



COMMUNICATIONS COMMITTEE

Virtual Committee Meeting

Wednesday, April 24, 11:00 AM EDT

(Rescheduled from Tuesday, April 16)

MINUTES

Members Present

Anuj Gupta, Chair
Daniel Bourque, Vice Chair
Brad White
Thursten Simonsen
Kinga Hydras
Niss Feiner

Members Absent

Sandeep Mendiratta
Jeanette Hay
Jim Arnold, BOD Ex Officio
Dennis Knight, CO

Guests

David Roberts

Staff

Joslyn Ratcliff

1. Mr. Gupta called the meeting to order at 11:00 AM EDT and read the ASHRAE Value statement.
2. Roll call was taken. Quorum was met with six of eight members on the call.
3. Mr. Gupta called for a consent motion to approve [2024 Winter Conference Minutes](#) and [February 20, 2024 Conference Call Minutes](#) and [March 19, 2024 Conference Call Minutes](#). Mr. White moved and Mr. Bourque seconded for all but the March minutes and Mr. Gupta seconded for the March minutes. The minutes were approved with no discussion, 6-0-0, CV.
4. The agenda was reviewed and no changes were made. Mr. Feiner moved to approve the agenda, Mr. White seconded. The agenda was approved with no changes. Mr. Feiner assigned his proxy to Mr. Bourque for the remainder of the meeting.
5. Chair's report: Mr. Gupta encouraged the committee to continue working through the 2023-24 MBOs.
6. Vice Chair's report: Mr. Bourque shared he'll be planning for the 2024-25 Society Year and encouraged the committee to continue working through the 2023-24 MBOs.

7. Staff report: Ms. Ratcliff thanked the committee for their work and offered any assistance members may need. She also reminded the group that travel information for the 2024 ASHRAE Annual Conference in Indianapolis have been posted to Basecamp.

8. 2024-2024 MBOs were reviewed and status and actions were discussed as follows:

Mr. Bourque and Mr. Gupta will have a call together to complete and plan MBOs.

a. **MBO #1 – Update Guidelines for Social Media Usage – 95% Complete**

Mr. Gupta asked for input on the Social Media Best Practices and Mr. Simonsen said it is good and he likes it. Mr. Gupta stated this MBO should be 100% complete in May. Mr. Bourque has an Office Hour planned regarding the planning calendar. He spearheaded and shared a dynamic calendar with the committee previously and a static social media planning calendar is also posted to the Communications Committee page of ashrae.org.

b. **MBO #2 - Activation of Committee Members and RVCs on social media – 65% Complete**

Discussion took place regarding activation of Regional Communication Chairs. Mr. Gupta asked Mr. Roberts for feedback. Mr. Roberts mentioned that Communications Chairs and Regional Communications Chairs do not receive funding to attend CRCs. Mr. Gupta shared with the group a [recent CRC motion](#) came to Communications Committee regarding the funding of Chapter Communications Chairs, which was defeated because this could be funded at the Regional level as a decision of the Region. Mr. Gupta suggested potentially holding a virtual Centralized Training and Mr. Bourque questioned if it's something that could be held at the Annual Conference, where (presumably) these individuals are already present. The committee would not suggest or ask for these individuals to be reimbursed, but the idea would be to take advantage of the meeting/conference already taking place. It was decided further information would be needed to determine a course of action.

Ms. Ratcliff to find out:

- i. Do Chapter Communications Chairs attend the Annual Conference(s)?
- ii. What is the timeline for requesting meeting time/space?
- iii. What is the "best" time for a training, if one should take place?

Mr. White suggested emailing these individuals to see if cost for travel is a deterrent for them attending their CRCs and training. Mr. Gupta suggested this be discussed on Basecamp.

c. **MBO #3 - Regular Office Hours on New AI and Communication Tools – 80%**

Mr. Bourque will host an Office Hour on the Dynamic Planning Calendar May 9. Ms. Ratcliff will reach out to Ms. Hay about presenting an Office Hour the first week in June.

d. MBO #4- Meet with Regional Communications Chairs (RCC) – 77%

Mr. Gupta will plan a dedicated meeting with RCCs the third week in May. Ms. Ratcliff will send a Doodle poll. Mr. Roberts, RCC for Region X, agrees this would be a fantastic idea. During the call, learnings and challenges can be discussed.

Mr. Bourque asked how information on the Guiding Questions authored by Ms. Hay are being collected. No information is currently being collected, Mr. Gupta will review the questions to note which ones to be included in a survey Ms. Ratcliff will create. The survey can then be sent to RCCs to distribute Communications Chairs within their chapters.

e. MBO #5 - Increase Adoption of ASHRAE's Website Template – 10%

Ms. Ratcliff will provide a number of Wix Templates and WordPress themes requested and used. Mr. Gupta encouraged everyone to post to their own social channels regarding the template and theme. Ms. Ratcliff will provide materials that have been used to promote the template and theme previously that committee members will be welcome to use.

f. MBO #6 - Review and Update ROB 1.201.010 as needed – 5%

Mr. White will share his markup with Ms. Ratcliff to format.

g. MBO #7 - Review and Update Guidance and Best Practices Documentation, Templates, and Guidance (including Basecamp Guidance) Available from Communications Committee 5%

Mr. Gupta assigned members of the committee to review the [Working Checklist of Items](#) as follows:

Mr. Gupta – Items 1-6

Mr. Simonsen – Items 7-12

Mr. White – Items 13-20

Mr. Bourque – Items 21-27

Secretary's Note: Ms. Ratcliff is available to assist as needed.

h. MBO #8 - Update Communications Committee Webpage – 100% Complete.

i. MBO #9 - Improve communication strategies to better engage with members and the public about ASHRAE activities and achievements – 5%

Mr. Gupta assigned each member of the committee to have one input towards this MBO by the next committee meeting. From all the inputs, three will be chosen to

complete the MBO.

9. Mr. Gupta opened the meeting for input from anyone in the meeting. Mr. Bourque advised the committee to let him know of any ideas for MBOs for the next year. Mr. Gupta congratulated Mr. Bourque on becoming chair for 2024-25 and welcomed the incoming member Franco D'Atri to the committee.

Mr. Bourque advised of a person in Region II who may be interested in serving on Communications Committee, but was not appointed to the committee. Ms. Ratcliff advised that there was only one open spot on the committee for 2024-25 and that he can reach out directly to Ms. Ratcliff with questions or for assistance regarding committee nominations / succession planning.

10. The next Committee meeting will be May 21 at 11 AM EDT. An Office Hour will be held May 9th at 11 AM EDT.
11. Mr. Gupta called for a motion to adjourn the meeting. Mr. White moved to adjourn, Mr. Simonsen seconded and the meeting was adjourned at 11:57 AM EDT.