



Communications Committee

Introduction

Communications Chair Centralized Training

Module 0

2026-09-15

Presenter: Thursten Simonsen, ASHRAE Communications Committee Chair

Welcome to Communications Virtual Centralized Training Session I

Centralized Training Schedule



Communications Committee



SESSION I – September 15



Session I – Module 0: Introduction



Session I – Module 1: ASHRAE Resources



Session I – Module 2: Social Media & Communications



SESSION II – September 23



Session II – Module 3: Strategic Planning



Session II – Module 4: Content Creation



Session II – Module 5: Website

Introductions



Communications Committee



**Your
ASHRAE
Chapter**



**Your
ASHRAE
Region**



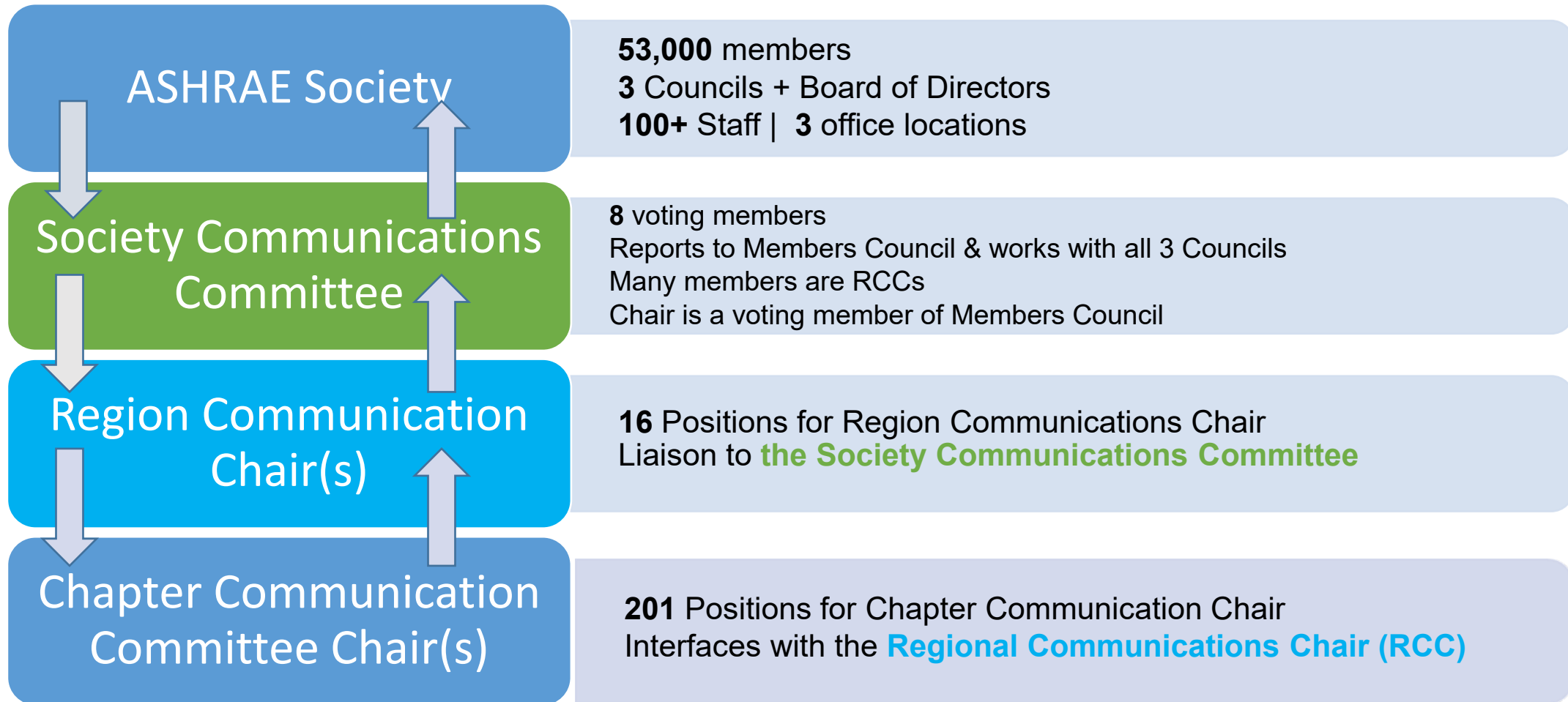
**Who
introduced
you to
ASHRAE?**



**One thing
you hope
to learn
today**



**One thing
you enjoy
in your free
time**





ASHRAE Society

Society Communications
Committee

Region Communication
Chair(s)

Chapter Communication
Committee Chair(s)

Communications Committee Scope

The Society Communications Committee identifies the communication, collaboration and training needs for membership groups, recommends and maintains policies, and ensures that the implementation of information technologies meets the objectives and needs of the Society.

Need Help with Communications or Collaboration?

Ask us! We are here to help.

Who We Are



Communications Committee

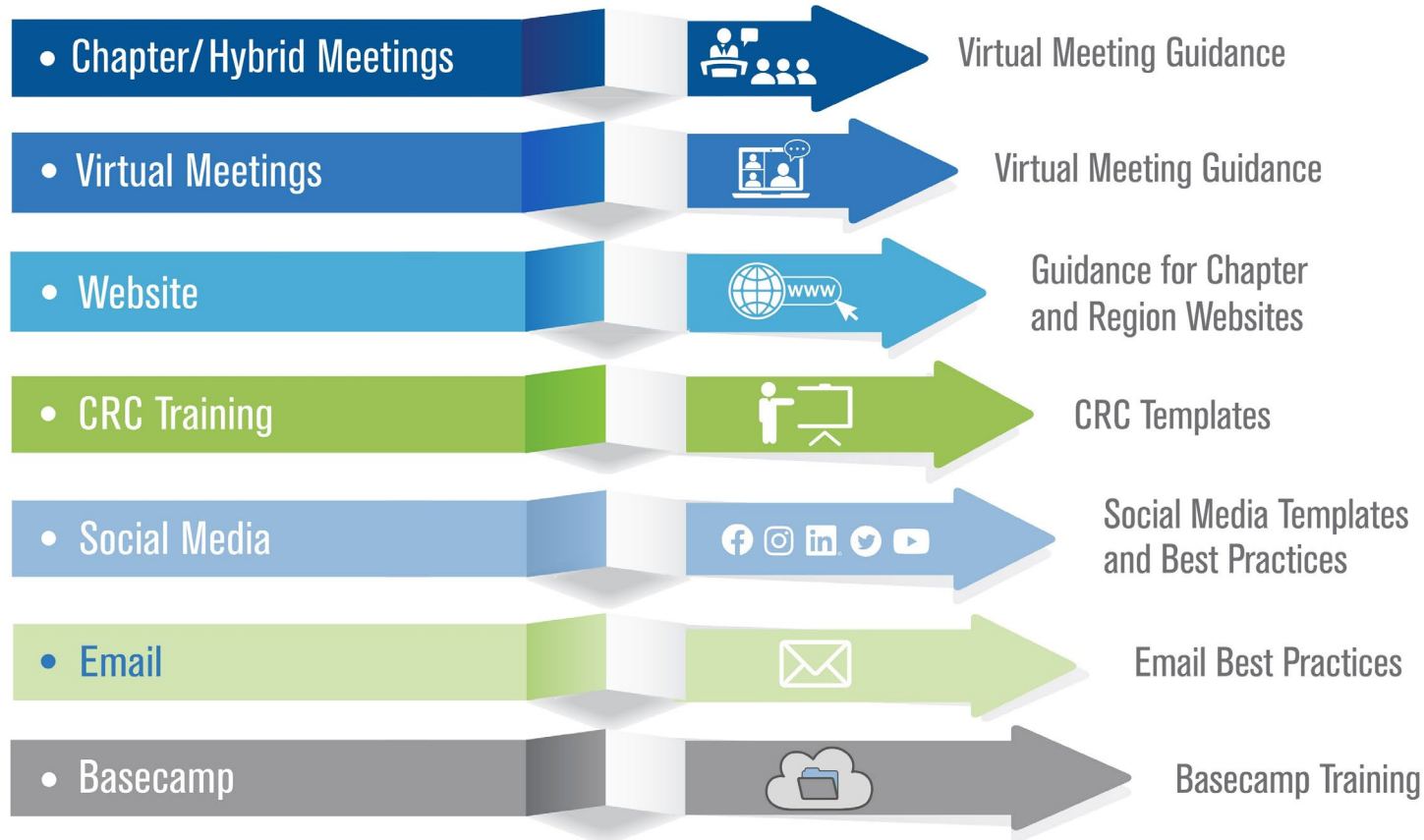


What We Do



Communications Committee

Ways Your Chapter Communicates With Its People



Additional tools: App development guidelines, Training videos on the above & Office Hours to answer questions

Chapter Manual

[Chapter Manual](#)

[MCO Bookmarks](#)

[Chapter and Regional Awards](#)

[Chapter Certificate of Attendance](#)



[Manual for Chapter Operations \(MCO\) - revised August 2025](#)

Chapter Communications Chair Role



2.20 Communications Committee Chair

The Communications Committee Chair is appointed by the President-Elect.

Responsibilities of the Communications Committee Chair typically include:

1. Interfacing with the Regional Communications Chair (RCC), for all questions, concerns and updates to Communications Committee rules and regulations
2. Attending all BOG meetings
3. Assisting the BOG in learning and utilizing new software that is available (e.g. web conferencing)
4. Working with Chapter Newsletter Editor, Webmaster, Social Media and Communications Co-Chair. In the absence of the other positions, these roles can be filled by the Chair.
5. Performing other duties as assigned by the chapter President

Region Communications Chair Role



M. Region Communications Chair (RCC – Optional)

A position appointed by the DRC (or elected by the CRC) with duties that include:

- Interfaces with, encourages, and, as needed, assists the Region Webmaster and oversees the regional website. (RCC is not the Region Webmaster but these two positions can be the same person.)
- Oversees all of the chapter websites in the Region for content, accuracy, functionality, adherence to best practices and compliance with ROB 1.201.010. Has the authority to shut down a chapter website.
- If requested, sets up CC training at the Region President-Elect training meeting and the Region CRC. This training can include website development but could also include email, mailing lists, newsletters, Basecamp, social media, app development, virtual/hybrid meetings, podcasts, etc.
- Liaison to the Society Communications Committee, Chapter Communications Chairs, Chapter Webmasters, Chapter Social Media Chairs and other RCCs; attends Society Communications Committee meetings as able and shares relevant information (training, best practices, etc.) from Society Communications Committee with the chapters and brings forth information and training needs from the chapters to Communications Committee.

Region Communications Chair Role



M. Region Communications Chair (RCC – Optional)

A position appointed by the DRC (or elected by the CRC) with duties that include:

- Manages the Regional Communications budget expenses.
- Maintains and publishes the Regional Chapter Information Questionnaire (CIQ).
- Point of contact for the ashrae.net email position aliases. The email aliases are automatically populated based on the CIQ and maintained by ASHRAE IT.
- Maintains the Region's internal "secure" website.
- Assists the CRC Host Chapter with communication needs (webpage setup, registration, payment, virtual/hybrid meetings, meeting AV, etc.).
- Recommends/helps Chapters get training on Chapter support software.
- Recommends/helps Chapters get training in areas related to regional communications (Basecamp, websites, email newsletters, social media, etc.).
- Attends regional activities as recommended by the DRC.

2.13 Newsletter Editor

The Chapter Newsletter Editor is appointed by the President-Elect.

The responsibilities of this position typically include:

- A. Publishing a monthly newsletter to promote the activities of the chapter
- B. Communicating with the chapter President, program chair and other chapter chairs to
obtain information to include in the newsletter
- C. Organizing and editing information into the appropriate format
- D. E-mailing the newsletter to chapter members, regional officers and relevant Headquarters staff
- E. Working with Chapter Webmaster / Communications Committee on e-Newsletter distribution, including use of Social Media.

Other Positions – Webmaster

2.14 Chapter Webmaster

The Chapter Webmaster is appointed by the President-Elect.

Responsibilities of the Chapter Webmaster typically include:

1. Serving as the interface between the BOG and the website maintenance company (if one exists) to ensure all items requested by the BOG are uploaded and updated on the chapter's and the region's websites.
2. Providing a budget for website activities to the Treasurer.
3. Managing the website budget, including the costs of the website maintenance company and any revenue from business card ads, job postings, and online store sales.
4. Ensuring that the chapter's website complies with Society website policies.
5. Establishing an online payment system for chapter activities.
6. Working with the Chapter Technology Transfer Committee, Attendance Committee, Reception Committee, and Special Events Committee to set up and maintain the chapter's online registration system.
7. Working with the Chapter Newsletter Editor to assist with electronic distribution of the Chapter Newsletter, including posting both current and past issues on the Chapter website and via social media if there is no Social Media Chair.

2.23 Chapter Social Media

The Social Media Chair will maintain and post content to the Chapter's social media account(s), including but not limited to Facebook, Instagram, and LinkedIn.

Responsibilities of the Social Media Chair

The Social Media Chair will:

1. Maintain and post content to the Chapter's social media accounts.
2. Create and implement a social media strategy in accordance with:
 1. Chapter goals
 2. Society policies
 3. Communications Committee best practices
3. Track and report on social media progress on a regular basis.

Communications PAOE Overview



Communications Committee

- **Minimum Points:** 300
- **PAR Goal:** 700
- Required for **STAR Award** achievement **Purpose** Recognizes chapter efforts to communicate with members, promote ASHRAE activities, increase visibility, maintain digital platforms, and support chapter operations through effective communications.
- Can change slightly each Society year.

2026-27 Presidential Initiative Opportunities

- **CC1:** Society Theme webpage content
- **CC2:** Social media posts supporting the Society Theme with photos

<https://www.ashrae.org/PAOE>



2026-2027 PRESIDENTIAL NEWSLETTER

DATE: July 2026

TO: Chapter Presidents
Membership Promotion Committee
Student Activities Committee
Research Promotion Committee
Chapter Technology Transfer Committee
Government Affairs Committee

Young Engineers in ASHRAE Committee
Regional Communications Chairs
Regional Historians
Region Members Council Representatives
ASHRAE Board of Directors

FROM: Sarah E. Maston, PE, BCxP, LEED® AP *Sarah E. Maston*

SUBJECT: **PRESIDENTIAL AWARD OF EXCELLENCE (PAOE)**

Since our Society's inception you, our volunteer Members, and our Chapters have laid the foundation to invest in and ensure ASHRAE's relevance to important events of the times.

Our 2026–2027 Society theme, “Changing the Game: Retrofitting for Resilience” emphasizes that as we continue to decarbonize the built environment, we need to focus on improving the operations of existing buildings. Buildings account for 70% of the energy we consume, and by creating a multi-disciplinary building industry team, we can work together to better educate, train, and inspire others to maintain healthy and resilient buildings. This year we will prioritize increasing resilience in our buildings- strengthening local codes and training code officials, using ASHRAE standards and guidelines to create operations gameplans for existing buildings, and embracing gamification to train our students and young professionals on how buildings operate, and introducing them to key concepts, such as indoor air quality, energy efficiency, and decarbonization.

The PAOE system was created to provide guidance to Chapter leaders in planning your chapter activities. This year, the PAOE committee has worked to streamline the list and to automate as many of the categories as possible. The goal of the 2026-2027 PAOE system is to offer a roadmap for successful Chapter operation AND provide opportunities for training our members at all levels of Society on the importance of our role in improving building resilience.

Thank you for all you do to serve our Members. Please reach out to your Regional and Society leaders as you go through the year, they all want to help to make your Chapter successful.

PAOE for this year reflects the following Presidential Initiative points of emphasis. For full information please refer to the specific item in the PAOE list by using the Tag.

Tag	Summary
Chapter Technology Transfer	
CT1	For each Chapter Program clearly aligned with current Society Theme.
CT2	For each Technical Tour and accompanying 30-minute presentation based on alignment with the current Society Theme. 50 bonus points per event if it is a joint event with another industry organization.
CT3	Presentation of the Presidential Theme Address or Recording at a chapter event.

Excellence in Chapter Communication Award



Communications Committee

New Society Level Award!

The Excellence in Chapter Communication Award recognizes outstanding chapter communications efforts that advance ASHRAE's mission, strengthen member engagement, and enhance the Society's global visibility. Established at the Society level, the award celebrates the vital role Chapter Communications Chairs and Committees play in connecting members, sharing knowledge, and amplifying ASHRAE's impact worldwide.

The first award will be given at the ASHRAE 2028 Annual Conference, recognizing service during the 2026-2027 Society year.



Nominations due from RCCs Sept. 30, 2027

Let's Dive In!



Communications Committee

Module 1: ASHRAE Resources