



COMMUNICATIONS COMMITTEE

2021 ASHRAE Virtual Winter Conference | SY 2020-2021

Tuesday, January 12

10:00 AM–12:00 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
Mick Schwedler

Members Absent

Ashish Rakheja

Guests

Scott Fisher

Staff

Joslyn Ratcliff
Ally Jordan
Lara Roenitz

Motions

Motion WVC_1 – to approve Conference Call #3 Meeting Minutes

8-0-0, CV, Motion Passes

Motion WVC_2 – to recommend passing referred Motion 6.b (11/10/2020) – Argentina Chapter, 7-0-0, CNV, Motion Passes

Motion WVC_3 – to recommend passing referred Motion 10.c (11/10/2020) – Montreal Chapter, 7-0-0, CNV, Motion Passes

Action Items

Action Item WVC_1: Ms. Duffy to reach out to individuals regarding action items.

Action Item WVC_2: Ms. Ratcliff to send the response to Vickie Grant for Motion 6.b and Motion 10.c

Action Item WVC_3: Ms. Ratcliff to post to Basecamp progress on ashrae.org improvements.

Action Item WVC_4: Ms. Ratcliff to share a list of committee chairs with Mr. Gupta.

Action Item WVC_5: Mr. Rivera to update Basecamp document PPT and PDF.

Action Item WVC_6: Mr. Kimball to close out the streamlining of resources action items by ensuring the last three documents are updated.

Information Items

1. Call of meeting to order

Ms. Duffy called the meeting to order at 10:00 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 November 12, 2020 Conference Meeting Minutes

Motion WVC_1 – Ms. Mangler moved to approve the November 12 Conference Call Minutes; Ms. Leblanc seconded. Minutes were approved with no changes and no discussion.

8-0-0, CV, Motion Passes.

6. Chair's Report

Ms. Duffy provided an update on progress towards the committee's MBOs and noted that the committee's work has been successful in boosting awareness of the committee and its work through the organization.

Ms. Duffy provided details on the first "Office Hours" and discussed the next office hours as well as host expectations for office hours. The detailed document in Basecamp with dates, topics and registration links was reviewed as well as host expectations as noted in the document.

7. Vice Chair's Report

Ms. Leblanc provided an update on her work on the PAOE subcommittee as the representative from Communications Committee, noting that the subcommittee will meet the week of January 18. She stated that she felt it was worthwhile and good to have committee representation on this subcommittee, stating that a recommendation to do away with PAOE points for using Basecamp was made, however, she was able to explain why that item was important and should stay. Ms. Leblanc will post the recommendations for 2021-2022 PAOE to Basecamp for the committee's feedback.

Ms. Leblanc reminded members of the committee to submit nominations for board-appointed positions prior to February 19, 2021. The nominations form is available on ashrae.org and was posted to the chat during the meeting. Ms. Mangler asked for details on what is meant by the statement on the form, "**Has nominee agreed to serve if elected?**" and both Ms. Leblanc and Mr. Schwedler provided information stating that this information helps make the process more effective and shows all involved that their time and commitments are respected and valued. Mr. Schwedler noted outgoing chairs should also be considered for nominations for other areas within ASHRAE and noted the achievements and dedication of current chair, Pam Duffy, to ASHRAE and to the Communications Committee.

8. Staff Report

Ms. Ratcliff provided an update on the Winter Conference and mentioned the Meetup that will be hosted by Ms. Leblanc during the virtual conference on February 9. She provided an update regarding the Annual conference, stating CEC and the BOD are working with specific staff to make plans and recommendations and that she will share news as it becomes available.

Ms. Ratcliff shared with the committee that staff is working on creating Canva templates for use by ASHRAE chapters at the request of Ms. Duffy. Ms. Ratcliff has filled out a nonprofit application with Canva. Once that

is approved, will post links to templates within the Marketing Central area of ashrae.org for use by ASHRAE chapters.

Ms. Ratcliff shared with the committee that a logo has been created for use by the Committee and has been posted to Basecamp. Ms. Leblanc asked about the process for logo creation and Ms. Ratcliff shared that ASHRAE staff will provide all approved logos and noted that the ASHRAE logo policy is online and in Basecamp. It was also posted to the chat. Ms. Ratcliff noted that ASHRAE chapter Basecamps should all contain approved chapter logos, but that should a chapter or region need a logo, they can contact staff and there are instructions on Marketing Central on how to go about requesting a logo.

9. Action Items

Ms. Duffy reviewed the action items prior to the meeting, posted the latest to Basecamp and will follow up individually as needed.

Action Item WVC_1: Ms. Duffy to reach out to individuals regarding action items.

10. Old Business

- a. The Communications Committee provided a response to defeat Region XI (Alaska Chapter) – 2020 CRC Motion 1 that Society create centralized training for Chapter Communications Chairs. This response was sent to Vickie Grant and will be brought up in the Members Council meeting by Ms. Duffy and included in the Committee’s Report to Members Council.
- b. The Communications Committee motion that Members Council revise the Manual of Chapter Operations (MCO) as it relates to chapter communications volunteer roles was sent to Vickie Grant and will be brought up in the Members Council meeting by Ms. Duffy and included in the Committee’s Report to Members Council.

11. New Business

- a. Motion 6.b (11/10/2020) – Argentina Chapter
Motion WVC_2 By vote of 7-0-0 (Chair Not Voting) the Communications Committee recommends passing this motion.
- b. Motion 10.c (11/10/2020) – Montreal Chapter
Motion WVC_3 By vote of 7-0-0 (Chair Not Voting) the Communications Committee recommends passing this motion.

Action Item WVC_2: Ms. Ratcliff to send the response to Vickie Grant for Motion 6.b and Motion 10.c

12. Handbook Committee Guest Report

Mr. Scott Fisher from the Handbook Committee asked the members on the call about ways to communicate with all members and not just a particular group and asked if there is another platform besides Basecamp for this. Ms. Mangler offered to assist Mr. Fisher offline.

Mr. Fisher asked if it would be possible for the Committee to provide training for Handbook Committee similar to what was done for Chapters. Ms. Duffy offered to work with Mr. Fisher offline on this.

13. ashrae.org Improvements

Ms. Ratcliff shared staff has reviewed the recommendations and acted on any that were actionable and will post a report of actions done to Basecamp. Mr. Giannitsanos will provide further recommendations in the future.

Action Item WVC_3: Ms. Ratcliff to post to Basecamp progress on ashrae.org improvements.

14. Communication Plan

Mr. Gupta shared a Social Media Tentative Calendar with the committee. It is also posted to Basecamp.

Mr. Gupta referenced a separate presentation on Basecamp covering the various documents available from the committee.

Action Item WVC_4: Ms. Ratcliff to share a list of committee chairs with Mr. Gupta.

Secretary's note: Following this report, Ms. Duffy took a straw poll of the members on the call to ask if they would like to continue into the January 14th agenda. Everyone agreed and the meeting continued.

15. Streamline Resources

Mr. Kimball updated the committee on progress updating the committee's documents. All documents identified except three have been updated and re-posted since minor updates only were identified as being needed. The remaining documents include a Basecamp PPT and PDF (generated from the PPT) that will need updating. Mr. Kimball asked Mr. Rivera if he could take this on. The other document is a video file of a TC website training. Ms. Duffy and Mr. Kimball agreed to have this MBO complete by the May Communications Committee meeting. (Mr. Kimball will be out of the office for the March Communications Committee meeting.)

Action Item WVC_5: Mr. Rivera to update Basecamp document PPT and PDF.

Action Item WVC_6: Mr. Kimball to close out the streamlining of resources action items by ensuring the last three documents are updated.

16. Communications Ownership

Ms. Leblanc provided a report to the committee that she has been successful in contacting representatives from other groups within ASHRAE and will reach back out to Mr. McQuade.

17. Website Templates

Ms. Mangler provided an update on the Website templates, including the number of chapters currently using the Wix template. She shared that she would like assistance on next steps with the Wordpress template. Ms. Leblanc shared that she hired a professional to create an Elementor Wordpress template for another nonprofit she is affiliated with and it is very easy to use. Mr. Giannitsanos provided a detailed description of the issues at hand with Wordpress, specifically those regarding the continual updates needed by Wordpress since it is based on PHP and the code can become deprecated over time without almost continual maintenance, so stressed the importance of the longevity of the templates and seeking a long-term solution. Ms. Mangler shared that she is holding off further promotion of the templates for now, but that the Wix template has been shared in numerous ways already. Ms. Mangler noted she would like to reach out to Mr. Bourque for assistance. Ms. Duffy deferred further discussion to the specific meeting set up for this topic in February.

18. The next committee meeting will take place Thu, Mar 4, 2021 11:00 AM - 12:00 PM EST.

19. The next "Office Hours" will take place Thu, Jan 14, 12:30pm - 1:30pm EST.

Secretary's Note: Facebook and LinkedIn Groups for ASHRAE were discussed in the chat during the meeting.

20. Ms. Duffy adjourned the meeting at 12:00 PM EST.