responsible	Tech Council/Residential Building Committee

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Budget Amount: Re-allocated from PEC budget.  
 Actual YTD: NA  
 Activities: NA

<b>Updated Initiative</b>	<b>Owner/Operator Focus Groups</b>
Description	Collect ASHRAE member demographics on owner/operators around the world. Conduct focus groups to understand owner/ operator opportunities. Based on the results on the focus groups, utilize a Multidisciplinary Task Group (MTG for Effective Building Operations) to develop products and services and explore co-branding with APPA, BOMA, and/or IFMA at zero development cost to them provided they offer marketing support and committee volunteers.
Timeframe	2 years
Cost	\$25,000 during 2017-18 for travel, facilities. \$90,000 for course development.
Staff	Steve Comstock
Revenue/ Upside	Education course revenue. Membership growth.
Responsible	MTG for Effective Building Operations

Budget Amount: Re-allocated from PEC budget.  
 Actual YTD: NA  
 Activities: NA

<b>Updated Initiative</b>	<b>Develop a technical course program that can be distributed through ASHRAE's chapters</b>
Description	Develop a portfolio of programs and courses that chapters can offer to their membership. These courses should support continuing education of the consulting engineering community. The goal is to provide the chapters with world class course material to get members to attend local chapter meetings and attract new members. It may require instructor training as well.
Timeframe	4 years for multiple programs
Cost	\$175,000 for development
Staff	Joyce Abrams
Revenue/ Upside	Membership growth. Increase ASHRAE's exposure to professionals. Revenue for chapters

Budget Amount: Not specified pending further clarification regarding need and if PEC products are the type of product desired.  
 Actual YTD: NA  
 Activities: Not specified pending further clarification regarding need and if PEC products are the type of product desired.

13.2 Presidential and Staff Initiatives

Mr. Comstock reviewed with the council a list of staff activities.

**Consulting Engineering Essentials Course – *Initiated as Presidential Initiative***

Completed and scheduled for March 2018. Course covers essentials of consulting engineering practices with focus on young members assuming greater degrees of responsibility in such firms. (Assigned to PDC)

**Building EQ Course for Student Branches Use - *Initiated as Presidential Initiative***

The course involves ten weeks of classroom instruction followed by five weeks of hands-on field work in teams under the guidance of local industry mentors. The course is intended to revolve around a representative campus or community building for each student team that will provide the focus for the underlying technologies and techniques and the practical field studies. Course includes syllabus, lectures and quizzes. Since launch in July, 32 instructors have registered to use sample materials and 17 instructors have registered to download complete course materials and schedule the course presentation.

An action item was assigned to Mr. Comstock to provide course scheduling information to PDC.  
**(ACTIONS ITEM 4)**

**Technology Portal – *Initiated as Presidential Initiative***

Portal launched in January with Research Reports and Journal articles available to ASHRAE members. In June, scope of Portal expanded to include ASHRAE Transactions, Conference Technical Paper Preprints, Conference Papers, and Conference Seminars. These additional elements are available on a subscription fee basis with member and nonmember pricing. Journal and Research Reports will be open to nonmember subscription fee access. The portal is one of the favored destinations at ashrae.org, with over 12,000 page views per month, 800 unique visitors per month, and 1,500 total visits, each averaging 6+ minutes in duration. The vision for the ASHRAE Technology Portal is to be a single online resource for member benefit and member purchased content, easing member access to the ASHRAE knowledge resource.

**Web Based Educational Platform – *Initiated as Presidential Initiative***

eLearning platform launched September 1 with personal training dashboard for members to track educational course completion whether taken in the eLearning Learning Management System or self-reported training from another source. Design improvements are continuing with work beginning to make the platform the single place to register for all ASHRAE learning opportunities. On track for Winter/Spring launch.

**Cooperation with UNEP – *Support of Presidential Ad Hoc***

eLearning course “Refrigerant Literacy” for policy makers launched with UNEP in Spring 2017. ASHRAE branded version of course launched in Fall. There are 200 UNEP users and 20 purchasing customers. Work on a second eLearning course “Sound Refrigerant Management” for technicians underway with preview at Montreal Protocol meetings in November and launch in Spring 2018. Other projects include Refrigerants Café at UNEP Ozone Action meetings; refrigerants management university course, and RAC Plant Assessment program.

**ASHRAE CIBSE Training Initiative – *Support of Presidential Ad Hoc***

Collaboration with CIBSE to identify and produce educational course for European market. Anticipated first delivery will be a web-based Winter 2017/18 presentation on subject of Use of Weather Data in Energy Modeling. Also CIBSE Journal/ASHRAE Journal newsletter or supplement under investigation.

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**Global Training Center** – *Support of Presidential Ad Hoc*. The Center is now open and Ms. Ayah Said has been hired as ASHRAE Global Training Center administrator. ASHRAE courses have been customized to benefit the region. The first course was offered in September 2017 with 22 registrants. A second course has been offered that was attended by 12 individuals. The objective of the center is to be self-supporting. Course offerings and schedule is being re-examined as the center strives to gain traction in the market. These are the strategic directions in place to drive the center:

- Deliver Customized Training – Content adapted for real world MENA practices, based on the needs of MENA practitioners, with MENA practicing instructors.
- Offer Building Excellence Credential MENA – Earn a credential from ASHRAE focused on MENA applications that demonstrates completion of training to provide exceptional building performance. Supports need for engineers to stand out in market.
- Offer Corporate Discounts – Let ASHRAE provide your in-company training to new hires, engineers with new responsibilities, or engineers who need training on application of new standards and technologies. Supports top down purchasing decisions in market.
- Offer Corporate Sponsorships – Enables companies to align their brand with ASHRAE’s Brand Loyalty and reach to a High Quality Audience in an environment of Non-Cluttered Media Exposure.

The long term objective of the center is to better engage members in the region into the Society, make relevant training available to them, and test waters for delivery expanded services with a pay as you go business model.

### 14. New Business

Mr. Tsui informed the council he had appointed an ad hoc committee to work with Members Council on developing better processes for Handbook delivery to ASHRAE members. A meeting will be scheduled soon and Mr. Tsui will keep the council updated on the group’s progress.

### 15. Adjourn

Mr. Tsui adjourned the meeting at 9:40 am.

### Attachments

- A** Referral to Members Council - POAE points for Certification - Page 14
- B** Historical Committee - 125th Anniversary Project Timeline - Page 15
- C** PEC MBOs - Page 16
- D** PEC Report to BOD for 10.25.3017 - Pages 17-23

**TO:** Shelia Hayter, Members Council Chair  
Joyce Abrams, Members Council Staff Liaison  
**FROM:** Steve Comstock, Publishing & Education Council (PEC) Staff Liaison  
**DATE:** August 9, 2017  
**SUBJECT:** PEC Recommendation

\*\*\*\*\*

At the June 27, 2017 Annual Meeting in Las Vegas, the Certification Committee requested PEC send the following recommendation to Members Council for consideration and implementation.

The Certification Committee recommends assigning PAOE points for multiple certifications earned or renewed by the same chapter member.

**Background:** Currently, 100 points may be earned for each individual who earns an ASHRAE certification during the Society President's term, and an additional 50 points is added for each member who renews their ASHRAE certification during the Society President's term.

**Fiscal Impact:** None

*Certification Committee Approved: 7-0-0 CNV*

PEC Approved: 10-0-0 CNV

Attachment B

ASHRAE Quasiquicentennial Project Timeline  
28-Sep-17

Project	Description	Respon.	Jan-18	Jun-18	Jan-19	Jun-19	Jan-20	Comment
HVAC&R Giants	Softcover Publication/eBook	Volunteer/ Staff	Process for selecting pioneers in place/publishing guidelines as target established.	Pioneers Selected	Final manuscript competed and art collected	Available in ASHRAE Bookstore	Available in ASHRAE Bookstore	Build on Hall of Fame, Pioneers of Industry, Leadership Recall, Heat and Cold, and CIBSE publication. Target 125. Heavily illustrated. Use inclusive title. Bounds are pioneers as far back as we have already done. Deceased? Pull Hall of Fame list PM and Pioneers. Emily send out. Steve to begin to winnow.
Proclaiming the Truth, 2nd edition	Update Society 100th Anniversary publication with recreation of graphics	Staff	Locate art and print files; Begin to replace are as needed.	Outline of content to be added	Draft of MSS	Complete draft and assembly of all artwork. Addition of back matter	Distribution to attendees at Winter Meeting.	Consider like 100th anniversary book increasing winter meeting registration fee and including book in registration. Bern has some artwork which could be scanned.
125 Papers from the Archives	Update to the list of 100 papers published in Proclaiming the Truth	Volunteer/ Staff		Selection committee identified	Selection process underway	Papers selected	list included in PTT	Small group of committee members/others to review papers that won best awards for last 25 years as a beginning. Also visit TC breakfasts.
ASHRAE Journal Historical Article Series	6 articles on historical significance of technology topics with broad interest	Volunteer/ Staff	Solicitation of articles	Articles selected and firm commitments	First three articles mss final	Begin Publication July 2019; Second three articles mss final	Continue Publication through June 2020	Target 12 articles with 6 likely end result. Twenty articles submitted so far.
ASHRAE Journal Advertising Supplement	Invited histories of firms in industry in December 2019	Staff		Advertising sales plan in place	Advertising solicited; editorial plans finalized	Editorial content drafted	Published in December	Will also feature extracts from previously published historical articles in Journal and Transactions. Greg Martin heading.
Technical Session	Dedicated session with historically oriented papers	Volunteer	Announcement of session to solicit papers	Solicitation of Papers and Topics	Topics and papers agreed upon	Papers Identified and Program Package ready for submission	Scheduled for Winter Meeting	Jeff Haberl is heading. Reached out to Tech Council.
Pictorial Calendar	Covers Years 2019 & 20 to be a commemorative, featuring advertising	Volunteer/ Staff		Advertising sales plan in place	Assembly of art; continuing sales	Publish June 2019	Distribute throughout year	Pam Immekus is heading. Greg Martin will work with advertisers
Development of AC Systems 1920 to 2020	Historical hard bound book	Volunteer	Scope content outline	Manuscript first draft	Manuscript Comp	Production begins	Published	David Arnold and Tim Dwyer. Follow up with David re deadlines and requirements. May be copublished with CIBSE.
Evolution of Components and Design Build Practices after 1900	Article or small soft bound book	Volunteer	Scope content outline. Arms around what subject is.	Manuscript first draft	Manuscript Comp	Production begins	Published	Bruce Flaniken. Concept is that trade starts with tinkers. Maybe a long papers as opposed to a book.
How HVAC&R Improved the Quality of Life	Brochure	Staff from submitted materials		Outline prepared	Manuscript completed and art assembled	Brochure completed and ready for distribution	Distribution and posting	This builds on the draft the Ron Vallort promoted. Also to be on web and distributed electronically. Audience reach is general public.
HVAC&R Museum	Display at 2020 Winter Conference	Staff	Theme of display agreed on	Items identified	Items collected for display	Design of display completed	Display created	Sponsorships to be secured for funding. Need to coordinate with marketing and Jeff. Consider Bern basement as source.
ASHRAE Oral History	ASHRAE Stories	Staff	Develop Plan	Organize recording booth to capture interviews	Organize recording booth to capture interviews	Organize recording booth to capture interviews and start cataloging them	Display at Winter Conference and continue to capture for future	Can be used on ASHRAE Website and as basis of presentation at 2020 Winter Conference or in display. Model is <a href="http://www.npr.org/series/4516989/storycorps">http://www.npr.org/series/4516989/storycorps</a> Jane Pawley is another example. Project to confer with Marketing/Jeff about.
ASHRAE Historical Markers	Historical Sites that hold meaning to ASHRAE members	Volunteer	Review with Larry Markel at Meeting	Decide if to move forward and budget impact.		Program Announced	First 3 sites identified	Model to be IEEE program with plaques; description on website; and opportunities for members to take selfies at sites for posting. Invite Larry to come to meeting in January. If more forward might engage Marketing.

PUBLICATION & EDUCATION COUNCIL - MOBs 2017-2018 SY

DESCRIPTION	ASHRAE	RESPONSIBILITY													Status	COMMENTS		
	Strat	Standing Committees					Subcommittees				Other							
	Dir	Certification	ECC	Handbook	Historical	PDC	Publications	Functional	Fiscal	eLearning	Journal Advert.	Research Journal	Ad-hoc	PEC V Chair			PEC Chair	Staff
1	Prepare study & recommendations on product alignment (format, delivery mechanism, content, context) with younger members for future media dissemination	-	-	-	-	-	-	0	0	0	-	-	-	-	-	0		
2	Consider apps and online tools related to OM and service life and operating costs of data	-	-	-	-	-	0	0	-	-	-	-	-	-	-	0		
3	Provide guidance and training in field of cybersecurity related to HVAC	-	-	0	-	0	0	-	-	-	-	-	-	-	-	0		
4	Meet 2017-18 milestones for ASHRAE 125 anniversary activities	-	-	0	-	-	-	-	-	-	-	-	-	-	-	0		
5	Launch online standard and users manual plan using 90.1 as trial case	-	-	-	-	-	0	0	-	-	-	-	-	-	-	0		
6	Develop and implement strategies to deliver products and services cost effectively globally	0	0	-	-	0	0	0	0	0	-	-	0	0	0	0		
7	Support Developing Economy Initiatives through UNEP cooperation by developing joint publications & documents on sound management of refrigerants	-	-	-	-	0	0	-	-	-	-	-	-	-	-	0		
8	Coordinate with member council to develop improved handbook content access to members globally	-	-	-	-	-	-	-	0	-	-	-	0	-	0	0		
9	Expand eLearning portal to centralize training registration and to allow for planned career development paths	-	-	-	-	-	-	-	0	-	-	-	-	-	0	0		
10	Gain intergovernmental support and recognition of ASHRAE established training centers of global excellence	-	-	-	-	-	-	-	-	-	-	-	0	0	0			
11	Develop mechanism to accept/facilitate Research Journal paper to be presented in Winter/Annual meeting	-	-	-	-	-	-	-	-	-	0	-	-	0	0			
12	Explore the opportunities in publishing HPB in different language and broaden the global solicitation of content to serve global members	-	-	-	-	-	0	-	-	-	-	-	-	-	0	0		
13	Review PEC standing committee scopes, responsibilities and reporting structure related to the training and publication portfolio to meet strategic needs of membership and including processes related to publications and training that are generated by committees and groups outside of PEC structure of content to serve global members	-	-	-	-	-	-	-	-	-	-	0	-	-	-			



**REPORT TO BOARD OF DIRECTORS**  
**From Publishing \* Education Council (PEC)**  
**As of October 24, 2017**

**Recommendations for BOD Approval:**

1. None.

**Information Items:**

Advertising Sales

1. Advertising performance remains strong through first quarter of 2018 Society Year. Success is due to effective editorial/advertising communication; development of sales strategies and support materials; availability of additional digital assets with advertising components. Print continues to be an important element in advertising packaging but needs to be supplemented with digital opportunities enabling companies to demonstrate thought leadership with brand awareness.

eLearning

2. eLearning course transition to HTML from flash has been completed and the revenue stream has returned to pre-transition levels. UN Environment course development has also enabled new course development at no cost to ASHRAE. (In addition to courses provided to UN Environment Ozone Action officers, ASHRAE can resell courses to its customer base.)
3. The eLearning web portal is being reconstructed to allow for consolidated listings and registrations for all PEC training opportunities.

Research Journal (Science and Technology for the Built Environment)

4. Two Associate Editors (one from US and one from China) have been added to the editorial team to accommodate an increased flow of submissions and reduce time to publication.
5. Frequency of the journal has increased from 8 to 10 digital issues per year, also to accommodate an increased submission of manuscripts.

PEC Operation Related to Standing Committees Ad Hoc

6. PEC has created an ad hoc to review PEC standing committee scopes. The responsibilities of the ad hoc include examining responsibilities and reporting structure related to manage the training and publication portfolio so that it meets strategic needs of membership. Also being addressed are the processes related to publications and training that are generated by ASHRAE committees and groups outside of PEC structure as well as new efforts expanding ASHRAE's services to include university courses and international training centers.

Certification Committee

7. Certification Committee is working on the development of the HVAC Design Certification program that will align with the Department of Energy's Better Building Initiative.
8. The Committee is beginning organizational work for the HVAC Designer certification program. Funds have been budgeted by PEC for the program in the 2018-2019 budget to support the development of exam questions.

#### Electronic Communications Committee (ECC)

9. ECC has rolled out all the Region Basecamp sites and plans to have all the Chapter Basecamp sites set up by the January 2018 Chicago meeting.
10. ECC is developing training PowerPoint presentations for use at CRCs.
11. ECC has been working to improve the committee's outreach in social media.
12. The committee is also working on inviting regional electronic communication chapter position members to attend ECC's conference call meeting.
13. ECC has drafted a Chapter website policy and an App policy which will be voted on at its January 2018 meeting.

#### Handbook Committee

14. Handbook Committee has been working to strengthen their on-boarding of Handbook Volume Subcommittee Chairs.
15. The committee is reinvigorating a program to have College of Fellows members help in the review process of the Handbook.
16. Handbook Online continues to increase number of subscribers. Currently there are 14,000 active users. Members are increasingly choosing Handbook Online as their member benefit.
17. Handbook Committee is continuing to encourage TCs to use the Authoring Portal. Approximately 40% Handbook chapters are being developed in the portal. Other committees are also using the portal for authoring work.

#### Historical Committee

18. Historical Committee has developed their plan to celebrate the 125<sup>th</sup> Anniversary of ASHRAE for the 2019-2020 year. (Attachment A). Of special significance is a Historical Marker program such as is in place in sister societies like IEEE, ASCE and ASME.

#### Professional Development Committee (PDC)

19. PDC is currently reviewing every presentation for the Chicago Winter meeting in January 2018 for quality of presentation.
20. The committee will be reviewing the course portfolio to identify any holes in technical information within ASHRAE education programs that should be addressed.
21. The committee is exploring new locations for presenting the HVAC Design course.

#### Publications Committee

22. Publications Committee is working on the review process for paper selection and other ways to increase the effectiveness of the committee operation.

## Other PEC Initiatives

23. **Consulting Engineering Essentials Course** – *Initiated as Presidential Initiative*. Completed and scheduled for March 2018. Course covers essentials of consulting engineering practices with focus on young members assuming greater degrees of responsibility in such firms.
24. **Building EQ Course for Student Branches Use** - *Initiated as Presidential Initiative*. The course involves ten weeks of classroom instruction followed by five weeks of hands-on field work in teams under the guidance of local industry mentors. The course is intended to revolve around a representative campus or community building for each student team that will provide the focus for the underlying technologies and techniques and the practical field studies. Course includes syllabus, lectures and quizzes. Since launch in July, 32 instructors have registered to use sample materials and 17 instructors have registered to download complete course materials and schedule the course presentation.
25. **Technology Portal** – *Initiated as Presidential Initiative*. Portal launched in January with Research Reports and Journal articles available to ASHRAE members. In June, scope of Portal expanded to include ASHRAE Transactions, Conference Technical Paper Preprints, Conference Papers, and Conference Seminars. These additional elements are available on a subscription fee basis with member and nonmember pricing. Journal and Research Reports will be open to nonmember subscription fee access. The portal is one of the favored destinations at ashrae.org, with over 12,000 page views per month, 800 unique visitors per month, and 1,500 total visits, each averaging 6+ minutes in duration. The vision for the ASHRAE Technology Portal is be a single online resource for member benefit and member purchased content, easing member access to the ASHRAE knowledge resource.
26. **Cooperation with UNEP** – *Support of Presidential Ad Hoc*. eLearning course “Refrigerant Literacy” for policy makers launched with UNEP in Spring 2017. ASHRAE branded version of course launched in Fall. There are 200 UNEP users and 20 purchasing customers. Work on a second eLearning course “Sound Refrigerant Management” for technicians underway with preview at Montreal Protocol meetings in November and launch in Spring 2018. Other projects include Refrigerants Café at UNEP Ozone Action meetings; refrigerants management university course, and RAC Plant Assessment program.
27. **ASHRAE CIBSE Training Initiative** – *Support of Presidential Ad Hoc*. Collaboration with CIBSE to identify and produce educational course for European market. Anticipated first delivery will be a web-based Winter 2017/18 presentation on subject of Use of Weather Data in Energy Modeling. Also CIBSE Journal/ASHRAE Journal newsletter or supplement under investigation.
28. **Global Training Center** – *Support of Presidential Ad Hoc*. The Center is now open and Ms. Ayah Said has been hired as ASHRAE Global Training Center administrator. ASHRAE courses have been customized to benefit the region. The first course was offered in September 2017 with 22 registrants. A second course has been offered that was attended by 12 individuals. The objective of the center is to be self-supporting. Course offerings and schedule is being re-examined as the center strives to gain traction in the market. These are the strategic directions in place to drive the center:
  - Deliver Customized Training – Content adapted for real world MENA practices, based on the needs of MENA practitioners, with MENA practicing instructors.
  - Offer Building Excellence Credential MENA – Earn a credential from ASHRAE focused on MENA applications that demonstrates completion of training to provide exceptional building performance. Supports need for engineers to stand out in market.

- Offer Corporate Discounts – Let ASHRAE provide your in-company training to new hires, engineers with new responsibilities, or engineers who need training on application of new standards and technologies. Supports top down purchasing decisions in market.
- Offer Corporate Sponsorships – Enables companies to align their brand with ASHRAE's Brand Loyalty and reach to a High Quality Audience in an environment of Non-Cluttered Media Exposure.

The long term objective of the center is to better engage members in the region into the Society, make relevant training available to them, and test waters for delivery expanded services with a pay as you go business model.

Strategic Plan Initiatives Assigned to PEC

Updated Initiative 1C	Grow ASHRAE Influence at Universities
Description	More aggressively pursue HVAC&R training for university students. Promote the creation of student branches globally. Increase the use of ASHRAE publications/ASHRAE Handbook in curricula. Convene meeting of student branch advisers at winter and annual conferences. Investigate accreditation of ASHRAE educational programs for university credit.
Timeframe	3 years
Cost	\$30,000 across five Society years
Staff	Steve Comstock
Revenue/Upside	Education course revenue. Student membership growth. Seeding future membership growth. Greater awareness of HVAC&R among engineers.
Responsible	Pub & Ed Council / Members Council Collaboration

Budget inclusion: Research Journal Outside Other Services

Budget Amount: 30K

Actual YTD: 5K

Activities: selected open access; ASHRAE member access to content; expanded number of manuscripts accepted; additional associate editors; university course availability.

Initiative 3A	Develop software tools and mobile apps focused on professional applications
Cost	\$25,000 in year 1, \$15,000 in the following years.
Staff	Steve Comstock
Revenue/Upside	Possible sales of product.
Responsible Party	Pub & Ed Council

Budget inclusion: Publications Outside Services Other

Budget Amount: 15K

Actual YTD: 15K

Activities: Release of Duct Sizer app; Release of PT chart app; reissuing iOS apps for Android.

<b>NEW Initiative 4C</b>	<b>Global Training</b>
Description	Develop and Implement a global training initiative to deliver targeted, locally relevant ASHRAE educational products with local, trusted trainers. Deliver training programs for both established and emerging ASHRAE markets with a sustainable and repeatable methodology.
Timeframe	2016-17 Society Year for two pilot markets; Continue for multiple years
Cost	Funded Through PLC 2016-2017
Staff	Steve Comstock
Revenue/Upside	Contributes to need for local relevance, diversified revenue and creates a demand for ASHRAE products.
Responsible	PEC

Budget Amount: 110K in expense in 2017-18; 100K in revenue  
Actual YTD: 45K expense; 17K revenue  
Activities: Operation of Training Center in Dubai

<b>Updated Initiative 5A</b>	<b>Drive residential partnerships and collaboration. Jointly develop training programs and perform research into improving the residential built environment.</b>
Description	Leverage the strength of other organizations in the residential market. Work with other organizations to develop training programs and perform research.
Timeframe	2016–17 Society Year
Cost	\$10,000 per year to attend partner meetings. \$100,000 for training and education programs. Research budget TBD.
Staff	Steve Comstock
Revenue/Upside	Stronger position in residential market. Product development / sales
Responsible Party	Tech Council/Residential Building Committee

Budget Amount: Re-allocated from PEC budget.  
Actual YTD: NA  
Activities: NA

Updated Initiative 3B	Owner/Operator Focus Groups
Description	Collect ASHRAE member demographics on owner/operators around the world. Conduct focus groups to understand owner/ operator opportunities. Based on the results on the focus groups, utilize a Multidisciplinary Task Group (MTG for Effective Building Operations) to develop products and services and explore co-branding with APPA, BOMA, and/or IFMA at zero development cost to them provided they offer marketing support and committee volunteers.
Timeframe	2 years
Cost	\$25,000 during 2017-18 for travel, facilities. \$90,000 for course development.
Staff	Steve Comstock
Revenue/Upside	Education course revenue. Membership growth.
Responsible	MTG for Effective Building Operations

Budget Amount: Re-allocated from PEC budget.

Actual YTD: NA

Activities: NA

Updated Initiative 3D	Develop a technical course program that can be distributed through ASHRAE's chapters
Description	Develop a portfolio of programs and courses that chapters can offer to their membership. These courses should support continuing education of the consulting engineering community. The goal is to provide the chapters with world class course material to get members to attend local chapter meetings and attract new members. It may require instructor training as well.
Timeframe	4 years for multiple programs
Cost	\$175,000 for development
Staff	Joyce Abrams
Revenue/Upside	Membership growth. Increase ASHRAE's exposure to professionals. Revenue for chapters

Budget Amount: Not specified pending further clarification regarding need and if PEC products are the type of product desired.

Actual YTD: NA

Activities: Not specified pending further clarification regarding need and if PEC products are the type of product desired.

October 24, 2017

Date

Edward Tsui, Chair

ASHRAE Quasiquicentennial Project Timeline

28-Sep-17

Project	Description	Respon.	Jan-18	Jun-18	Jan-19	Jun-19	Jan-20	Comment
HVAC&R Giants	Softcover Publication/eBook	Volunteer/ Staff	Process for selecting pioneers in place/publishing guidelines as target established.	Pioneers Selected	Final manuscript competed and art collected	Available in ASHRAE Bookstore	Available in ASHRAE Bookstore	Build on Hall of Fame, Pioneers of Industry, Leadership Recall, Heat and Cold, and CIBSE publication. Target 125. Heavily illustrated. Use inclusive title. Bounds are pioneers as far back as we have already done. Deceased? Pull Hall of Fame list PM and Pioneers. Emily send out. Steve to begin to winnow.
Proclaiming the Truth, 2nd edition	Update Society 100th Anniversary publication with recreation of graphics	Staff	Locate art and print files; Begin to replace are as needed.	Outline of content to be added	Draft of MSS	Complete draft and assembly of all artwork. Addition of back matter	Distribution to attendees at Winter Meeting.	Consider like 100th anniversary book increasing winter meeting registration fee and including book in registration. Bern has some artwork which could be scanned.
125 Papers from the Archives	Update to the list of 100 papers published in Proclaiming the Truth	Volunteer/ Staff		Selection committee identified	Selection process underway	Papers selected	list included in PTT	Small group of committee members/others to review papers that won best awards for last 25 years as a beginning. Also visit TC breakfasts.
ASHRAE Journal Historical Article Series	6 articles on historical significance of technology topics with broad interest	Volunteer/ Staff	Solicitation of articles	Articles selected and firm commitments	First three articles mss final	Begin Publication July 2019; Second three articles mss final	Continue Publication through June 2020	Target 12 articles with 6 likely end result. Twenty articles submitted so far.
ASHRAE Journal Advertising Supplement	Invited histories of firms in industry in December 2019	Staff		Advertising sales plan in place	Advertising solicited; editorial plans finalized	Editorial content drafted	Published in December	Will also feature extracts from previously published historical articles in Journal and Transactions. Greg Martin heading.
Technical Session	Dedicated session with historically oriented papers	Volunteer	Announcement of session to solicit papers	Solicitation of Papers and Topics	Topics and papers agreed upon	Papers Identified and Program Package ready for submission	Scheduled for Winter Meeting	Jeff Haberl is heading. Reached out to Tech Council.
Pictorial Calendar	Covers Years 2019 & 20 to be a commemorative, featuring advertising	Volunteer/ Staff		Advertising sales plan in place	Assembly of art; continuing sales	Publish June 2019	Distribute throughout year	Pam Immekus is heading. Greg Martin will work with advertisers
Development of AC Systems 1920 to 2020	Historical hard bound book	Volunteer	Scope content outline	Manuscript first draft	Manuscript Comp	Production begins	Published	David Arnold and Tim Dwyer. Follow up with David re deadlines and requirements. May be copublished with CIBSE.
Evolution of Components and Design Build Practices after 1900	Article or small soft bound book	Volunteer	Scope content outline. Arms around what subject is.	Manuscript first draft	Manuscript Comp	Production begins	Published	Bruce Flaniken. Concept is that trade starts with tinkers. Maybe a long papers as opposed to a book.
How HVAC&R Improved the Quality of Life	Brochure	Staff from submitted materials		Outline prepared	Manuscript completed and art assembled	Brochure completed and ready for distribution	Distribution and posting	This builds on the draft the Ron Vallort promoted. Also to be on web and distributed electronically. Audience reach is general public.
HVAC&R Museum	Display at 2020 Winter Conference	Staff	Theme of display agreed on	Items identified	Items collected for display	Design of display completed	Display created	Sponsorships to be secured for funding. Need to coordinate with marketing and Jeff. Consider Bern basement as source.
ASHRAE Oral History	ASHRAE Stories	Staff	Develop Plan	Organize recording booth to capture interviews	Organize recording booth to capture interviews	Organize recording booth to capture interviews and start cataloging them	Display at Winter Conference and continue to capture for future	Can be used on ASHRAE Website and as basis of presentation at 2020 Winter Conference or in display. Model is <a href="http://www.npr.org/series/4516989/storycorps">http://www.npr.org/series/4516989/storycorps</a> Jane Pawley is another example. Project to confer with Marketing/Jeff about.
ASHRAE Historical Markers	Historical Sites that hold meaning to ASHRAE members	Volunteer	Review with Larry Markel at Meeting	Decide if to move forward and budget impact.		Program Announced	First 3 sites identified	Model to be IEEE program with plaques; description on website; and opportunities for members to take selfies at sites for posting. Invite Larry to come to meeting in January. If more forward might engage Marketing.