



## COMMUNICATIONS COMMITTEE

Virtual Committee Meeting  
December 20, 11:00 AM EST

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### Members Present

Anuj Gupta, Chair  
Brad White  
Sandeep Mendiratta  
Niss Feiner  
Thursten Simonsen  
Jim Arnold

### Members Absent

Daniel Bourque, Vice Chair  
Jeanette Hay  
Kinga Hydras  
Dennis Knight

### Guests

### Staff

Joslyn Ratcliff

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## MINUTES

1. Mr. Gupta called the meeting to order at 11:07 AM EST and read the code of ethics commitment.
2. Roll call was taken. Quorum was met later in the meeting.
3. Due to quorum not being met at the allotted time for voting, the October 10<sup>th</sup> meeting Minutes will be approved via Basecamp.
4. The agenda was reviewed and no changes were made.
5. Mr. Gupta provided a Chair's Report and informed the committee the first Brand Ambassador ad hoc meeting has taken place. The next meeting is expected to take place the first week of January for solid information to be in place by the Winter Conference. This program impacts Communications Committee due to the tie-in to MBO #9.
6. Ms. Ratcliff provided a brief staff report thanking the committee for their work and extending an offer for assistance with anything needed for Chicago. She also called to attention a document from Publications Committee detailing how to write for ASHRAE. The document is available on Basecamp and on the Chapter Resources page of [ashrae.org](http://ashrae.org) under Chapter Information.
7. The Committee further discussed Fall 2023 CRC Motion, Region XII Central Florida

Chapter - Motion 30 (August 10, 2023) with an intent to provide a response to Members Council prior to the Winter Conference.

Mr. Mendiratta shared thoughts that moving forward with this motion would allow for further communication among the chapters and regions. Mr. Feiner questioned the scope of the motion and Mr. Gupta confirmed it is Society-wide. Mr. Arnold provided insight about the positions, that the communications positions are assigned by the DRC and are not voted-in positions. Since the position is regionally appointed it would be appropriate to seek financial coverage from the Region and not Society. Mr. Mendiratta shared thoughts that the position is neglected due to transportation not being funded and Mr. Arnold suggested bringing that up to the DRC and that there are really two separate issues at play: the lack of funding and the lack of meeting participation.

Ms. Ratcliff shared the committee has been asked to provide a response to Members Council and that she can help facilitate and reminded the group that in the previous meeting Mr. Gupta said the committee could vote on Basecamp with supporting information posted there. Mr. Gupta affirmed this and suggested the committee move ahead with voting on Basecamp. Ms. Ratcliff will send a message on Basecamp to help facilitate.

8. MBO progress and next steps were discussed as follows:

- a. **MBO #1 - Update Guidelines for Social Media Usage - is 60-70% complete. Mr. Gupta will share with committee for their comments.**

Mr. Gupta has this 80-90% complete on Canva and shared with the committee. Mr. Mendiratta will check in with Mr. Bourque on the calendar planning template.

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

- b. **MBO #2 – Activation of Committee Members and RVCs on social media**

Mr. Gupta held an Open Session for Communications RVCs on Nov. 28. It was attended by representatives from twenty-two chapters from six regions.

Mr. Gupta asked committee members to remind the RVCs to use the Canva graphics to promote Winter Conference Attendance.

*Secretary's note: Also, see progress reported during Nov. 8 meeting including checking and updating the tracking sheet for reaching out to RVCs.*

c. **MBO #3 - Regular Office Hours on New AI and Communication Tools**

Mr. Gupta asked the committee to provide feedback and suggestions for Office Hours to take place January - June.

- Tech Portal was suggested as an Office Hour to do in the first week of January.
- How To Record Content - topic suggested by Mr. Gupta.
- How To Write Newsletter Content - topic suggested by Mr. White.

Ms. Ratcliff to market ASHRAE 365 in lieu of a new Office Hour.

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

Done via the above, MBO #2, Activation of Committee Members and RVCs on social media.

e. **MBO #5 - Increase Adoption of ASHRAE's Website Template**

Ms. Ratcliff to share number of inquiries made as a result of the Nov. 28th Open Session: Two inquiries were made as a result of the Nov. 28th Open Session (Alamo Chapter and Ecuador Chapter).

*Secretary's note: Also, see progress reported during Nov. 8 meeting.*

f. **MBO #6 - Review and Update ROB 1.201.010 as needed**

Mr. White will upload a PDF containing his comments prior to the next Communications Committee meeting.

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

Mr. Gupta to check with Mr. Bourque on this.

*Secretary's note: Also, see progress reported during Nov. 8 meeting.*

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

Ms. Ratcliff will share a draft with the committee the second week of January.

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

The first Brand Ambassador ad hoc meeting has taken place and the next one is

set for January. The discussion has centered around the duties of a Brand Ambassador. Committee members are asked to share any ideas with Mr. Gupta to share with the ad hoc. As the ad hoc continues to develop, so will this MBO.

9. Liaison responsibilities for the Winter Conference were discussed as follows:

**CTTC** - Friday, January 19, 2024 8am-12pm – Mr. Mendiratta will check his availability.

**TAC** - Saturday, January 20 - Part A 8am-12pm or Wednesday, January 24 – Part B 7am -10am – Mr. White will check his travel times to see if he is able to attend.

**Membership Promotion (MP)** - Saturday, January 20 - Part A 8am-3pm – Mr. Gupta will attend.

**Publications Committee** - Saturday, January 20 - 8am-12pm – Ms. Ratcliff will attend and bring information back to the committee as needed.

10. The committee's next meeting will take place in-person in conjunction with the 2024 ASHRAE Winter Conference and AHR Expo. The committee meeting is from 11 AM CST until 3 PM CST, however, open discussion can take place from 2-3 if there is no committee business during that time.

11. Mr. Gupta adjourned the meeting at 12:04 PM EST.