



COMMUNICATIONS COMMITTEE

Virtual Committee Meeting

October 10, 11:00 AM EDT

Minutes

<u>Members Present</u>	<u>Members Absent</u>	<u>Guests</u>	<u>Staff</u>
<u>Daniel Bourque, Vice Chair</u>	Anuj Gupta, Chair		Lizzy Seymour
<u>Kinga Hydras</u>	Thursten Simonsen		Joslyn Ratcliff
<u>Sandeep Mendiratta</u>	Jeanette Hay		
<u>Brad White</u>	Jim Arnold		
<u>Niss Feiner</u>	Dennis Knight		

INFORMATION ITEMS

1. Mr. Bourque called the meeting to order at 11:07 AM EDT and read the ASHRAE Code of Ethics Commitment.
2. Discussion took place regarding use of artificial intelligence (AI) to record meetings and Ms. Ratcliff & Ms. Seymour referenced recent communication sent to members from President Scoggins asking committees not use GAI to create, edit, revise, or modify ASHRAE products.
3. Roll call was taken. Quorum was established when Mr. White joined the call at 11:30 AM EDT with 5 members on the call.
4. Mr. White moved to approve the September 12th virtual meeting minutes; Mr. Bourque seconded. Passed 4-0-1, (v)CV.
5. The agenda was reviewed, and no changes were made.
6. Mr. Bourque updated the committee regarding the Communications Committee PAOE category. Currently no changes are shown, but perhaps a suggestion for the future would be an opportunity to earn points in instances where a Chapter Communications Chair or Vice Chair is named in the Chapter.
7. Ms. Ratcliff reminded the committee of the housing and travel information available in Basecamp for the Winter Conference and Mr. Bourque stated that the conference hotel was showing as sold out. Ms. Seymour let those on the call know that

meetings@ashrae.org can help with any hotel or meeting-related needs.

8. 2023-2024 MBOs & Responsibilities were discussed as follows:

- I. **MBO #1 - *Update Guidelines for Social Media Usage*** - is 20% complete. Mr. Mendiratta will reach out to Mr. Gupta, who is working on revising the Best Practices for social media PPT and will post to Basecamp when complete.

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*** – Ms. Ratcliff to add email aliases to the OneDrive Document posted to Basecamp and those assigned to reach out to the RVCs will do so. At the time of the meeting no connections were reported to have been made.

Assigned to this MBO: Anuj Gupta, Sandeep Mendiratta, Daniel Bourque, Thursten Simonsen, Jeanette Hay.

- III. **MBO #3 - *Regular Office Hours on New AI and Communication Tools*** – No Office Hours are currently scheduled. Ms. Ratcliff will reach out to Mr. Simonsen regarding potentially hosting an Office Hour on ASHRAE 365 prior to the Winter Conference and/or an Office Hour on the ASHRAE Technology Portal. The tracking document [in Basecamp](#) reflects the latest status.

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 updates were discussed as follows:
 - a. Updates needed to the Wix template to align with ASHRAE branding. Suggestion was made to reach out past committee chairs Ms. Leblanc and Ms. Duffy, who helped create the Wix template.
 - b. Placeholder text updates are needed for both the Wix and WordPress templates, specifically the boilerplate text and the history sections. Mr. White suggested the committee may be able to update these items on our own, without need for involvement outside the committee.
 - c. The Wix template was reported to have an expired plug-in, the committee should ensure that the template remains up to date.

- VI. **MBO #6 - Review and Update ROB 1.201.010 as needed** – progress was discussed as follows:
- a. Mr. White will reach out to Ms. Hydras and Ms. Ratcliff will post process to make updates in Basecamp.
- VII. **MBO #7 - Review and Update Guidance and Best Practices Documentation, Templates, and Guidance (including Basecamp Guidance) Available from Communications Committee**
- a. Mr. Bourque has a list of these items. Mr White will add two additional items. The list will be used a checklist to track progress on what has been updated, what needs updated, and what does not need updating.

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

- VIII. **MBO #8 - Update Communications Committee Webpage**
- a. Ms. Ratcliff is working with staff on an update to the page and a draft will be shared with Mr. Simonsen and Mr. Gupta prior to the Winter Conference.

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. Mr. Gupta is part of this subcommittee, but it has not met yet. Once the first meeting has occurred, the committee should have clearer direction.

Assigned to this MBO: All Committee Members

Attachment A (on Basecamp): [MBO status](#).

9. The next meeting of the committee will take place **Tuesday, November 7 at 11 AM EST**. Invitations have been sent and the meeting is posted to Basecamp.
10. Mr. Bourque called for a motion to adjourn. Mr. White moved to adjourn, Mr. Feiner seconded and the meeting was adjourned by Mr. Bourque at 12:01 PM EDT.