



COMMUNICATIONS COMMITTEE

Conference Call #1 | SY 2020–2021

Thursday, July 16

11:00 AM–12:00 PM EDT

Online via GoToMeeting

Minutes

Members Present

Pam Duffy
Karine Leblanc
Nikolaos Giannitsanos
Anuj Gupta
Richard Kimball
Jessica Mangler
Randy Reed
Eleazar Rivera
Mick Schwedler
Ashish Rakheja

Members Absent

Guests

Chia Chi Hsu
Tom Pollard
Osama Khayata
Kay Thrasher
Gerardo Alfonso
Brad White

Staff

Joslyn Ratcliff
Vanita Gupta
Joyce Abrams
Ally Jordan
Lara Roenitz

Motions

Motion Communications Committee CC1_1 – to approve the Virtual Conference Meeting Minutes 8-0-0, CV, Motion Passes

Action Items

Action Item CC1_1 – Ms. Leblanc to provide a report on the Communications Ownership ad hoc committee’s findings prior to the next full committee conference call on September 17.

Action Item CC1_2 – Mr. Kimball to provide a report on the Streamline Resources ad hoc committee’s findings prior to the next full committee conference call on September 17.

Action Item CC1_3 – Mr. Gupta to provide a report on the Communications Plan ad hoc committee’s findings prior to the next full committee conference call on September 17.

Action Item CC_3A – Ms. Duffy to assist Mr. Gupta in sending out meeting minutes to RCC and other interested parties

Action Item CC1_4 – Ms. Ratcliff to provide Mr. Reed contacts for individuals in MP and CEC for feedback gathering.

Action Item CC1_5 – Mr. Reed to contact individuals and ask for feedback. A conference call was suggested.

Action Item CC1_6 – Mr. Reed to provide a report on the Investigate the Society-wide platform ad hoc

committee's findings prior to the next full committee conference call on September 17.

Action Item CC1_7 – Mr. Rivera to provide a report on the Basecamp SME ad hoc committee's findings prior to the next full committee conference call on September 17.

Action Item CC1_8 – Ms. Mangler to provide a report on Website Templates ad hoc committee's findings prior to the next full committee conference call on September 17.

Action Item CC1_9 – Ms. Duffy to provide a report on the Review & Update Governing / Operations Documents ad hoc committee's findings prior to the next full committee conference call on September 17.

Action Item CC1_10 – Ms. Ratcliff to pull information for ashrae.org from Google Analytics for the past 3-6 months and post to Basecamp.

Action Item CC1_11 – Mr. Giannitsanos to provide a report on the ashrae.org Improvements ad hoc committee's findings prior to the next full committee conference call on September 17.

Action Item CC1_12 – Ms. Duffy to create folders assigned to each MBO in Basecamp with the responsible person's name beside it.

Action Item CC1_13 – Ms. Roenitz to post Instagram document to Basecamp.

Action Item CC1_14 – Mr. Alfonso and Ms. Thrasher to provide reports of their virtual training at their joint CRC.

Action Item CC1_15 – Ms. Duffy and Ms. Leblanc to reach out to other groups that do centralized trainings and get pros/cons.

Action Item CC1_16 – Mr. Kimball to reach out to the Alaska chapter to get further background on their intent.

Information Items

1. Call of meeting to order

Ms. Duffy called the meeting to order at 11:00 AM.

2. Code of Ethics Commitment

Ms. Duffy read the Code of Ethics Commitment.

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.

3. Roll Call

Roll call was taken.

4. Quorum Check

Quorum was established with eight voting members on the call.

5. Approval of Virtual Conference Meeting Minutes

Motion CCVC1 – Ms. Leblanc moved to approve the July 16 Conference Call Minutes, Ms. Mangler seconded. Minutes were approved with no changes and no discussion.

8-0-0, CV, Motion Passes

6. Review of Agenda

The agenda was reviewed and no changes were made.

7. Ad hoc committee reports

Ms. Duffy provided an overview of the meeting and its objective and invited all on the call to participate. She provided an overview of the 2020–21 ad hoc subcommittees and assigned chairs to each. The ad hoc subcommittees align to the year's MBOs, replace the standing subcommittees from previous years, and are designed to function similar to project teams.

a. **Communications Ownership (MBO1) – Chair, Karine Leblanc with Anju Gupta, Jessica Mangler, and Kay Thrasher helping**

Ms. Leblanc accepted chairing this ad hoc committee. Ms. Duffy provided an overview of this committee to explain that this committee is responsible for auditing all ASHRAE groups, determining who has responsibility for communications tasks within and making recommendations to procedural/guidance documents for changes. She mentioned there are a lot of groups flailing out there; so this committee can help identify them as well as their needs for assistance. Mr. White asked if one of the goals is to have a cohesive document that can be referenced by chapters. Ms. Duffy offered that a lot of what is done will depend on what is discovered and added that perhaps the goal is providing recommendations to the Manual of Chapter Operations (MCO) that might filter down to the Chapter Information Questionnaire (CIQ). Ms. Duffy delegated what the committee does to meet the needs identified in MBO1 to Ms. Leblanc.

Action Item CC1_1 – Ms. Leblanc to provide a report on the Communications Ownership ad hoc committee's findings prior to the next full committee conference call on September 17.

b. **Streamline Resources (MBO2) – Chair, Richard Kimball**

Mr. Kimball accepted chairing this ad hoc committee. Ms. Duffy explained this committee is responsible for streamlining the committee's resources, eliminating what is no longer relevant or useful, and ensuring the information volunteers are seeking is easy to find. They are responsible for updating (or finding volunteers to update) resources that are needed but out of date. Ms. Duffy shared that Ms. Ratcliff has already put together a list of resources and posted it to Basecamp, which would be a good starting point for this work.

Action Item CC1_2 – Mr. Kimball to provide a report on the Streamline Resources ad hoc committee's findings prior to the next full committee conference call on September 17.

c. **Communication Plan (MBO3) – Chair, Anju Gupta with Karine Leblanc and Jessica Mangler helping**

Mr. Gupta accepted chairing this ad hoc committee. This committee is responsible for communicating with key stakeholders: upward, laterally, and downward. This includes liaisons to other committees, promoting tools via email & social, and reporting back on items of interest to our committee. Ms. Leblanc volunteered to assist this ad hoc.

Action Item CC1_3 – Mr. Gupta to provide a report on the Communications Plan ad hoc committee’s findings prior to the next full committee conference call on September 17.

Action Item CC_3A – Ms. Duffy to assist Mr. Gupta in sending out meeting minutes to RCC and other interested parties.

- d. **Investigate the Society-wide platform (ASHRAE 365 or ?) – Chair, Randy Reed with staff helping**

Mr. Reed accepted chairing this ad hoc committee and noted that he may need assistance as he is not an app developer.

Ms. Duffy explained that this ad hoc is charged with coordinating with staff and coming up with a recommendation for a Society-wide platform solution. They are responsible for collaborating with other committees (namely MP and CEC to start) on a society-wide “app”, ensuring all stakeholders have been heard and that we are doing the best by our volunteers and members. Mr. Kimball noted that the idea might be far-fetched, that one platform that works for everyone might be difficult. Ms. Mangler offered that it is good for the committee to investigate because it’s something that keeps coming up. Mr. White noted agreement, stating that he’d recently reviewed previous CRC motions from Region V and there were many which were related. He added there are a number of tools already and perhaps the need may be a conversation or communication on existing tools and maybe streamlining what is already in existence. Ms. Duffy agreed, suggesting that perhaps the committee can simply streamline – and offered the example of instead of spending a large amount of money on multiple tools, perhaps it’s possible to get more of a one-size-fits-all tool and save money.

Ms. Duffy provided a relevant example: Today, a chapter is asked to promote their meetings and does so via multiple platforms: newsletter, email, website, social and perhaps more. What Membership Promotion is asking for is, what if they are visiting the chapter’s location and want to attend a chapter meeting. It would be nice to have something pop up on their phones to tell them there is a meeting in the area. She then noted that this tool already exists within ASHRAE to a degree, just that no one uses it - Mr. Reed concurred and Mr. White added that the information does get posted if it’s entered, just that there’s no way to access it cleanly. The issue is that volunteers are being asked to put the same information in multiple places and added that the idea of entering data to one platform and having it publish to the other platforms is very appealing, but a question is does such a technology exist that could be used at this capacity? Ms. Duffy continued that it would be great if ASHRAE 365 had capability to know what ASHRAE committees she was a member of and for it to automatically notify her of meetings and events. An ideal would be posting information once to the CIQ and having it go from there. Ms. Duffy let the group know she’d like them to perform some due diligence in response to these repeated asks – to see what is out there, what is being asked for, what are possible solutions, and what do we recommend.

Action Item CC1_4 – Ms. Ratcliff to provide Mr. Reed contacts for individuals in MP

and CEC for feedback gathering.

Action Item CC1_5 – Mr. Reed to contact individuals and ask for feedback. A conference call was suggested.

Action Item CC1_6 – Mr. Reed to provide a report on the Investigate the Society-wide platform ad hoc committee’s findings prior to the next full committee conference call on September 17.

e. Basecamp SME – Chair, Eleazar Rivera

Mr. Rivera accepted chairing this ad hoc committee and added he’s willing to accept guidance from others on the committee. This committee is responsible for being the subject matter expert on Basecamp. This includes answering questions, updating documents (as directed by the streamlining committee), and hosting "office hours" at the Society conferences. Ms. Duffy noted that Ms. Ratcliff has volunteered to assist with office hours since she attends the conferences and already serves as a *de facto* go-to for questions. It was noted the “office hours” could cover any communications-related questions.

Action Item CC1_7 – Mr. Rivera to provide a report on the Basecamp SME ad hoc committee’s findings prior to the next full committee conference call on September 17.

f. Website Templates – Chair, Jessica Mangler with Karine Leblanc, Nikos Giannitsanos, Tom Pollard and Brad White helping

Ms. Mangler accepted chairing this ad hoc committee. Ms. Duffy explained this committee is responsible for executing the work the committee committed to as a part of a previous motion. Ms. Manger added that in addition to the chapter website templates already underway, the ad hoc will work on a template for Region websites. Mr. White offered to help as he wrote his Region website from scratch.

Action Item CC1_8 – Ms. Mangler to provide a report on Website Templates ad hoc committee’s findings prior to the next full committee conference call on September 17.

g. Review & Update Governing / Operations Documents – Chair, Pam Duffy with staff helping

Ms. Duffy offered to chair this ad hoc, which is responsible for updating all operating documents for this committee.

Action Item CC1_9 – Ms. Duffy to provide a report on the Review & Update Governing / Operations Documents ad hoc committee’s findings prior to the next full committee conference call on September 17.

h. ashrae.org Improvements – Nikos Giannitsanos, Chair

Mr. Giannitsanos accepted chairing this ad hoc committee. Ms. Duffy explained this committee is responsible for assisting staff in identifying & updating content pages on ashrae.org. She provided background that the idea for this ad hoc came out of a brainstorm with past chairs and others regarding how this committee can help a group larger than the already-involved membership. An example of items this ad hoc could

look into includes broken links, finding the expected content within the first page of search results, and having the expected information on the pages. She offered this does not need to be proactively done. Mr. Giannitsanos requested short time access to analytics for last 3-6 months to see how people are reacting to the website.

Action Item CC1_10– Ms. Ratcliff to pull information for ashrae.org from Google Analytics for the past 3-6 months and post to Basecamp.

Action Item CC1_11 – Mr. Giannitsanos to provide a report on the ashrae.org Improvements ad hoc committee’s findings prior to the next full committee conference call on September 17.

8. Basecamp Maintenance

Ms. Duffy provided an overview of the "Rules of Engagement" posted to the committee’s Basecamp project. Mr. Cooper (a previous committee member) suggested that this document be cleaned up and posted for other groups, so Ms. Ratcliff and Ms. Duffy are working on that. Ms. Duffy will create folders within the Basecamp project assigned to each MBO/ad hoc and place the responsible person’s name beside it. Ms. Duffy let the committee know that if they see an item of theirs re-posted this is simply to keep items organized within the Basecamp project.

Action Item CC1_12 – Ms. Duffy to create folders assigned to each MBO in Basecamp with the responsible person’s name beside it.

9. Social Media

Ms. Roenitz noted that she has continued to post the ASHRAE Society social media dashboards to the committee’s Basecamp project and noted that these can be found within the Docs & Files section.

a. Instagram

Ms. Roenitz shared with the committee that after researching the possibility of a Society Instagram channel over the past year, she is happy to announce a recommendation to move forward. The first post will center around ASHRAE’s new Headquarters opening and following that the strategy for this new channel will focus on the winter and annual conferences as well as items leading up to and following those. A representative from Society will be present at these in-person events to post in real time, however, posts will not be limited to just the events. Staff will continue to monitor engagement and followers. Staff has a few follow-up questions that we would like input from the committee on, such as: whether our members are actively engaged in the channel and how this would add value to our current efforts. Ms. Roenitz stated we’d love to grow our presence but want to be confident that enough people would follow us. Ms. Roenitz compiled notes and questions into a document and will load it onto the committee’s Basecamp project for further input and responses. Ms. Duffy stated she’s thrilled about this effort and Mr. Rivera indicated support.

Action Item CC1_13 – Ms. Roenitz to post Instagram document to Basecamp.

10. PAOE Updates

Ms. Duffy reminded the committee PAOE changed significantly for Communications for 2020-2021. Ms. Duffy invited the RCCs to ask her or Ms. Leblanc any questions and stated that Ms.

Leblanc is serving as the committee's representative on the Members Council PAOE Subcommittee this year.

11. 2020 CRC Motion 1, Region XI – Centralized Training

Ms. Duffy opened the floor for concise comments and a straw poll from those on the call. Mr. Giannitsanos spoke in favor and stated that first the committee needs to finish our documentation in order to provide the training to avoid confusion in the future. Ms. Mangler suggested the group review the motion further and suggested there is a lot of overlap within the new ad hoc subcommittees that could meet the intent of the motion. She provided the example of setting up office hours at various times, even if they are virtual office hours, and chapter communications chairs could attend these office hours and asked if that would be something the group could consider as it may provide more efficiency – less funding and volunteer time. She added sometimes these motions come forth because it's been historically seen as a solution not knowing that there are other avenues to achieve intent. Ms. Thrasher and Mr. Alfonso both noted they will be using GoToMeeting for their upcoming combined virtual CRCs and offered to provide reports of how it went. Mr. Kimball confirmed the motion was referring to Society-wide Centralized Training. After confirming it was, he shared it seems the group agrees there may be some value but wonders if we can direct our efforts more toward a virtual effort rather than flying people around. Ms. Abrams noted that all Centralized Training is virtual this year and reminded those on the call that Centralized Trainings are for grassroots committees. Mr. White offered that the committee could do something functionally similar but practically different that would apply the things that are taught in such a training, effectively using the tool as the training. Ms. Duffy noted that Region XI does not currently have an RCC assigned.

Action Item CC1_14– Mr. Alfonso and Ms. Thrasher to provide reports of their virtual training at their joint CRC.

Action Item CC1_15– Ms. Duffy and Ms. Leblanc to reach out to other groups that do centralized trainings and get pros/cons.

Action Item CC1_16– Mr. Kimball to reach out to the Alaska chapter to get further background on their intent.

12. Open Floor

Ms. Duffy invited any last comments from those on the call.

13. Next Meeting

Thursday, September 17th
11 AM-12 PM EDT

14. Adjourn

Ms. Duffy adjourned the call at 12:02 PM EDT.