



## COMMUNICATIONS COMMITTEE

2023 ASHRAE Annual Conference Meeting | Tampa, FL, USA

Saturday, June 24, 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**

*\*virtual attendee*

#### **Members Absent**

Ginger Scoggins

#### **Guests**

Mark Miller  
Kelly Stuart Williams  
Franco D'Atri  
Art Hallstrom  
\*Tim Dwyer  
Dennis Hassett  
\*Jerome Douglass II  
Mark Miller  
Gutenberg Rios  
Julia Timberman  
Buzz Wright  
Casper Briggs  
Andrés Sepulveda  
Ana Pérez-Bustamante  
Jim Arnold, incoming  
BOD Ex-Officio  
Jeanette Hay, incoming  
member

#### **Staff**

Joslyn Ratcliff  
Tony Giometti

#### **ACTION ITEMS**

**CC1\_06-24** – Mr. Abellon to take question/comment to the BOD regarding the Employer Thank You Letter being available for Region/Chapter positions.

**CC2\_06-24** – Ms. Ratcliff to add website links to Website template request spreadsheet (on Basecamp) to provide visibility of template/theme requests vs. usage.

**CC3\_06-24** – Mr. White and Mr. Feiner to review existing ASHRAE policies in regards to how IP addresses are used.

**CC4\_06-24** – Ms. Ratcliff to download and share with the committee the latest Volunteer Time Survey results.

## 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 with all members present.
3. Mr. Bourque moved to approve the May 16<sup>th</sup> virtual meeting minutes; Ms. Hydras seconded. Passed 7-0-0, CNV.
4. The agenda was reviewed, and no changes were made.
5. Mr. Abellon provided the Ex-O Report to those present in the meeting.
6. Ms. Mangler thanked everyone in on the committee for their work for the year and noted the committee would be in capable hands with Mr. Gupta as 2023-2024 Chair.
7. Mr. Gupta noted he attended the Members Council orientation, and it went well. He looks forward to discussing the 2023-2024 MBOs later in the meeting.
8. Ms. Ratcliff thanked the committee for their work and offered that she is available to assist members of the committee with any needs. She informed those in the room of the Tampa Sustainability Challenge in ASHRAE 365 and the opportunity to receive a free stainless steel water bottle after competing the pledge.
9. 2022-2023 MBOs were discussed and updated.  
**(Attachment A)**
10. Liaisons to other committees reported:
  - a. Mr. Simonsen was unable to attend CTTC due to being virtual.
  - b. Mr. Bourque shared updates via email prior to the Tampa conference and shared he's been informed TAC was unaware of the Communications Committee's virtual meeting guidance. The committee brainstormed various ways to make more members aware of the guidance.
  - c. Ms. Ratcliff attended Publications Committee and reported Communications Committee revised the YouTube Guidance document based on the request in Atlanta from the Publications Committee.
  - d. No one from the committee was able to attend Membership Promotion, due to MP not having a virtual option.
11. Mr. Bourque informed the committee of his work to reach out to chapters/regions that have requested the Wordpress theme or Wix template for feedback and to gauge usage. Data is still being compiled and the various responses were discussed.  
  
**CC2\_06-24** – Ms. Ratcliff to add website links to Website template request spreadsheet (on Basecamp) to provide visibility of template/theme requests vs. usage.
12. The Volunteer Time Survey was discussed. The data will need to be sorted and filtered

to enable further review and use. It was noted IP addresses are captured.

**CC3\_06-24** – Mr. White and Mr. Feiner to review existing ASHRAE policies in regards to how IP addresses are used.

**CC4\_06-24** – Ms. Ratcliff to download and share with the committee the latest Volunteer Time Survey results.

13. Motions referred to Communications Committee were discussed.

- a. Region II – Montreal Chapter – That Society offers support to chapters for building and maintaining chapters websites through “pre-negotiated” agreements and discounts with national suppliers.
- b. Region II – Toronto Chapter - That physical award ribbons and banners distributed at CRC be replaced by digitized versions, so they can be included on Chapter websites and electronic displays.

In the interest of time. Ms. Mangler asked Mr. Bourque to draft responses and post in Basecamp based on the discussion of the committee.

14. Ms. Mangler turned the meeting over to Mr. Gupta to discuss the 2023-2024 Society Year.

15. Mr. Gupta presented Ms. Mangler with gifts on behalf of the entire committee as a thank you for her dedication and service to Communications Committee as 2022-2023 Chair.

16. Mr. Gupta shared a graphic he created of the 2023-2024 Committee members and shared he is looking forward to working with everyone.

17. Mr. Gupta shared the [draft 2023-2024 MBOs](#).

18. The 2023-2024 schedule was discussed and preferred dates for meetings through December 2023 were established for the second Tuesday of each month but may be changed based on availability. (Attachment B)

19. Ms. Mangler adjourned the meeting at 2:23 PM.

## ASHRAE Communications Committee

MBOs for Society Year 2022-2023

Chair: Jessica Mangler    Date: 2022-06-19

Last Revised: June 24, 2023

MBO #	Objective	Notes / Suggestions	Fiscal Impact	Responsibility	Status
1	In alignment with ASHRAE's Strategic Plan & Initiative #3 (Organizational Streamlining), identify how can communication resources be used to improve volunteer time efficiency.	<ul style="list-style-type: none"> <li>• Discuss with ASHRAE Staff, what processes have worked well with managing time &amp; minimizing back &amp; forth communications.</li> <li>• Create tools that eliminate redundancy &amp; minimize volunteers listening to repeat information.</li> <li>• 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?</li> <li>• Discuss methods for enforcing time management during meetings (meeting start and end times).</li> <li>• Be an example and track committee member's time. Determine format to track time.</li> <li>• Determine methods for how ASHRAE and can better manage volunteer expectations with communication tools.</li> </ul>	None	Communications Committee.  Daniel Bourque, Thursten Simonsen, Kinga Hydras, Nikos Giannitsanos	Rolls over to 23-24 MBOs.
2	In alignment with ASHRAE's Strategic Plan & Initiative #4 (Improve Chapter Engagement, Capacity, and Support), identify how communication resources be used to increase Chapter member recruitment and retention.	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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".</li> <li>• Support Chapter recruitment and retention by encouraging an environment of supporting others, rather than self-promotion.</li> <li>• Directly reach out to Chapters/members with successful processes &amp; offer "kudos". Nominations &amp; awards are nice but can be time-consuming processes that create competition &amp; only highlight one entity.</li> </ul>	None	Communications Committee.  Nikos Giannitsanos, Eleazar Rivera, Niss Feiner	Complete.
3	Determine optimal methods for improving volunteer productivity, collaboration, and coordination in virtual, hybrid, and in-person formats.	<ul style="list-style-type: none"> <li>• 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).</li> <li>• Determine best methods for collaborating &amp; coordinating with ASHRAE members across global time zones.</li> <li>• Identify ways to encourage in-person attendance for different types of meetings.</li> <li>• Determine which type of meetings should be in-person only vs. virtual only so that overall meeting attendance &amp; collaboration is optimized.</li> </ul>	None	Communications Committee.  Anuj Gupta, Kinga Hydras, Niss Feiner	Complete.
4	Evaluate the success of Communications Committee's Office Hours & determine how to increase outreach.	<ul style="list-style-type: none"> <li>• Immediately following Annual Meeting (Toronto), create schedule &amp; theme of Office Hours for upcoming Society Year.</li> <li>• Determine if any committee resources need a dedicated Office Hours session to be scheduled.</li> <li>• How can Office Hours be scheduled "by request" to better accommodate attendee's schedules &amp; demands? Create booking system?</li> <li>• Work with ASHRAE Staff to review how recordings are being promoted and study view count data. Set goal for increasing view count.</li> </ul>	None	Communications Committee.  Thursten Simonsen, Daniel Bourque	Complete.

5	Maintain committee resources (this should be an ongoing MBO for each Society Year).	<ul style="list-style-type: none"> <li>• Review committee's purpose/responsibilities &amp; confirm committee resources are within scope.</li> <li>• Ensure at least one committee member is a "subject matter expert" for each type of committee resource.</li> <li>• Track committee's progress &amp; 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.</li> </ul>	None	Communications Committee.  Jessica Mangler, Daniel Bourque	Ongoing.
6	Improve Committee's Succession Planning.	<ul style="list-style-type: none"> <li>• What "big ideas" did we have but didn't implement? Create "future ideas/goals" list for future committee members.</li> <li>• 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?</li> </ul>	None	Communications Committee.  Anuj Gupta and Jessica Mangler	Complete.



# 2023-24 SUGGESTED MEETINGS

**Every second Tuesday 11 AM Eastern Time**

**Suggested Meeting Dates:**

- July 18, 2023 - 11:00 AM EDT
- August 8, 2023 – 11:00 AM EDT
- September 12, 2023 - 11:00 AM EDT
- October 10, 2023 - 11:00 AM EDT
- November 7, 2023 - 11:00 AM EST
- December 12, 2023 - 11:00 AM EST

**Meetings following December to be determined based on availability.**

- **Jan 20, 2024 (in-person at ASHRAE Winter Conference) – Chicago, IL, USA**
- **June 22 (in-person at ASHRAE Annual Conference) -- Indianapolis, IN, USA**