



COMMUNICATIONS COMMITTEE

Conference Call #2 | SY 2020-2021

Thursday, September 17

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

Members Absent

Ashish Rakheja

Guests

Tom Pollard
Gerardo Alfonso
Brad White
Adam Niederloh

Staff

Joslyn Ratcliff
Ally Jordan
Lara Roenitz

Motions

Communications Committee CC2_1 – to approve Conference Call #1 Meeting Minutes
8-0-0, CV, Motion Passes

Action Items

CC2_1	Obtain click-through data on Communications Committee resources in spreadsheet and post to Basecamp	Ratcliff
CC2_2	Develop a report on such metrics as obtained in CC2_1 and post quarterly to Basecamp.	Ratcliff
CC2_3	Work on action items identified in the ashrae.org improvements report as identified by Mr. Giannitsanos	Ratcliff
CC2_4	Add Brand slide to Communications Committee Basecamp project	Ratcliff
CC2_5	Send Doodle poll for November meeting	Ratcliff
CC2_6	Re-schedule November conference call based on results of Doodle Poll	Ratcliff
CC2_7	Assist with presentation if we have made earlier which shows our work and updates per Mr. Gupta's report and request in Basecamp	Ratcliff

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 Conference Call #1 Minutes

Motion CCVC2 – Ms. Leblanc moved to approve Conference Call #1 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. Ms. Duffy added a chair's report to the beginning of the agenda, old business of the motion regarding centralized training was added, and the staff report was moved up in the meeting.

7. Staff Report

Ms. Ratcliff provided an update on the Winter Conference and AHR Expo as it relates to changes due to COVID-19. Mr. Schwedler noted that ASHRAE's Board of Directors would discuss what this means for the ASHRAE Winter Conference October 15.

8. Chair's Report

Ms. Duffy shared information with those on the call:

- a. Ms. Mangler and Ms. Duffy have been participating in PEAC calls regarding Mr. Schwedler's upcoming theme regarding connecting members. At this time the calls have been of a brainstorming nature and the committee has no action items.
- b. Members Council's planning subcommittee has MBOs regarding virtual meetings and is putting together their own best practices, separate from those already put out by the Communications Committee. Ms. Duffy has provided the guidance already established by the Communications Committee and noted that the Members Council Planning subcommittee is looking to create more specific guidance for hosting particular types of virtual events such as CRCs and ASHRAE meetings and conferences. Ms. Duffy is a part of the meetings they are having.
- c. The name of the committee is Communications Committee and the committee does

not have an abbreviation or acronym. As such, it is noted the committee name should be written out in all instances.

9. Review of Action Items

Action items were reviewed and reflected in [Attachment A: Action Items](#).

10. Communications Ownership (MBO1)

Ms. Leblanc referred to information she had previously posted to Basecamp in the Communications Ownership folder and noted she had received feedback from Kay Thrasher. Ms. Leblanc stated her main focus was to clean up the CIQ. Currently there are position titles in the MCO such as Chapter, Communication Chair, Chapter Webmaster, Chapter Homepage editor, Chapter Publicity and Chapter Newsletter Editor. Ms. Leblanc recommends suggesting to Members Council that Chapter Homepage editor be removed since there is also the Webmaster position. She also recommends changing the name of Chapter Publicity to Chapter Public Relations and suggests that a new position title for Chapter Social Media Chair be created. Mr. Rivera indicated support of a social media chair and Brad White indicated support of combining homepage editor and webmaster. Ms. Leblanc shared with the committee that currently some individuals in the positions don't know where they need to report to and as a result they are not effectively completing the work of the position for lack of understanding of the duties of the role. Ms. Duffy feels that the Publicity position could be removed, as it's a person that used to print and post flyers or other type items that would now be digital and fall under one of the other roles. Ms. Leblanc feels more discussion is needed and Ms. Duffy agreed and suggested a potential different name for the position of External Relations Chair. Daniel Borque added that this position could also be cross publication with other "sister" societies in our chapter areas, such as energy organizations, professional/engineering organizations. It was noted that there are positions within Technology Council (webmaster, etc.) that are similar. Mr. Schwedler will provide further information on how roles are described within the positions under Technology Council.

11. Streamline Resources

Mr. Kimball provided a report on streamlining resources produced by Communications Committee including a spreadsheet of the resources with suggested actions. The report is on the committee's Basecamp project. Ms. Duffy suggested that there is no pressure to update them all this year and suggested a possible plan of action to perhaps plan for a specific number to update and space out the updates.

12. Communication Plan

Mr. Gupta provided a report on a plan for communications/ communications tools to communicate with key stakeholders within the organization at all levels. The report is on the committee's Basecamp project and contains several ideas and suggestions.

13. Investigate the Society-wide platform

Mr. Reed provided a report and highlighted several existing tools used within ASHRAE today and noted he doesn't think any of those should be abandoned as Society needs to be relevant and connect in different ways to the audience. He met with Dan Russell and Jonathan Smith as

well as a former software/ app developer and discussed feasibility of what has been asked of ASHRAE 365 as well as struggles with doing so.

He noted that a big ask for ASHRAE 365 is when members are travelling, for the app to notify them of meetings in the area in which they are travelling. This was considered to not be possible due to cost and privacy concerns. Another item for consideration is that it might not be possible without making chapter websites be on common platform, which is what it would take to make the information available in a fashion that could potentially be automated via SOAP, another option for this would be to ask chapters to manually fill out a spreadsheet and sent it to Society. He noted that today, functionality already exists which provides listings of every ASHRAE chapter as well as what meetings / events they have listed. Currently, no one has listed anything there in the existing place where it can be done. Daniel Borque added that even regarding sports apps, users will not get recommended games for little leagues or high school leagues, it would only be for the main professional events - to drive ticket sales.

Another item that has been requested is a way to renew memberships online. This would mean that commissions would need to be paid to Google/Apple for every transaction. These are the policies of Google/Apple and not specific to ASHRAE 365.

14. Basecamp SME, Website Templates, ashrae.org Improvements

Ms. Duffy noted the time and asked if the following reports could be posted to Basecamp as updates since the meeting time was almost up. The individuals agreed it was good to keep the meeting on time and stated they would post updates to Basecamp. The next agenda will start with these reports and the next meeting will be increased by thirty minutes to accommodate all reports.

15. Old Business

a. Social Media

Ms. Roenitz provided an Instagram plan of action and noted that the new channel is expected to launch along with ASHRAE's move to its new Headquarters. The plan of action is posted to Basecamp.

b. 2020 CRC Motion 1, Region XI

Ms. Duffy reported that she reached out to the Student Activities and Research Promotion Committees regarding their experiences with virtual training. She was told that the presenters felt awkward, but the attendees liked the virtual setting a lot. Mr. Kimball is still waiting for some additional information from the Alaska chapter. The overall feedback on the virtual setting for this type of training was great. Ms. Duffy shared that she has some good best practices from CRCs and other events and noted take-aways such as recording micro trainings that can be watched one at a time.

16. Ms. Duffy adjourned the meeting at 12:00 PM ET.