



COMMUNICATIONS COMMITTEE

Conference Call #5 | SY 2020-2021

Thursday, May 6

11:00 AM–12:00 PM ET

10:00 AM–11:00 PM CT

Online via GoToMeeting

Minutes

Members Present

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

Members Absent

Richard Kimball
Mick Schwedler
Ashish Rakheja

Guests

Daniel Bourque

Staff

Joslyn Ratcliff
Ally Jordan
Lara Roenitz

Motions

Motion CC_1 – to approve Conference Call #4 Meeting Minutes
6-0-0, 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

Quorum was met with 7 voting members on the call.

4. Ms. Leblanc moved to approve Conference Call #4 Minutes; Ms. Mangler seconded.

Motion passes 6-0-0, CNV.

5. The agenda was reviewed, and an addition was brought to the committee's attention regarding Basecamp questions received from TAC.

6. Chair's Report

Ms. Duffy thanked the committee for their work and reminded the committee that Members Council and the Annual meeting will be coming up and that the Communications Committee meeting is scheduled for June 17.

7. Vice Chair's Report

Ms. Leblanc provided an update on 2021-2022 PAOE Update and showed the committee what the final draft looks like on-screen. She noted that PAOE is line by line this year to differentiate and make easier to measure. An addition for next year is a virtual part for hybrid chapter meetings. Ms. Leblanc is currently working on MBOs and gave a shout out to the incoming members of the committee for 2021-2022; Thurston Simonsen and Daniel Bourque.

Mr. Bourque was on the call and introduced himself to the committee and shared his ASHRAE experience.

8. Staff Report

Ms. Ratcliff provided an update that the 2022 ASHRAE Winter Meeting will be in Las Vegas and will likely be a hybrid event combining both in-person and virtual aspects. The 2021 ASHRAE Annual Conference will take place June 30-July 2; registration is currently open. Ms. Ratcliff also share the launch of a new initiative, ASHRAE 2030 and shared the URL for the page, ashrae.org/vision2030. Ms. Ratcliff will be working on two action items assigned to staff: an action item to look into using ASHRAE 365 as a vehicle for DL evaluations and an action item regarding the privacy implications of using Google products such as Google Drive and Google Docs. Lastly, Ms. Ratcliff made the committee aware of a new series of technical podcasts that will be launched by ASHRAE Journal around the beginning of SY 2021-22 with topics such as core covid guidance, wildfires, resiliency and more.

9. Action Items

Ms. Duffy reviewed the action items ahead of the meeting, so they were not reviewed during the meeting.

10. Google Docs – OK to use?

Ms. Ratcliff shared the action item that was sent to staff regarding use of Google Docs. The questions are Is ASHRAE giving up the copyright to materials developed through that platform? and What, if any, are the copyright implications of using the platform. After review of Google's Privacy Policy and TOS, Ms. Ratcliff offered to the committee her findings that based on the language within those policies ASHRAE is not giving up copyright to items and that with proper use the copyright implications are not an issue. Ms. Duffy provided the perspective of allowing groups to use the tools that best suit them is the way to go based on what has been heard and experienced by the committee over the years. There is not a "policy"

needed for ASHRAE, but users are encouraged to read the privacy policy and TOS from Google before using their products. The committee would remind anyone to not post content they don't own – not just to Google, but to any system. Overall, the consensus of the group is that Google Docs is “safe” to use from a copyright and intellectual property standpoint. Ms. Ratcliff will report back to the action item assigned to staff based on her findings and the input from the committee during the call.

11. Chapter Website Template for WordPress

The motion to use committee funds for an outside party to create a WordPress template was approved on Basecamp following the March conference call. An RFP was developed to see the appropriate SOW for the project. This SOW was posted to Basecamp and Ms. Ratcliff invited comments on the RFP by Monday, May 10 after which it will be sent out for bid. Vendors are requested to return bids no later than May 31. When bids are in, Ms. Ratcliff will work with the committee to select a vendor quickly so that work can begin in June.

12. Basecamp questions from TAC

Ms. Duffy updated the committee on questions regarding Basecamp she had received from Technical Activities Committee (TAC). The issue in question is that a person who is neither a member of ASHRAE, nor a member of the group, provided advice on a topic via Basecamp. As a result, TAC is looking into whether access controls should be established. Ideas from TAC include requiring a member number and asking for a disclaimer to be made on all outgoing communications from Basecamp. Ms. Duffy suggested that Communications Committee re-issue – its guidance on how Basecamp is used/not used and address the topic of who is added to Basecamp projects (for example, should only voting members be added, how to handle draft documents, and other items.) An idea came up to post a disclaimer in new projects posted as a note in the Docs and Files section when new Basecamp projects are set up. Ms. Mangler suggested it could be beneficial to explain how Basecamp conversations can be like life in the physical world where people meet up and chat and discuss items. For example, the unofficial discussions that take place in a hallway or at the bar during an ASHRAE conference – in a similar way the suggestion is that some understanding of Basecamp as a way for informal conversations in a collaborative manner and should be viewed with same sense of informality. Everyone on the call expressed agreement. Ms. Leblanc offered the suggestion that if an individual or group has something they want to be closed and don't want to share, have a separate Basecamp project that is limited to only those you want to share with; it was then reiterated that if people show up for a conference anyone can show up to anything and there is also executive session. Mr. Giannitsanos shared that for Region XIV, all invites for Region XIV come through him and this is their way for the Region and Chapters to ensure they know who has access. Ms. Duffy offered that there is a built-in audit trail within Basecamp, so anyone can see who has added anyone at any time. A suggestion was made to add the Basecamp “rules of engagement” in invites and as a pinned message. A suggestion was made to create an infographic showing Basecamp guidance. Mr. Rivera proposed to do this, and Ms. Leblanc and Mr. Bourque expressed support. Ms. Ratcliff offered that ASHRAE's graphic designer could create a graphic. Ms. Duffy will take the lead on responding back to Mr. Smith and the TAC team.

13. Committee Resources

Updating of committee resources was discussed.

Mr. Riviera will work to update Basecamp resources updates and invited comments if anyone has specific ideas on what material should be updated.

Ms. Duffy has been collecting and merging feedback from many different committees regarding virtual meeting guidance. She has received a lot of feedback from CTTC and RMCRs and is arranging the document for clarity and conciseness. The document will be arranged by purpose of meeting (ex: CRC, chapter meeting, etc.) Hybrid meeting guidance was discussed and Ms. Duffy agreed that it would be good to have hybrid meeting guidance within this document – she shared that she’s presented at hybrid meetings before and thinks there are for sure tips that could be included such as letting the speaker know ahead of time as movement and microphone are impacted by being on screen as well as in person. Ms. Leblanc also has had these experiences and has information to share. She and Ms. Mangler will take the lead on this information. Ms. Ratcliff asked if the committee would share with CEC and it was stated that they would.

Secretary’s note: Ms. Ratcliff has shared with Ms. Seymour on staff, who oversees ASHRAE’s meetings.

14. Office Hours

This far the committee has hosted five “Office Hours” with a total attendance of 119 attendees.

Ms. Duffy asked the committee for feedback on things that could be improved. Ms. Mangler shared she thinks these are great and prefers this approach to centralized training and shared thoughts on preparation. Ms. Leblanc asked why others from the committee are not attending and asked if anyone has heard feedback, specifically if individuals not attending were watching the recordings. Ms. Duffy agreed the sessions have been successful and asked what could be done to attract more attendees. Ms. Leblanc stated she would like to continue the sessions in the next Society year. Mr. Rivera suggested hosting these in different languages such as Spanish. Ms. Duffy suggested using a different platform than GoToWebinar and suggested calendar invitations be sent. Time zones, not registering beforehand, not being on the calendar, the GoToWebinar platform and not being in the attendees first language were given as reasons that may cause people not to attend. Ms. Leblanc intends to change the platform to allow for more engagement moving forward.

The next “Office Hours” are as follows: May 20 – TC Websites (Anuj, Pam); Jun 17 – StarChapter (Pam, Richard) and Jul 8 – Communication Committee Resources (Pam, Richard).

15. Next Meeting

The next Committee meeting will be the final one of the year and will be held via Zoom June 17 - Annual Meeting – 9am – 12 am CT.