COMMUNICATIONS COMMITTEE

Virtual Committee Meeting

April 14th, 2023 11:00 AM EDT

MINUTES

Members Present
Jessica Mangler
Anuj Gupta
Niss Feiner
Thursten Simonsen
Nikolaos Giannitsanos
Daniel Bourque

Members Absent
Eleazar Rivera
Kinga Hydras

Guests

Staff
Joslyn Ratcliff

ACTION ITEMS

CC1_04-14 – Ms. Ratcliff to post revised YouTube Guidance document to ashrae.org and inform Publications Committee.

CC2_04-14 – Ms. Ratcliff to share revised MOP with Members Council ahead of the Annual Conference.

CC3_04-14 – Ms. Ratcliff to accept changes and post the revised Reference Manual to the Communications Committee’s Basecamp project.

INFORMATION ITEMS

1. Ms. Mangler called the meeting to order at 11:08 AM EDT and read the ASHRAE Code of Ethics Commitment.

2. Roll call was taken and quorum was not met with four members present. Quorum was later met with Mr. Bourque joined the call.

3. Ms. Mangler will reach out 1:1 to committee members regarding meeting timing and attendance.

4. Mr. Feiner moved to approve the Winter Conference meeting minutes; Mr. Gupta seconded. Passed 5-0-0, CV.
5. Action Items from the March 10, 2023 Meeting were reviewed and updated with progress.  
   Attachment A: Action Items.

6. MBOs were discussed and updated with progress.  
   Attachment B: 2022-23 MBOs

7. Mr. Simonsen moved to approve the language changes to the Guidance on ASHRAE Content on YouTube document maintained by the committee. Mr. Feiner seconded. 
   Passed 5-0-0, CV.
   
   Action Item: CC1_04-14 – Ms. Ratcliff to post revised YouTube Guidance document to ashrae.org and inform Publications Committee.

8. Mr. Feiner moved to approve the language to the Committee’s Manual of Procedures including editorial changes and changes to the chair’s responsibilities. Mr. Simonsen seconded. 
   Passed 5-0-0, CV.
   
   Action Item: CC2_04-14 – Ms. Ratcliff to share revised MOP with Members Council ahead of the Annual Conference.

9. Mr. Feiner moved to approve the language to the Committee’s Reference Manual including editorial changes and changes to the chair’s responsibilities. Mr. Bourque seconded. 
   Passed 5-0-0, CV.
   
   Action Item: CC3_04-14 – Ms. Ratcliff to accept changes and post the revised Reference Manual to the Communications Committee’s Basecamp project.

10. Ms. Mangler reviewed the next meetings and noted a change to the schedule that the May 12 meeting would be a full committee meeting and not a virtual working meeting.

11. Ms. Mangler adjourned the meeting at 11:48 AM.
COMMUNICATIONS COMMITTEE

Virtual Focused Meeting
March 10th, 2023 11:00 AM EDT

ACTION ITEMS

In attendance: Jessica Mangler, Nikos Giannitsanos, Daniel Bourque

CC1_03-10 – Ms. Mangler to reformat survey results to send to committees.

CC2_03-10 – Mr. Bourque to bin/categorize comments from survey results to show patterns/themes that may exist among committees.

CC3_03-10 – Mr. Giannitsanos to organize and format results to prepare for sharing, with assistance as needed from Ms. Hydras and Mr. Simonsen.

Previous Action Items - Carryover

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

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

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. In progress; Joslyn to reach out.

Last Updated April 14, 2023
# MBOs for Society Year 2022-2023

**Chair:** Jessica Mangler  
**Date:** 2022-06-19  
**Last Revised:** April 14, 2023

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<th>MBO #</th>
<th>Objective</th>
<th>Notes / Suggestions</th>
<th>Fiscal Impact</th>
<th>Responsibility</th>
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| 1     | In alignment with ASHRAE’s Strategic Plan & Initiative #3 (Organizational Streamlining), identify how communication resources can be used to improve volunteer time efficiency. | • Discuss with ASHRAE Staff, what processes have worked well with managing time & minimizing back & forth communications.  
• Create tools that eliminate redundancy & minimize volunteers listening to repeat information.  
• Examine if/how volunteer times are being tracked. For example, the CC’s Reference Manual states that each member’s time commitment is 5-10 hours per month. Is this accurate? If not, why? Do other committee’s Reference Manuals outline time commitment expectations?  
• Discuss methods for enforcing time management during meetings (meeting start and end times).  
• Be an example and track committee member’s time. Determine format to track time.  
• Determine methods for how ASHRAE and can better manage volunteer expectations with communication tools. | None | Communications Committee. Daniel Bourque, Thursten Simonsen, Kinga Hydras, Nikos Giannitsanos | In progress. Survey sent Jan. 6, results posted to Basecamp. Committee to review results to see if it’s possible to create a deliverable based on the results. Committee would also like to share results with the appropriate groups. See Action Items from March 2023 Call for next steps. |
| 2     | In alignment with ASHRAE’s Strategic Plan & Initiative #4 (Improve Chapter Engagement, Capacity, and Support), identify how communication resources can be used to increase Chapter member recruitment and retention. | • Use CC’s social media channels for promoting others. Determine if/how Society’s social media channels (which have a greater reach) can join in on this effort.  
• Focus on finding processes that are already working well, rather than focusing on what’s not working. Don’t expect volunteers to “re-invent the wheel”.  
• Support Chapter recruitment and retention by encouraging an environment of supporting others, rather than self-promotion.  
• Directly reach out to Chapters/members with successful processes & offer “kudos”. Nominations & awards are nice but can be time-consuming processes that create competition & only highlight one entity. | None | Communications Committee. Nikos Giannitsanos, Eleazar Rivera, Niss Feiner | In progress. The “ASHRAE Families” social campaign was discussed; several individuals reached out directly asking about membership as a result of the campaign. Looking into possible “shout outs” at chapter meetings. |
| 3     | Determine optimal methods for improving volunteer productivity, collaboration, and coordination in virtual, hybrid, and in-person formats. | • Determine what types of meeting formats are the most productive (i.e. regularly scheduled “do the work” meetings in lieu of one person working by themselves).  
• Determine best methods for collaborating & coordinating with ASHRAE members across global time zones.  
• Identify ways to encourage in-person attendance for different types of meetings.  
• Determine which type of meetings should be in-person only vs. virtual only so that overall meeting attendance & collaboration is optimized. | None | Communications Committee. Anuj Gupta, Kinga Hydras, Niss Feiner | In progress. Loom to be added to hybrid meeting guidance. |
| 4     | Evaluate the success of Communications Committee’s Office Hours & determine how to increase outreach. | • Immediately following Annual Meeting (Toronto), create schedule & theme of Office Hours for upcoming Society Year.  
• Determine if any committee resources need a dedicated Office Hours session to be scheduled.  
• How can Office Hours be scheduled “by request” to better accommodate attendee’s schedules & demands? Create booking system? | None | Communications Committee. Thursten Simonsen, Daniel Bourque | Next office hours are on Loom and ASHRAE 365. Target late May-early June for next office hour. |
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| 5 | Maintain committee resources (this should be an ongoing MBO for each Society Year). | Review committee’s purpose/responsibilities & confirm committee resources are within scope.  
* Ensure at least one committee member is a “subject matter expert” for each type of committee resource.  
* Track committee’s progress & revise existing committee resources with newly developed tools. Edit existing committee resources to eliminate outdated information. Committee resources include guideline documents, training workshops, social media/website templates, etc. | None | Communications Committee. Jessica Mangler, Daniel Bourque | YouTube Guidance document and Hybrid meetings document to be revised. |
| 6 | Improve Committee’s Succession Planning. | What “big ideas” did we have but didn’t implement? Create “future ideas/goals” list for future committee members.  
* Identify ASHRAE members who are passionate about communication skills that may be nominated to committee in future. Encourage existing committee members to seek nominations for future committee members. Set quota? | None | Communications Committee. Anuj Gupta and Jessica Mangler | Complete for 2022-2023, but could carry over annually at current chair’s discretion. |