



COMMUNICATIONS COMMITTEE

Conference Call #3 | SY 2020-2021

Thursday, November 12

11:30 AM–1:00 PM EST

Online via GoToMeeting

**DRAFT MINUTES**

**Members Present**

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

**Members Absent**

**Guests**

Daniel Bourque

**Staff**

Joslyn Ratcliff  
Ally Jordan  
Lara Roenitz  
Joyce Abrams

**Motions**

**Communications CommitteeCC3\_1** – to approve Conference Call #2 Meeting Minutes

7-0-0, CV, Motion Passes

**Communications CommitteeCC3\_2** to archive three resources currently maintained by the ASHRAE Communications Committee: Basecamp Overview, Basecamp 3 User's Guide for ASHAE, TC Website Maintenance Training Webinar.

8-0-0, CV, Motion Passes

## **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 seven (later eight) voting members on the call.

5. Approval of Virtual Conference Meeting Minutes

Motion CC3\_1 – Ms. Mangler moved to approve the September 17 Conference Call Minutes, Mr. Reed seconded. Minutes were approved with no changes and no discussion.

7-0-0, CV, Motion Passes

6. Review of Agenda

The agenda was reviewed, and two motions were added under new business.

7. Chair's Report

Ms. Duffy reported to the committee that no actions came to the committee from Members Council and passed along that a shout out was given to the committee in the Members Council meeting for the committee's work on the Wix template as well as the other work being done by the committee.

8. Staff Reports

Ms. Ratcliff provided details on the virtual conference set for February 9-11, 2020.

Ms. Ratcliff provided an overview of the number of downloads of the resources produced by the Committee, highlighting the most popular items. (Report is on Basecamp, DocumentDownloads.xlsx)

Ms. Roenitz provided a report on social media, including the launch of Instagram and shared with the committee that currently the focus will be on posts while we build up content and then she will look at adding stories. She will share items and tag other groups / individuals on Instagram moving forward. Through individuals on the call following the new channel, the ASHRAE\_Society Instagram channel reached 200 followers during the call.

9. Action Items

Action Items were reviewed and updated on screen during the call.

10. Basecamp SME

Mr. Rivera provided a report to the committee, available on Basecamp. (ASHRAE basecamp findings.pptx). Discussion took place about Communications Committee sending a newsletter similar to the Government Affairs Update. Ms. Ratcliff suggested that an effective place to put updates from the committee would be the existing newsletter, Chapter Notes, which is sent to chapter leaders and other interested parties. This does not reach Tech Council expressly, so the committee will reach out regarding the best way to reach that group.

11. Website Templates

Ms. Mangler shared that the Wix template has been requested six times and that a call will take place among Ms. Duffy, Mr. Giannitsanos and herself to discuss next steps in the Wordpress template development. Mr. Borque and Mr. Reed also expressed interest in assisting.

**Action Item CC3\_2** - Ms. Ratcliff will send out a Doodle poll to those interested.

12. ashrae.org Improvements

Mr. Giannitsanos provided a report to the committee detailing suggestions on how the ashrae.org website could be improved.

**Action Item CC3\_3** - Ms. Ratcliff will meet internally on the findings.

13. Investigate the Society-wide platform (ASHRAE 365 or ?)

Mr. Reed provided a report and Ms. Duffy decided this can be considered closed after significant investigation and due diligence from the committee.

14. Communication Plan (MBO3)

Mr. Gupta provided a report to the committee and noted that he is working on updating a presentation from Ms. Ratcliff detailing the work done by the committee and resources available.

15. Streamline Resources

Mr. Kimball provided a report to the committee on suggested actions for materials produced by the committee. Action items for each item are noted on Basecamp (2020.11.12 ASHRAE Communications Document Update List.xlsx)

**Communications Committee CC3\_2** Mr. Kimball moved to archive three resources currently maintained by the ASHRAE Communications Committee: Basecamp Overview, Basecamp 3 User's Guide for ASHAE, TC Website Maintenance Training Webinar. Ms. Mangler seconded. 8-0-0, CV, Motion Passed.

**Action Item CC3\_4** - Ms. Ratcliff will remove the items and document them in Basecamp for historical purposes as well as keep an archived copy.

## 16. Old Business

1. 2020 CRC Motion 1, Region XI was discussed. Ms. Duffy will provide suggestion for a formal response from the Committee in Basecamp to be sent back to Members Council to close this out. Ms. Leblanc added if the motions she will present in new business are moved then it will make this motion unneeded because chair will support positions.  
**Action Item CC3\_5** – Ms. Duffy will provide response on Basecamp to 2020 CRC Motion 1, Region XI for Ms. Ratcliff to send to Member Council.
2. Language for chapters and distinguished lecturers regarding copyrighted items is being handled outside of the committee; next steps are listed in Action Items.

## 17. New Business

Ms. Leblanc moved to consider revising the CIQ role as written. Note that we recommend grouping Webmaster, Newsletter editor, Public Relations/Social Media and PAOE under the communication Chair. The chapter committee would then include a total 5 members to fill out the communications duties.

- Chapter Communications Chair
- Chapter Webmaster
- Chapter Newsletter Editor
- Chapter Public Relations/Social Media
- Chapter PAOE

After discussion, Ms. Duffy suggested wordsmithing and voting on Basecamp for final approach and offered to lead this effort. Ms. Leblanc removed the motion from table.

**Action Item CC3\_6**– Ms. Duffy will provide initial wordsmithing on Basecamp to Motions for CIQ and MCO and ask the committee to vote on the final wording.

## 18. Next Meeting

Ms. Ratcliff sent a Doodle poll prior to the meeting to set a date for the winter meeting of the committee. Ms. Ratcliff will review responses and provide suggested times based on time zone and availability following the meeting.

**Action Item CC3\_7**– Ms. Ratcliff to schedule winter meeting for the committee and advise ASHRAE meetings team of the time/date and GoToMeeting link.

## 19. Adjourn

Ms. Duffy adjourned the meeting at 1:02 PM ET.