



COMMUNICATIONS COMMITTEE

2023 ASHRAE Winter Conference Meeting | Atlanta, GA, USA

Saturday, February 4, 2023

MINUTES

Members Present

Jessica Mangler, Chair
Anuj Gupta, Vice Chair
Niss Feiner
Thursten Simonsen
Nikolaos Giannitsanos
Daniel Bourque
Kinga Hydras
Eleazar Rivera
Devin Abellon, BOD Ex-Officio

Members Absent

Ginger Scoggins, CO

Guests

Mark Miller
Tom Pollard
Lynndy Ruddell
Kelly Stuart Williams
Zehui Hong
Franco D'Atri
Larry Smith
Anoop Peediayakkan
Jeanette Hay
Gerardo Alfonso
Osama Khayata
Larry Spielvogel

Staff

Joslyn Ratcliff
Ally Jordan
Jacob Carson

ACTION ITEMS

CC1_02-04 – Ms. Ratcliff to help coordinate April Office Hour with Mr. Feiner as the host.

CC2_02-04 – Mr. Feiner to send ideas on committee work to Ms. Ratcliff / Communications Committee members.

CC3_02-04 – Mr. Gupta to set up WhatsApp Group for Communications Committee.

CC4_02_04 – Mr. Bourque to work with Ms. Ratcliff to send email to chapters and regions that have requested the website template or theme to gauge usage and experience. Mr. Feiner will also help.

CC5_02-04 – Ms. Ratcliff to add statement to boilerplate email sent to chapters and regions that request the website template or theme regarding options to upgrade when WordPress is used. options to upgrade.

CC6_02-04 – Ms. Ratcliff to reopen and repost Use of Volunteer Time Survey.

CC7_02-04 – Ms. Ratcliff to provide suggested revision to YouTube policy for Communications Committee to discuss and vote on at their March 10th meeting.

INFORMATION ITEMS

1. Ms. Mangler called the meeting to order at 11:00 AM EDT and read the ASHRAE Code of Ethics Commitment.
2. Roll call was taken and quorum was met.
3. Mr. Gupta moved to approve the September 16th Meeting Minutes, Mr. Bourque seconded. seconded. Minutes were approved 6-0-0, CV.
4. The December 16th meeting minutes were acknowledged.
5. The agenda was reviewed.
 - a. Mr. Feiner suggested items for New Business regarding communicating the new ASHRAE Simplified Rules of Order used in ASHRAE Meetings, the new member benefit of a free conference registration and communicating about legislation such as the Montreal Protocol.
6. Guests were given the opportunity to address the committee.
 - a. Mark Miller addressed the committee on behalf of Planning and Nominating Committee. Planning Committee is seeking feedback on Society direction. A recent survey sent to the membership from Planning Committee requesting information to help guide direction of the Society received a 6.2% response rate, PLC would like that to have been higher.
7. Ms. Mangler provided a chair's report.
 - a. Meeting attendance was discussed to ensure the schedule works best for most.
 - b. Working meetings were discussed and Ms. Mangler offered to change the schedule for the next half of the year if helpful. No changes to the schedule were requested.
 - i. Suggestion was made to assign one person to each MBO.
 - c. WhatsApp Chat for Communications Committee was discussed and Mr. Gupta offered to help set this up.

CC3_02-04 – Mr. Gupta to set up WhatsApp Group for Communications Committee.

8. Mr. Gupta provided a vice chair's report.
 - a. Members Council Subcommittee to address *MBO 6 – Decarbonization* included representatives from committees reporting to the council. Communications Committee offered to share information from social media perspective.
9. Ms. Ratcliff provided a staff report thanking the committee members and offering assistance. She informed the group of ASHRAE Society's decarbonization efforts including letting them know about *Wild About Decarb* plantable pins being given out at the ASHRAE booth at the AHR Expo.
10. Mr. Abellon provided the Ex-O report highlighting Society activities.

11. The MBOs were reviewed and updated. Updates are available in the Communications Committee's Basecamp project.

CC1_02-04 – Ms. Ratcliff to help coordinate April Office Hour with Mr. Feiner as the host.

CC2_02-04 – Mr. Feiner to send ideas on committee work to Ms. Ratcliff / Communications Committee members.

12. Nominations were discussed. Committee members were encouraged to nominate potential members. Information on nominations and job descriptions for volunteer positions can be found on the Nominations page of the ASHRAE website and the deadline for Board-appointed positions is February 17th.
13. Mr. Bourque provided an update on the Master Calendar project. The Master Calendar is outside of the scope of work ASHRAE staff can complete. He has reached out with past Communications Committee chair Pam Duffy to see if she can help.
14. Mr. Bourque discussed items regarding the WordPress theme for chapter websites developed by the committee.

- a. Templates require maintenance so they don't date and age.
- b. Suggestion that with this maintenance a "sticky" option for the calendar be added. The vendor that created the theme, Shiftweb, can do this if the pro version is purchased by the chapters. Chapters may need this functionality but may not know how to go about it. Because all chapters may not want or need the pro version, the suggestion to communicate with those that have requested the theme to assess needs, share this information and get general feedback.

CC4_02_04 – Mr. Bourque to work with Ms. Ratcliff to send email to chapters and regions that have requested the website template or theme to gauge usage and experience. Mr. Feiner will also help.

Mr. Bourque suggested adding this for chapters, however all chapters may not need or want the pro version, so instead, the decision was made to communicate to chapters using or requesting the theme that there are options to upgrade.

CC5_02-04 – Ms. Ratcliff to add statement to boilerplate email sent to chapters and regions that request the website template or theme regarding options to upgrade when WordPress is used. options to upgrade.

Mr. Gupta asked if the committee would like to suggest putting points in PAOE for using the template. Mr. Pollard suggested to state what's needed in the template but not to require use of the template.

Mr. Bourque asked if metrics for the sites should be made available to the committee for tracking. Ms. Mangler did not believe the data to be needed at this time.

15. Results from the Use of Volunteer Time Survey were discussed.

- a. The committee would like to share results of the survey with the groups where feedback was submitted.
- b. Ms. Ratcliff suggested sharing the results with Planning Committee, who is in charge of another broader (Member Satisfaction) survey sent.
- c. Discussion took place regarding how to make surveys available to the membership such as providing a QR code to take, mentioning at Plenary / Meeting of the Members at Winter and Annual Conferences, push notifications within ASHRAE 365, placing on webpage, announcing via email and social (not just email) and in Office Hours.
- d. Ms. Mangler asked for the survey to be made into a “Living Survey”, re-opened and reposted to the Communications Committee page of ashrae.org.

CC6_02-04 – Ms. Ratcliff to reach out to Planning Committee Liaison regarding survey.

CC7_02-04 – Ms. Ratcliff to reopen and repost Use of Volunteer Time Survey.

16. Reports from liaisons to other committees:

- a. Mr. Gupta served as liaison to the Membership Promotion Committee and shared they did not receive the survey sent by Communications Committee and suggested additional ways to announce surveys such as through QR code, posting on social and announcing during office hours.
- b. Mr. Simonsen served as liaison to CTTC.
- c. Ms. Ratcliff served as liaison to Publications Committee. Publications Committee asked Communications Committee to review the ASHRAE Content on YouTube policy, specifically the in the last paragraphs, to make less restrictive. The committee reviewed and suggested removing the specific items called out as being prohibited. Mr. Bourque suggested the committee revise and vote on the changes at during their March 10 meeting.

CC8_02-04 – Ms. Ratcliff to provide suggested revisions to the YouTube Guidance policy for Communications Committee to review at their March 10 meeting.

- d. Mr. Bourque will serve as liaison to TAC and will attend their meeting Wednesday.

17. Ms. Mangler adjourned the meeting at 2:03 EDT. The Office Hour immediately followed.