



ELECTRONIC COMMUNICATIONS COMMITTEE (ECC)

ASHRAE Winter Conference / Atlanta, GA

Saturday, January 12, 2019

11:00 AM–3:00 PM

Omni Hotel | Sycamore Room

MINUTES

1. Call meeting to order

ASHRAE Code of Ethics

In this and all other ASHRAE meetings, we will act with honesty, fairness, courtesy, competence, integrity and respect for others, and we shall avoid all real or perceived conflicts of interests.

See full Code of Ethics at <https://www.ashrae.org/codeofethics>

2. Roll call of ECC members, staff & guests

MEMBERS PRESENT:	Megan Tosh
	Gerardo Alfonso
	Ken Cooper
	Cindy Callaway
	Pam Duffy
	Mark Hydeman
	Karine Leblanc
	Jessica Mangler
	Justin Stonehocker
	Nitin Naik

MEMBERS ABSENT:	none
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BOD EX-OFFICIO PRESENT:	Ben Skelton
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COORD. OFFICER PRESENT:	Julia Keen
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GUESTS / STAFF PRESENT:

Joslyn Ratcliff (ASHRAE staff / ECC liaison)
Adrienne Mitchell, Staff
Rupert Schutz, Staff
Richard Kimball (Region I RECC)
Jonathan Smith
Chris Kreps
Stephanie Meyers
Tim Dwyer
Mark Miller
Bob Snow
Fabio Clavijo

3. Quorum Check

Quorum was established with all voting members in attendance.

4. Review of agenda

The agenda was reviewed and no changes were made.

5 Approval of Conference Call #2 Minutes

Mr. Hydeman moved to approve ECC Conference Call #2 minutes.

Mr. Cooper seconded. Minutes were approved.

0-0-10, CV

7. Overview Reports (11:10 AM)

a. Chair's Report

Ms. Tosh thanked everyone for attending and for their hard work and stated that she will give her report during the strategic planning subcommittee report.

b. Vice Chair's Report

Mr. Alfonso mentioned the work he has been doing for the websites subcommittee and will discuss further during the websites subcommittee report.

c. BOD Ex-Officio's Report

Mr. Skelton provided the BOD EX-O report, which is posted to ECC's Basecamp site in the 2019 Winter Conference Folder.

d. Staff Report

Ms. Ratcliff reminded the committee to submit travel reimbursement forms and introduced Ms. Mitchell who is in charge of ASHRAE 365. Mr. Schutz shared with the committee that he was leaving ASHRAE after the winter conference.

8. Subcommittee Reports

a. ECC Strategic Planning Subcommittee

Ms. Tosh shared with the committee information from a report authored by an ad hoc committee concerning the future of ECC. Per the report, ECC will become a committee of 8 instead of a committee of 10, with a provision to have up to 2 consultants as needed. The committee will likely report to Members Council in the future in conjunction with the reorganization of PEC, but that is not final yet. The committee will plan strategically as needed moving forward, but thus far the planning has been handled by other members.

Ms. Leblanc suggested using the electronic communications committee strategic planning

subcommittee meetings to discuss the how the committee could support the new Society Strategic Plan that will come into play 2019-2024.

b. Electronic Collaboration Tools Subcommittee

- i. Ms. Callaway shared information from previous meetings the subcommittee had with Larry Smith from TC Section 5. These meetings started at the December ECT meeting, then a separate call took place on 1/6/2019 and a face-to-face discussion immediately before ECC on 1/12/2019. Mr. Smith sensed that there were some big picture items needing to be discussed regarding communications across Society. The big picture target is that if you are a member of ASHRAE, you go on “Some platform” (for example, Basecamp) and can see everything going on across Society. Ms. Duffy expressed that she would be in favor of this “peek in” approach, but at some point ASHRAE will need to recommend to Basecamp to make some changes/improvements for different levels of permissions.

Ms. Callaway explained the discussion as being the question of streamlining. For instance, how can overall communication be improved so that all members can know everything they want to know about ASHRAE. How to make this happen, ideally using the tools that we already have, is a core of the discussion.

Ms. LeBlanc expressed concerns that Basecamp is not responding to our requests. She cited the example of having to download a document each time she wants to look at it instead of being able to view it directly in her browser. Ms. Callaway responded that although there are some things that might need to be improved, Basecamp is not a consultant to ASHRAE. ASHRAE is a user of their product. She added that typically they listen, but have their own development schedule. The question is whether or not we would get better response from any other company? The fact that they don’t charge us per user was brought up.

Mr. Dwyer feels Basecamp to be “impenetrable” in terms of how to find things since there aren’t standards for the way information is posted and stored within the platform. He expressed support of Ms. Callaway’s idea to use Basecamp documents to populate the websites for the various groups. For most members, Basecamp is another tool to have to use and ASHRAE is just one of their interests. The suggestion was made that perhaps instead of using Basecamp across the organization there should be more information on the websites and Basecamp is used for the information needed by the committees. He questioned why we are pushing users to Basecamp when we have a very good website.

Ms. Callaway shared the core question of the possibility to use Basecamp – where all the business is being done – to streamline the communication to the mainstream. She shared that most people involved in the discussions don’t think everyone being on Basecamp would be possible. Mr. Dwyer suggested looking at SEO for information transparency – he (and the room agreed) uses Google when he wants to find something. Mr. Hydeman described it as front of house and back of house, with Basecamp being the back of house.

Ms. Duffy shared that ECC receives many requests from across the board for electronic tools, and for that reason perhaps it’s time to take stock of what we have, and who is using it.

Mr. Kimball shared that it sounds like there is fatigue here, perhaps. ASHRAE has several tools (for electronic collaboration, communication, product production), but they are fragmented. Ms. Callaway expanded on this with specifics and named specific tools such as the Authoring Portal, Basecamp, etc. These tools have been chosen/developed to meet certain needs so they may not even be known by those outside of the groups for which they were developed. Mr. Hydeman suggested having a summit to streamline electronic tools and took an action item to get a group together.

Mr. Alfonso reminded the committee of the reason ECC selected Basecamp as the recommended tool for Society work is because it's not a free tool where we don't know what's being done with our information. He stated that although Basecamp is the tool of choice, the committee needs to listen to the feedback of our users so they can get what's needed.

Using PAOE as an incentive to migrate to Basecamp and continue to use it was discussed as well as some of the limitations of Basecamp, such as the inability of all 56,000 ASHRAE members to be members of every Basecamp. ASHRAE 365 as a vehicle of communication was discussed at a high level.

Ms. Tosh asked the committee for thoughts regarding if the committee should we consider in the MBOs how do we leverage electronic communications to make ASHRAE more accessible and transparent to the members.

The committee would be open to digging into any Basecamp issues that are reported. Do the issues depend on the individual / group using the tool?

Is there an option where we can speak to a person? Ms. Ratcliff to find out. *(Editor's note: Since the Atlanta meeting, Ms. Ratcliff contacted Basecamp, and their manager of customer service confirmed that email/online support is the only option.)*

- ii. ECT has made a decision to use the "old" Clientside and with that decision having been made, ECT can go ahead and begin to populate the Basecamps. Ms. Duffy volunteered to help the subcommittee as needed.
- iii. Mr. Hydeman volunteered to go to Standards, Research, and all the other large committees to come up with use cases for what should be in the Clientside and what should be on the committee side of Basecamp. He's already reached out to them and solicited ideas on what should be the dividing line, i.e. what should be on the committee side and what should be on the client side. For example, for standards - rosters and works in progress are some things that can't be exposed outside of the committee whereas Research has a different set of use cases.

c. Social Media Subcommittee

- i. Ms. Duffy reported that the subcommittee had an MBO to "Establish recognition for volunteers doing great ECC work at the Chapter & Regional levels." The subcommittee, along with the websites subcommittee, agreed to leave the awards as they are presently. Ms. LeBlanc asked that every DRC should recognize their ECC volunteers, and suggested that ECC reach out directly to DRCs. Ms. Mages suggested that ECC provide the DRCs with an example. Ms. Leblanc suggested that the chapter awards could be given based on effort, not necessarily "best" on the surface. For example, things may have been created from scratch and don't win vs. things that are template where the chapter has paid someone to do it.

Ms. Duffy shared that she created a digital banner for her chapter to put on their website using the program Canva. She added that another organization she's in gives digital banners for everything. The suggestion was made to have a certificate be given out as well to have a physical aspect in addition to it being on the slide at the CRC Awards Presentation. Ms. Duffy will share this banner to Basecamp.

Mr. Stonehocker shared that his chapter was runner up and the digital banner was well received. Mr. Kimball asked if standard criteria exists for grading chapter websites. Ms. Leblanc shared she has her own. Ms. Duffy shared that yes, the websites committee has this as well, that there are PAOE points that can be earned for website updates and maintenance. There's an overall minimum criteria for both chapters and regions. Mr. Kimball shared that there were 3,600 points he had to look at so this year he gave a lot of awards. Specifically, he gave awards based on the level of effort, quality of presentation of the information, and how it presents ASHRAE vs. adherence to rigid criteria. Ms. Duffy shared that she matched her criteria this year exactly against PAOE.

i. DL Presentations to be shared on social / websites

ECC was asked to weigh in on recording Distinguished Lecturer presentations and sharing them on websites/social media and advise CTTC accordingly. The full ECC discussed this topic and likened it to the policy for videos. After conversation, the recommendation will be that technical videos should be sent to ASHRAE staff for vetting and as appropriate posting on ASHRAE's main YouTube channel. The chapter could share the videos from there, and this would keep the main ASHRAE YouTube channel as the one main source for ASHRAE content, a single repository of vetted videos.

ECC will recommend that the CTTC committee develop and distribute a standard media release form for chapter programs chairs for chapters that want to record and publish presentations. This form would ensure the speaker gives their consent to be recorded and their materials to be reproduced. Ms. Duffy took an action item to draft a reply to CTTC with this information.

d. Websites Subcommittee

Ms. Tosh asked the subcommittee to put together streamlined criteria for rating and awarding websites as well as a nice way to approach DRCs to encourage them to do this.

Mr. Alfonso mentioned that he was asked for recommendations on how to improve websites and posted such information to Basecamp. Ms. Ratcliff to post it to the Clientside of RECC.

9. Guest Reports

Ms. Adeeba Meboob presented a report from RAL which is available on Basecamp.

An online sign in sheet was discussed. Ms. Leblanc feels Society should start doing sign-ins electronically from the top down and will draft a motion for the committee's consideration. Mr. Miller agreed with the idea of using an online sign in sheet.

Mr. Johnathan Smith from Membership Promotion shared that MP will be recommending how

Chapters and Regions can use ASHRAE 365, and that more information may come through as a motion they are putting together.

10. Discussion of 2018-2018 MBOs

(Attachment A: MBOs)

11. Coordinating Officer's Report / PEC Restructuring

Dr. Julia Keen provided a report regarding the restructuring of PEC. This report is available on ECC's Basecamp in the 2019 Winter Conference folder.

Dr. Keen shared that the scope changes for ECC will likely be finalized in February. The report from the ad hoc group stating that the launch of Basecamp was successful was questioned. Mr. Dwyer mentioned that Basecamp launch was not successful and Ms. Callaway stated the committee is still working on it.

12. Motions Referred to ECC

Region II (Montreal Chapter) Motion 6 (11/8/2018)

The full motion and ECC's response after discussing during the full committee meeting can be read in Attachment D.

(Attachment B: Montreal Chapter Motion 6 and ECC Response)

Region I (Granite State Chapter) Motion 25 11/8/2018)

The full motion and ECC's response after discussing during the full committee meeting can be read in Attachment E.

(Attachment C: Granite State Chapter Motion 25 and ECC Response)

13. New Business

a. PAOE Recommendations

The 2019-2020 PAOE subcommittee has asked ECC for recommendations during the Atlanta Conference. These will be shared on Basecamp and submitted to the subcommittee by the deadline.

b. 2019 Strategic Plan

Each committee was asked to review and provide feedback regarding the 2019 Strategic Plan. ECC reviewed and did not have any additional feedback at this time aside what was already shared in the PEC fiscal call. Because ECC will be changing scope as a result of the PEC restructure, any additional input this time could be premature.

15. The next full committee meeting for ECC will be March 14 11:00 AM – 12:00 PM ET | 8:00 AM – 9:00 AM PT. Subcommittee meetings will take place prior to that in February.

16. Ms. Tosh adjourned the meeting at 3:00 PM ET.