COMMUNICATIONS COMMITTEE

Virtual Committee Meeting

September 12, 11:00 AM EDT

Minutes

Members Present	Members Absent	Guests	Staff
Anuj Gupta, Chair	Sandeep Mendiratta	Tom Pollard	Joslyn Ratcliff
Daniel Bourque, Vice Chair	Niss Feiner		
Thursten Simonsen	Kinga Hydras		
Brad White	Dennis Knight		
Jeanette Hay			
Jim Arnold			

INFORMATION ITEMS

1. Mr. Gupta called the meeting to order at 11:03 AM EDT and read the ASHRAE Code of Ethics Commitment.
2. Roll call was taken. Quorum was established with 5 members on the call.
3. Mr. Gupta facilitated an icebreaker among committee members.
4. Mr. White moved to approve the August 8th virtual meeting minutes; Ms. Hay seconded. Passed 5-0-0, CV.
5. The agenda was reviewed and no changes were made.
6. Mr. Gupta informed the committee about the new MBO Tracking sheet and increase in number of MBOs from 6 to 9 due to tracking.
7. Mr. Arnold thanked the committee for its work.
8. Ms. Ratcliff informed the committee of the housing and travel information now available for the Winter Conference, drew attention to recent updates to the Tradeshow tab of Marketing Central and a forthcoming letter from President Scoggins regarding use of GAI for ASHRAE content.
9. 2023-2024 MBOs & Responsibilities were discussed as follows:
   I. **MBO #1 - *Update Guidelines for Social Media Usage*** - is 20% complete. Mr. Gupta is working on revising the Best Practices for Social Media PPT and will post to Basecamp when complete. Goal is to post to Basecamp before the

October 10th committee meeting.

Mr. Bourque previously posted an extensive social media planning calendar to Basecamp for further discussion and approval by the committee.

Assigned to this MBO: Anuj Gupta, Sandeep Mendiratta, Thursten Simonsen, Jeanette Hay, Franco D'Atri (as correspondent).

II. **MBO #2 – *Activation of Committee Members and RVCs on social media*** – goals were discussed as follows:

   a. Reach out and touch base with RCC and ask them to be more active on social and WhatsApp
   b. Ideally the committee will organize a session with the RCC
   c. Motivate RCC to attend Society Communications Committee meetings.
   d. Check that they are receiving emails sent to emails.

Assigned to this MBO: Anuj Gupta, Sandeep Mendiratta, Daniel Bourque, Thursten Simonsen, Jeanette Hay. Information for completing this MBO is posted to Basecamp.

III. **MBO #3 - *Regular Office Hours on New AI and Communication Tools*** – Mr. Bourque will host an Office Hour on the Social Media Planning Calendar once it is posted to ashrae.org after being approved by the committee. Other Office Hour ideas include AI (Mr. Gupta) in October or November, Tech Portal, and Websites (potentially Mr. Reed, a correspondent from Region II). A tracking document has been [started in Basecamp](.).

Assigned to this MBO: All committee members, specifically those who will be hosting Office Hours.

IV. **MBO #4 - *Meet with Regional Communications Chairs (RCC)*** – is linked to MBO#2.

V. **MBO #5 - *Increase Adoption of ASHRAE's Website Template*** – progress was discussed as follows:
   a. Getting the most pertinent information to the chapters in a way they can use regarding the WordPress theme is a goal.
   b. Looking at tools and where chapters are having friction points and how the committee can address them is a goal.
   c. Creating a prescriptive how-to document for those who need it is a goal. (Mr. White to help with this specifically.)

d. The Halifax chapter's estimate for add-ons to the WordPress theme is 60% complete.

e. Making a flyer in Canva encouraging chapters to reach out to the committee is a goal. (Mr. Gupta is working on this flyer; Ms. Ratcliff can help distribute the flyer once it's ready.)

VI. **MBO #6 - *Review and Update ROB 1.201.010 as needed* –** progress was discussed as follows:

a. Mr. White has read through the entire document and will suggest changes. Ms. Ratcliff will post format and process for making suggestions to the ROB to Basecamp. Mr. White to coordinate with Ms. Hydras for assistance.

VII. **MBO #7 - *Review and Update Guidance and Best Practices Documentation, Templates, and Guidance (including Basecamp Guidance) Available from Communications Committee***

Assigned to this MBO: Ms. Hay and Mr. Bourque

VIII. **MBO #8 - *Update Communications Committee Webpage***

Assigned to this MBO: Mr. Simonsen and Mr. Gupta

IX. **MBO #9 - *Improve communication strategies to better engage with members and the public about ASHRAE activities and achievements* –**

a. Members Council is creating a Brand Awareness Subcommittee that will tie into this MBO. The charge of the subcommittee will be public awareness / reaching out to the public.

b. Ms. Ratcliff will share ASHRAE's Connect-a-Colleague tool and Membership promotion graphics to Basecamp.

Assigned to this MBO: All Committee Members

Attachment A (on Basecamp): MBO status.

10. Communications Committee approved its response for Motion 11: *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.* Mr. White moved to accept the response to the motion, Mr. Simonsen seconded the motion, 5-0-0, CV.
Attachment B (on Basecamp): Final response to Motion 11.

11. Ms. Hay shared work she has been doing to push MBOs to the chapter committees within the Monterrey chapter and shared feedback information that her chapters are:

i. thanking sponsors

ii.	struggling with finding content
iii.	have goals of maintaining active social media presences

Mr. Gupta asked Ms. Hay to push the website template and theme available from the committee. Mr. Gupta asked Mr. White to list chapters using the template or theme. Mr. Gupta asked everyone on the call to post about their ASHRAE activity on their personal social media presences.

12. The next meeting of the committee will take place **Tuesday, October 10 at 11 AM EDT**. Invitations have been sent and the meeting is posted to Basecamp. Mr. Gupta may be travelling during this time but aims to make the meeting.

13. Mr. Gupta called for a motion to adjourn. Mr. White moved to adjourn, and the meeting was adjourned by Mr. Gupta at 12 PM EDT.