COMMUNICATIONS COMMITTEE

ASHRAE Winter Conference / Orlando, FL

Saturday, February 1, 2020

11:00 AM–3:00 PM

Hilton Orlando, L, Lake Virginia A

MINUTES

MOTIONS PASSED:
CC02012020Motion1: Approve Minutes of November 14 conference call.
Passed, 7-0-0
CC02012020Motion2: Adjourn Meeting.
Passed, 6-0-0

ACTION ITEMS:
Action Item ORL1: Staff–Ms. Ratcliff to ask ASHRAE IT if it is now possible to provide servers for SSL hosting that would include databases.
Action Item ORL2: Staff–Ms. Ratcliff to investigate renewals not getting to members, specifically those with Gmail addresses

1. Call meeting to order
    Mr. Alfonso called the meeting to order at 11:00 AM ET.

2. Code of Ethics
    Mr. Alfonso read an excerpt of the ASHRAE Code of Ethics as follows:
    As members of ASHRAE or participants in ASHRAE activities, we pledge to act with honesty, fairness, courtesy, competence, integrity and respect for others in our conduct. We will avoid conflicts of interest, and behavior that is discriminatory and/or harassing. See full Code of Ethics at https://www.ashrae.org/code-of-ethics

3. Roll call of Communications Committee members, staff & guests

    MEMBERS PRESENT:
    Gerardo Alfonso
    Pam Duffy

Ken Cooper
Richard Kimball
Karine Leblanc
Jessica Mangler
Randy Reed

MEMBER ABSENT: Mark Hydeman

BOD EX-OFFICIO PRESENT: Akish Rakeja

COORD. OFFICER ABSENT: Chuck Gulledge

GUESTS / STAFF PRESENT:
Billy Austin
Mark Miller
Vanessa O'Connor
Marites Calad
Joslyn Ratcliff, staff

4. Quorum Check
 Quorum was met with seven voting members in attendance.

5. Review of agenda
  The agenda was reviewed, and a suggestion was made to take lunch at a low-traffic time.

6. Guest Reports
  None given.

7. Approval of November 14 Conference Call Minutes
   CC02012020Motion1: Ms. Leblanc moved to approve the November 14 conference call minutes.
   Mr. Cooper seconded, 7-0-0, minutes approved.

8. Overview Reports
   a. **Chair's Report (Gerardo Alfonso)**
   Mr. Alfonso discussed the transition of the committee from PEC to Members Council
   and mentioned that in his strategic planning report he will discuss how we can
   improve our communications to and among members based on the ASHRAE Strategic
   Plan. He noted the transition from one chair to the next is an important topic to
   focus on.

   b. **Vice Chair's Report (Pamela Duffey)**
   Ms. Duffy described the changes she made, with input from the PAOE subcommittee,
   as part of the PAOE subcommittee to streamline the Communications PAOE points.
   A change this year is that if another committee had a communications committee-
   related item, it was moved into the communications section of PAOE to streamline
   everything into the appropriate category and remove potential for "double-dipping."

   Mr. Alfonso asked about the points regarding development of apps and Ms. Duffy

shared that Mr. Gulledge suggested the goal is to use one app, ASHRAE 365.

Mr. Cooper asked about the points regarding setting up Basecamp projects and Ms. Duffy explained how it is now written in the PAOE. Mr. Kimball asked about how RCCs should check this and Ms. Duffy mentioned that a comment could be added.

Discussion took place about the minimum and par regarding what they are and how chapters get there.

Mr. Kimball mentioned receiving questions from chapters on adhering to privacy laws and suggested it would be great if Society could offer some legal guidance that could be used by chapters. He suggested that this point be taken out and Ms. Leblanc agreed and suggested to re-word it and provide a link to the existing whitepaper previously created by the Communications Committee.

Mr. Cooper asked if Society should provide a way to unsubscribe users. Ms. Ratcliff offered that such guidance exists in the existing documentation.

Ms. Leblanc mentioned the approach she and Mr. Reed took at the Region X and IX joint CRC to ask Chapters to set goals of what they will be doing to achieve PAOE during their CRC Workshops. After the presentation during the workshop, Ms. Leblanc and Mr. Reed provided printed sheets for chapter representatives to write out their goals for the year while the presentation was fresh. Then, they documented the goals before leaving the workshop. Ms. Duffy will add in extra points for Chapters that do this.

Ms. Duffy invited the committee to comment on the changes regarding the communications PAOE in Basecamp. She will submit it by the end of the conference on February 5, 2020.

Ms. Duffy asked for anyone that has anything for next year's MBOs to let her know.

She did not comment on the ASHRAE 365 report and will defer to the report from staff.

c. **BOD Ex-Officio's Report (Akish Rakeja)**
Mr. Rakheja provided the BOD Ex-Officio's Report and uploaded it to Basecamp.

e. **Staff report (Joslyn Ratcliff)**
Ms. Ratcliff thanked the committee for their work and invited anyone that needs assistance with their ASHRAE work to let her know. She reminded the committee of the ways that travel could be reimbursed and discussed the ASHRAE 365 report created in response to Membership Promotion Committee – Motion 9 (01/15/2019). The final report is on Basecamp and will be provided to Members Council in the Orlando meeting report from the committee.

9. Subcommittee Reports

a. Mr. Alfonso provided a report on behalf of the Strategic Planning Subcommittee and uploaded it to Basecamp.

b. Mr. Cooper provided a report on behalf of the Electronic Collaboration Tools Subcommittee. The Subcommittee met before the full committee meeting and discussed Project maintenance instructions, Improving usability of base camp and possible other tools and Communication between committees and members.

c. Ms. Leblanc provided a report on behalf of the Social Media Subcommittee and reviewed progress towards the two MBOs assigned to the Subcommittee. The MBO to create content for ASHRAE membership: Best practices for social media for Chapters was updated in 2018 in terms of metrics. The subcommittee continues to support ASHRAE staff in social media efforts, and Ms. Leblanc supports these efforts as both a Distinguished Lecturer and Region Communications Chair.
Ms. Leblanc created a Basecamp specifically for RCC communication, but did not get any response, so plans to follow up.

Ms. Leblanc added everyone appropriate who could be identified as editors to the Communications Committee page on Facebook hoping more of us could post, but it's not happening. She noted that the FB page doesn't reflect the activity of the committee; the page isn't active but the committee is.

Ms. Leblanc shared thoughts on making video to promote chapters, chapter events and CRCs. She learned how to do this and will share. The benefit of doing this is that a quick video can be sent instead an email. Ms. Leblanc has seen this used in another Society, so will try it in her chapter. It's noted that these videos are separate from the guidance the committee has on creating video and posting to YouTube.

Mr. Miller commented regarding software intimidation and shared that if people are intimidated with software they won't use it, but once they overcome the intimidation they will. Overcoming intimidation comes with use.

d. Ms. Magler provided a report provided a report on behalf of the Websites Subcommittee. A main focus for the subcommittee this year has been the creation of templates for chapter websites.

Thus far the subcommittee has sent a survey and compiled the results to come up with the most appropriate platforms for which to create templates. They are listed below along with the point person for each.

WIX – Ms. Leblanc
Wordpress – Mr. Kimball
WildApricot – this platform was discussed as a contender but was not ultimately selected.
Star Chapter – this platform was discussed as a contender but was not ultimately selected as chapters are reported to be moving away from it.

The small group will discuss further plans following Orlando.

It was noted that the website templates will need to have somewhere they are hosted independent of anyone's personal account, so the decision was made for Ms. Ratcliff to set these up so that staff can maintain continuity. If funds are needed for hosting to create the templates, it can come out of the Communications Committee budget. Ms. Mangler to get with Ms. Ratcliff on the costs.

It was noted that WIX and Wordpress templates can be imported and used interchangeably.

Action Item ORL1: Staff–Ms. Ratcliff to ask ASHRAE IT if it is now possible to provide servers for SSL hosting that would include databases.

10. Motions previously referred to / from Communications Committee were discussed:

   a. **Membership Promotion Committee – Motion 9 (01/15/2019):**
   The committee agreed to take on research into ASHRAE 365 as a result of this motion. The committee completed the research and will submit it to Members Council via the report they will provide in Orlando.

   b. **Region I (Granite State Chapter) – Motion 25 (11/8/2018):** The websites subcommittee has been working on website templates as previously discussed during the meeting.

11. Discussion of 2019-2020 MBOs
    MBOs were discussed and updated as reflected in Attachment A: MBOs.

12. Discussion of 2020-2021 Society Year
    Mr. Cooper will provide thoughts to Ms. Duffy to consider as 2020-2021 MBOs are being developed.

13. Next Meeting
    The next committee meeting will be moved from April 9 to April 23.

14. Once around the room/open floor

Mr. Miller mentioned Gmail has been blocking emails coming from AHRAE's ISP and provided the example of renewal noticed not getting to members and shared that his went into SPAM. In other instances, they are being blocked by the ISP and aren't even reaching the server to get into SPAM.

Action Item ORL2: Staff: Ms. Ratcliff to investigate renewals not getting to members, specifically those with Gmail addresses.

Ms. Leblanc shared with the committee that during the Planning Committee meeting, the idea of electronic MBO tracking through Basecamp was discussed and mentioned this may be something for the committee. Ms. Ratcliff shared that later in the meeting, the vice chair mentioned he'd investigate and see what he thought would work, so there is nothing actionable needed from the committee to do at this time.

15. Adjourn

Ms. Leblanc moved to adjourn the meeting and Ms. Mangler seconded. All were in favor and Mr. Alfonso adjourned the meeting at 1:37 PM.

Communications Committee

MBOs for Society Year 2019–2020

Chair: Gerardo Alfonso   **Date:** 01 February 2020

WS / Web = Website Subcommittee, **ECT** = Electronic Collaboration Tools Subcommittee,
SMS = Social Media Subcommittee, **ST** = Strategic Planning Subcommittee

Objective	Compl. by	Fiscal Impact	Resp. Party	Comment/Status
Support ASHRAE staff to promote a smooth transition from PEC to MC for the 2019-2020 year.	6/30/20	None	ST, All	Ongoing
Improve committee communication with Chapter CC's by providing (2) CC updates annually.	6/30/20	None	ST	Ongoing
Improve committee communication with RCC's and increase RCC participation.	6/30/20	None	ST	Ongoing
Update content for ASHRAE membership: Best practices for Chapter Websites.	6/30/20	None	Web	Ongoing
Evaluate / choose new website templates for chapters.	6/30/20	None	Web	Templates being developed based on survey.
Update the formal presentation for CRC training of chapter CC chairs.	6/30/20	None	All	Leblanc to upload presentation used in Region X, IX to Basecamp
Update presentation for ASHRAE Membership: how to use Basecamp for chapters.	6/30/20	None	ECT	Ongoing
Improve usability of Basecamp for Councils and Committees.	6/30/20	None	ECT	Discussed options
Evaluate the RCC and Chapter CC role at CRC	6/30/20	None	ST	Ongoing
Create content for ASHRAE membership: Best practices for SM Chapters.	6/30/20	None	SM	Ongoing
Support ASHRAE staff to promote their social media goals for the 2019-2020 year.	6/30/20	None	SM	Ongoing