



COMMUNICATIONS COMMITTEE

2022 ASHRAE Winter Conference Meeting | Toronto, Canada

Saturday, June 25, 2022

11:00 AM–2:00 PM ET

Minutes

Members Present

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

Members Absent

Richard Kimball

Guests

Niss Feiner, Incoming Member
Kinga Hydras, Incoming Member
Mick Schwedler
Vinod Venugopal
Mark Miller
Tom Pollard
ChiaChi Hsu

Staff

Joslyn Ratcliff
Ally Jordan

Motions:

Motion AC22_1 – to approve May Conference Call Minutes Meeting Minutes.

6-0-0, CNV, Motion Passes

Motion AC22_2 – to approve MOP in new format from SRC

6-0-0, CNV, Motion Passes

Motion AC22_2 – to approve changes to the ASHRAE Hybrid/Virtual Meeting Guidance document 6-0-0, CV, Motion Passes

6-0-0, CNV, Motion Passes

Action Items:

Action Item AC22AI_1 – Ms. Ratcliff to post and promote revised Virtual/Hybrid Meeting Guidance Document.

Action Item AC22AI_2 – Ms. Ratcliff to provide usage on Canva I'm Speaking/I'm Attending Canva templates.

Information Items:

1. Ms. Leblanc called the meeting to order at 11:00 EDT and read the ASHRAE Code of Ethics and ASHRAE Commitment to Care.

2. Roll call was taken, and quorum was met.
3. The committee was reminded about the new ASHRAE Simplified Rules of Order.
4. The agenda was reviewed and Mr. Feiner requested that the subject of land acknowledgement be added to the agenda as new business.
5. **Motion AC22_1:** Ms. Mangler moved to approve the May 12 Conference Call Minutes; Mr. Gupta seconded. Minutes were approved with no changes and no discussion. 6-0-0, CNV Motion Passes.
6. Incoming BOD Ex-O, Devin Abellon provided the BOD Ex-O Report to the committee in Mr. Rakheja's absence. (Secretary's note: Mr. Rakheja joined the meeting later.)
7. Ms. Leblanc provided a chair's report. She thanked the committee for a wonderful year and mentioned that MBOs would be covered later in the meeting. Ms. Leblanc informed the committee of [TalkaDot](#), an online software used for speaker evaluations and suggested that even though ASHRAE 365 does not fall within the responsibility of the committee, further integrating speaker evaluations into ASHRAE 365 could perhaps be something the committee could help with. A suggestion was made that Society could look into getting a Society-level account.
8. Ms. Mangler provided a vice chair's report; she is looking forward to being chair and will discuss draft MBOs later in the meeting.
9. Ms. Ratcliff provided a staff report and informed the committee a Canva template that can be used by chapters to create logos for podcasts is now live on Marketing Central. A Canva template that can be used for CRC logos is underway.
10. Revisions to the committee's virtual meeting guidance document were discussed. Mr. Gupta suggested changing the title from "Virtual Meeting Guidance" to "Hybrid Meeting Guidance." After discussion, the committee decided to add "Hybrid" to the title so the document's title will become "ASHRAE Hybrid/Virtual Meeting Guidance" and search engine optimization will be applied for the term "hybrid" and synonyms.
Motion AC22_2: Ms. Mangler moved to approve the revisions to the ASHRAE Hybrid/Virtual Meeting Guidance; Daniel Bourque seconded. The ASHRAE Hybrid/Virtual Meeting Guidance was approved for distribution. 6-0-0, CNV Motion Passes.
11. BOD Ex-O, Ashish Rakheja joined the meeting and was given the floor. He gave kudos to the committee for their hard work over the past three years.
12. Communications Committee Liaisons to other committees reported on their meetings with the other committees:
 - a. Mr. Gupta serves as liaison to the Membership Promotion committee and shared that questions came up regarding who is responsible for the Commercialism Policy of ASHRAE.
 - b. Mr. Simonsen serves as liaison to CTTC. He promoted the committee's office hours and reported the new process CTTC is using for electronic DL surveys within ASHRAE 365.
 - c. Ms. Leblanc serves as liaison to Publications committee, which meets at the

same time as Communications committee. She will post any takebacks to Basecamp.

- d. Mr. Bourque serves as liaison to TAC and will post any takebacks to Basecamp.
13. Ms. Mangler discussed the draft MBOs for 2022-2023.
14. Ms. Mangler discussed meeting times and Office Hours for the 2022-2023 year. A survey was sent prior to the meeting asking for the best times and days for individuals to meet. Ms. Mangler encouraged everyone to fill out the survey if they hadn't already and noted that meeting times and days will be set up based on the results of the survey.
15. The suggestion was made to send the Rules of Engagement within the Communications Committees Basecamp to other Committees.
16. The suggestion was made to reach out to RCCs (Regional Communications Chairs) and past members to host Office Hours.
17. Mr. Gupta made the following suggestions:
 - a. that Society's social accounts should seek the blue verification badges
 - b. ASHRAE's Wikipedia page be updated
 - c. Meetings be organized with the RCCs
 - d. Increase offerings within ASHRAE 365.
18. The suggestion was made that ASHRAE's mission and vision should be repeated more throughout various materials and mediums.
19. Tracking of volunteer hours was discussed. Mr. Simonsen suggested tracking hours to recognize contributions. Ms. Mangler commented that tracking hours is something commonly done in workplaces.
20. The Canva graphics used for the Annual conference were discussed. Ms. Ratcliff took an action item to provide metrics on how much the graphics were used.
21. Ms. Leblanc shared the names of video creation software: [Loom](#), [BombBomb](#) and [Vidyard](#).
22. Mr. Feiner provided information on Land Acknowledgement language and communications being used by the Toronto chapter and shared additional efforts being made towards this recognition.
23. Ms. Leblanc adjourned the meeting at 1:52 PM EDT.