



COMMUNICATIONS COMMITTEE

Conference Call #4 | SY 2020-2021

Thursday, March 4

11:00 AM–12:00 PM EST

Online via GoToMeeting

**MINUTES**

**Members Present**

Pam Duffy  
Karine Leblanc  
Nikolaos Giannitsanos  
Anuj Gupta  
Jessica Mangler  
Randy Reed

**Members Absent**

Eleazar Rivera  
Mick Schwedler  
Ashish Rakheja  
Richard Kimball

**Guests**

**Staff**

Joslyn Ratcliff  
Ally Jordan  
Lara Roenitz

**Motions**

**Motion CC\_1** – to approve Conference Call #3 Meeting Minutes

6-0-0, CV, Motion Passes

**Motion CC\_2** – that committee funds, not to exceed \$5,000 over the 2020-2021 and 2021-2021 Society years, be approved for use to hire an outside designer to create a professional Wordpress template, Motion Tabled.

**Information Items**

1. Call of meeting to order

Ms. Duffy called the meeting to order at 11:02 AM.

2. Code of Ethics Commitment

Ms. Duffy read the Code of Ethics Commitment.

*In this and all other ASHRAE meetings, we will act with honesty, fairness, courtesy, competence, inclusiveness and respect for others, which exemplify our core values of excellence, commitment, integrity, collaboration, volunteerism and diversity, and we shall avoid all real or perceived conflicts of interests.*

3. Roll Call

Roll call was taken.

4. Quorum Check

Quorum was established with six voting members on the call.

5. Approval of January 12, 2021 Conference Meeting Minutes

**Motion CC\_1** – Ms. Mangler moved to approve the Winter Virtual Conference Call Minutes; Ms. Leblanc seconded. Minutes were approved with no changes and no discussion. 6-0-0, CV, Motion Passes.

6. Chair's Report

Ms. Duffy provided the committee with an update from the Members Council meeting, sharing that many accolades were given to the committee during the meeting. She also shared that she, Ms. Leblanc and Ms. Ratcliff met with Mr. Rakheja to provide information regarding the committee check-in. Ms. Duffy informed the committee that appointments should be coming out soon, so be on the lookout.

7. Vice Chair's Report

Ms. Leblanc asked the committee's opinion on keeping Basecamp in the PAOE. After discussion the decision was made to keep it in the PAOE. Ms. Leblanc is working on her MBOs and asked for any feedback, suggestions or opinions from the committee and mentioned she will also be reaching out.

8. Staff Reports

Ms. Ratcliff shared that the Annual meeting will be virtual and as soon as more information is known in terms of registration and dates, communications will be sent. Ms. Ratcliff shared that there are now several Canva templates available for use and linked from Marketing Central. These were created at the suggestion of Ms. Duffy. The use of Zoom for committee meetings was discussed. Ms. Leblanc asked if Zoom could be used for future meetings. Ms. Ratcliff shared that the Society Zoom account was purchased for use for meetings surrounding the winter and annual virtual conferences; meetings such as committee meetings are possible to request through this account, however, they would require one-off requests and Ms. Ratcliff can not set these up, but would need to ask the meetings staff.

Ms. Roenitz shared an update on social media at the Society level. Facebook and LinkedIn Groups were discussed and Ms. Roenitz shared the document that was placed on Basecamp with broad points of consideration regarding groups. Guidance on using the ASHRAE name in FB groups and LI groups came up in terms of what is/is not allowed. General comments were made regarding that all the groups would be hard to police and the question of who would police would be one that would need to be addressed. A Society-level Facebook group was discussed and there currently is not one; Ms. Duffy shared she owns the group entitled "ASHRAE Members". Mr. Gupta made the suggestion of adding ASHRAE as experience level in LI so that everyone is connected there and then make it so that only admin can post; the experience level in the profile will make it so the message posted goes to anyone with ASHRAE in experience. Ms. Leblanc will consider this for her MBOs next year.

9. Manual of Chapter Operations (MCO) revisions as it relates to chapter communications volunteer roles.

Ms. Ratcliff shared that she has corresponded with Vickie Grant on this topic and provided text for the new social media position.

Secretary's note: Following the meeting, Ms. Ratcliff checked with Ms. Grant and found out the positions in the CIQ have already been updated and the MCO revisions should be posted on ashrae.org very soon.

10. Intra-Society Communication

Mr. Gupta provided an update that he will reach out to committee chairs using the email alias list Ms. Ratcliff provided. Ms. Duffy provided an update on Office Hours and Ms. Leblanc asked if the committee had thoughts on using other platforms such as Facebook Live. Ms. Duffy shared she doesn't really like it; she acknowledged it's the way of the future, but in her experience, you are managing chat and also the comments on Facebook. She shared that she had success doing it in a smaller (Facebook) Group. Ms. Leblanc will consider for next year's MBOs.

11. Committee Resources

Great progress has been made on updating the committee resources. Mr. Rivera is working to update the Basecamp resources, Ms. Duffy is working to update the virtual meeting guidelines, and Mr. Kimball is working on all other resources – at this time most are complete except a handful that need to be archived or sunset. Ms. Duffy aims to have the updates to the virtual meeting guidance complete the first week in March.

12. ASHRAE 365 Updates

Mr. Reed provided a recap of the conversation held between a few committee members and representatives from MP, CTTC and staff. A large takeaway from the meeting is that ASHRASE 365 managed by staff (Ally Jordan) and does not fall under any ASHRAE Committee. ASHRAE will be restructuring and this may change where the app resides in terms of a committee. Ms. Duffy's concern is that if an individual or entity wants something in the app and they ask loud enough can they just get it since there is not volunteer oversight.

Ms. Jordan posted a list of the requested changes to the app through the years. Mr. Reed shared with the committee that the developer of the app provides software, which is not custom to ASHRAE. Ms. Jordan has a meeting planned with the developer and will provide an update on what current recommendations / capabilities are from the vendor regarding the change requests.

13. Chapter Website Templates

**Motion CC\_2** – Ms. Mangler moved that committee funds, not to exceed \$5,000 over the 2020-2021 and 2021-2021 Society years, be approved for use to hire an outside designer to create a professional Wordpress template.

Mr. Giannitsanos seconded.

Discussion took place regarding the need and cost to hire an outside developer.

**Motion Tabled.**

The motion was tabled when Ms. Mangler had to leave the meeting. The motion will be taken off the table for a vote either on Basecamp or via an intermittent meeting if needed.

14. The next meeting will take place May 6th from 10am-11am CT.

15. Ms. Duffy adjourned the meeting at 12:05 PM ET.