



COMMUNICATIONS COMMITTEE

2022 ASHRAE Winter Conference Meeting | Las Vegas, NV

Saturday, January 29, 2022

8:00 AM–11:00 AM PT

Minutes

Members Present

Karine Leblanc
Jessica Mangler
Nikolaos Giannitsanos
Anuj Gupta
Richard Kimball
Thursten Simonsen
Eleazar Rivera
Daniel Bourque
Ashish Rakheja

Members Absent

Guests

Mark Miller
Tom Pollard
Blake Ellis

Staff

Joslyn Ratcliff
Ally Jordan

Motions:

Motion WC22_1 – to approve November 11 Conference Call Minutes Meeting Minutes.

8-0-0, CV, Motion Passes

Motion WC22_2 – to approve suggested budget for the committee and submit to Members Council for approval.

8-0-0, CV, Motion Passes

Action Items:

Action Item WC22AI_1 – Ms. Ratcliff to make changes to Virtual Meeting Guidance Document, communicate with DRCs and ask them to communicate with RVCs and CRC general chairs about the document.

Action Item WC22AI_2 – Ms. Ratcliff to make changes to Best Practices for Chapter Websites Document to modify vendor listings as discussed during the 2022 Winter Meeting.

Action Item WC22AI_3 – Ms. Ratcliff to ensure there is a time/date for the event and help ensure it receives promotion.

Action Item WC22AI_4 – Ms. Ratcliff to work with staff to have additional Canva templates created and posted to ashrae.org for use.

Action Item WC22AI_5 – Ms. Ratcliff to consult with other marketing staff regarding logo usage for podcasts.

Information Items:

1. Ms. Leblanc called the meeting to order at 8:10 PST and read the ASHRAE Code of Ethics and ASHRAE Commitment to Care.
2. Roll call was taken, and quorum was met with all voting members present.
3. **Motion WC22_1** – Mr. Simonsen moved to approve the November 11 Conference Call Minutes; Ms. Mangler seconded. Minutes were approved with no changes and no discussion.
8-0-0, Motion Passes.
4. Mr. Rakheja presented the Ex-O presentation to the Committee.
 - a. Mr Bourque asked about guidelines for chapter partnerships / sponsorships with other entities, such as energy utilities.
 - b. Ms. Mangler asked about the reach of DEI within ASHRAE and noted it's something she has experienced in other committees. Mr. Rakheja suggested reaching out to the chair of DEI. Ms. Ratcliff offered to connect Ms. Mangler with the staff liaison for DEI.
5. Ms. Leblanc thanked the members of the committee and visitors for their dedication to ASHRAE.
 - a. MBOs were reviewed and updated.
6. Ms. Mangler updated the committee on progress towards 2022–2023 PAOE. The committee recently revised Communications PAOE, so there are not many changes for this year, however, will actively seek comments and updates for the next year. Ms. Mangler encouraged those in the meeting to send any ideas to her.
7. Recommendations for Draft Budget for 2023–2024 were discussed.
Motion WC22_2 – Ms. Mangler moved to approve recommending to Members Council that \$4,200.00 be placed into their budget for 2022–23 for Basecamp annual fees and potential maintenance fees for the WordPress theme for chapter websites.
8-0-0, CV, Motion Passes
8. The Zoned Hybrid Meetings Question from West VA Chapter was discussed, and the committee agreed to add information to its Virtual Meeting Guidance. Ms. Leblanc will add an MBO to add information on hybrid meetings to the existing guidance.
 - a. Mr. Miller suggested the committee check with DRCs on what guidance they are putting out to ensure there are not multiple guidelines.
 - b. Mr. Bourque suggested adding specific details regarding the WebEx platform, since that will be what Society will be moving to.
 - c. Ms. Mangler observed the type of guidance needed for Chapter Meetings would be different from what is needed for Society-level conferences.
 - d. Mr. Gupta suggested listing recommendations for tools that can be used in virtual or hybrid meetings, such as Menti. These tools could be listed in a section entitled “interactive tools” and when the revisions are promoted, the fact that interactive tools have been added can be noted/promoted.
 - e. Mr. Bourque offered that the Chapter CTTC Committee members are the ones implementing this, and would best be disseminated at CRCs in the CTTC session.

Action Item WC22AI_1 – Ms. Ratcliff to make changes to Virtual Meeting Guidance Document, communicate with DRCs and ask them to communicate with RVCs and CRC general chairs about the document.

9. Mr. Bourque reported that work on a Basecamp “Disclaimer” is in progress, with how to get it posted being the current hurdle.
10. Changes to the Best Practices for Chapter Websites Document were discussed by the committee. After discussion, the committee reached consensus to add Shiftweb as a vendor that can provide hosting for WordPress. Other changes to the document will also be made:
 - a. Remove Joomla! And Dreamweaver as hosts since they are platforms.

- b. A disclaimer will be added stating that ASHRAE doesn't recommend any of the listed vendors.
- c. Instruction to contact the RCC if there are questions will be added.

Action Item WC22AI_2 – Ms. Ratcliff to make changes to Best Practices for Chapter Websites Document to modify vendor listings as discussed during the 2022 Winter Meeting.

11. Ms. Mangler suggested the committee consider in-person “Office Hours” during the Annual Conference in Toronto. Ms. Simonsen suggested using some of the meeting time allocated to the committee for these office hours, and to make it hybrid. Ms. Leblanc agrees and has added it in the MBOs, under MBO #1 as an 8th Office Hours. Mr. Bourque suggested sending invitations/information to CTTC chairs since they may be the ones to take this information back to their chapters as well as noted that the information could be helpful to other committees.

Action Item WC22AI_3 – Ms. Ratcliff to ensure there is a time/date for the event and help ensure it receives promotion.

12. Mr. Bourque suggested new Canva templates be created by Society for Eventbrite and email Newsletters (specifically Mailchimp). The committee discussed various Canva templates. Mr. Gupta offered input assistance with Canva.

Action Item WC22AI_4 – Ms. Ratcliff to work with staff to have additional Canva templates created and posted to ashrae.org for use.

13. Open Floor:

- a. Mr. Rivera asked if ASHRAE has any podcast guidelines or rules he could share within his Region. He receives several questions about this.
 - i. Ms. Mangler offered that providing guidelines or best practices for creating podcasts would be a large task and outside the area of current expertise. Mr. Bourque suggested perhaps general guidelines would work. Ms. Leblanc shared with the committee that ASHRAE has an official podcast produced by ASHRAE Journal and offered thoughts that chapters wanting to create podcasts is a good thing and that a question to be answered is what are the rules surrounding producing podcasts for ASHRAE (chapters). Ms. Ratcliff shared that the AHRAE ROB 1.201.010, of which the Committee is responsible for, has guidelines on websites, social media, and other things, so the Committee could consider whether adding language surrounding podcasts here would be fitting. Mr. Rivera shared that what logos to use for podcasts is a question.

Action Item WC22AI_5 – Ms. Ratcliff to consult with other marketing staff regarding logo usage for podcasts.

14. Ms. LeBlanc moved to adjourn the meeting at 10:17 PST. Mr. Simonsen seconded, and the meeting was adjourned.

