



ELECTRONIC COMMUNICATIONS COMMITTEE (ECC)

ASHRAE Annual Conference / Kansas City, MO

Saturday, June 22, 2019

11:00 AM–3:00 PM

Big Joe Turner A

**MINUTES**

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1. Call meeting to order

Ms. Tosh called the meeting to order at 11:00 AM.

2. Code of Ethics

(1 minute–11:01 AM)

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>

2. Roll call of ECC members, staff & guests

MEMBERS PRESENT:

Megan Tosh  
Gerardo Alfonso  
Ken Cooper  
Cindy Callaway  
Pam Duffy  
Mark Hydeman  
Karine Leblanc  
Nitin Naik  
Jessica Mangler (present via phone call)

MEMBER ABSENT: Justin Stonehocker

BOD EX-OFFICIO PRESENT: Ben Skelton

COORD. OFFICER PRESENT: Julia Keen

GUESTS / STAFF PRESENT: Joslyn Ratcliff  
Richard Kimball  
Stephanie Mages  
Kelley Cramm  
Mark Miller  
Jason Kems  
Anuj Gupta  
Dan Chudecke  
Todd Enck  
Randy Reed  
Drew Samuels  
Elena Hartford  
Russell Lavitt

3. Quorum Check

Quorum was established with eight members in attendance.

4. Review of agenda

The agenda was reviewed, and no changes were made.

5. Guest Reports

- Mr. Chudecke, visiting from Membership Promotion (MP) Committee referenced Membership Promotion Committee – Motion 9 (01/15/2019) and provided additional thoughts. After discussion, Ms. Tosh let Mr. Chudecke know the committee has responded to the motion and per the response will investigate and report back to MP.

6. Approval of May 16 Conference Call Minutes

Mr. Cooper moved to approve the minutes from the May 16 ECC Conference Call.

Ms. Duffy seconded. Minutes were approved.

7-0-0, CNV

7. Overview Reports

a. Chair's Report – Provided during Strategic Planning Tools subcommittee report.

b. Vice Chair's Report – Provided during the Websites subcommittee report

c. BOD Ex-Officio's Report (Ben Skelton) – Mr. Skelton provided the BOD Ex-

Officio's report, which is also posted to Basecamp.

d. Coordinating Officer's Report – No report given.

e. Staff Report - Ms. Ratcliff reminded the committee to use ASHRAE 365.

## 8. Subcommittee Reports

### a. ECC Strategic Planning Subcommittee

Ms. Tosh provided background of the changes within ECC, recapping that ECC will move to Members Council and change its name to Communications Committee.

Ms. Abrams shared that Members Council supports the change. Their leadership is aware and supports the move of ECC (Communications Committee) to Members Council and welcomed the committee to the Council.

As part of these changes and the PEC restructure, ECC was asked to review and revise its ROB and MOP. This has been done, SRC has commented, and the committee needs to move the suggested changes to PEC. This will be done in various motions.

i. Motion 1 – Motion to PEC Functional Subcommittee to approve ROB.

ii. Motion 2 – Motion to PEC Functional Subcommittee to approve MOP.

iii. Motion 3 – The Electronic Communications Committee recommends to Publishing and Education Council Functional Subcommittee that effective July 1, 2019, the committee's reporting structure be changed from reporting to PEC to reporting to Members Council.

iv. Motion 4 – The Electronic Communications Committee recommends to Publishing and Education Council Functional Subcommittee that effective July 1, 2019 the committee's name be changed to Communications Committee.

Mr. Cooper moved to approve all these motions by consent under one vote, Mr. Hydeman seconded. All motions passed. 9,0,0 CV.

### b. Electronic Collaboration Tools Subcommittee

Ms. Callaway provided an update on the actions of the subcommittee and the Basecamp rollout.

- The subcommittee talked to two committees within Publishing and Education Council, Professional Development Committee and Publications Committee regarding their use of Basecamp and have found that these committees do not have rules-driven use cases like Standards Committee, however have found out information regarding how these committees function.

- The committee finalized the Clientside document Mr. Cooper created, which will be posted to [ashrae.org](http://ashrae.org)

- With that complete, the subcommittee was able to create final drafts of the letter to Regions and Chapters letting them know their Basecamps will be setup with the clientside. The letter can be sent ahead of CRCs, but the training can't happen before then. The Basecamps will be set-up prior to CRCs.

- The subcommittee will also plan to conduct trainings grouped by geographic location, to take place around September 2019. Mr. Coper to set dates.
- Chapter Basecamps will be set up by the end of August 2019 and will be pre-populated with incoming officers on the clientside and notified ahead of time. If a Chapter has a Basecamp already, we will leave it alone from a structure standpoint, but we will enable their clientside.
- Ms. Leblanc suggested putting the recorded training on ASHRAE's YT channel. Cindy suggests pre-recording if we are putting on the YT channel.
- Ms. Leblanc suggested having the marketing department make the presentation.
- It was noted that the subcommittee needs to consider a better place for the Basecamp training that's not in the ECC page of ashrae.org.
- The next order of business regarding Basecamp roll-out was noted to be TC Basecamps, but that would come after the Chapters and Regions.
- Mr. Hydeman mentioned clutter on Basecamp and suggested that it would be good to formally think about when items should be retired from Basecamp. Ms. Duffy mentioned the policy in her Region is that everything goes into folder by years. She will share this policy in the ECT folder of Basecamp.
- Ms. Tosh suggested that an archive policy would be a good item for next year.
- It was noted that the Basecamp archive option appears at the very bottom of the Basecamps.

c. Social Media Subcommittee

- Ms. Duffy shared that the subcommittee had discussed ways to increase the social media presence of ASHRAE Regions on Society's social media channels. Ideas were suggested to create a private FB group that post photos and then the admin goes into get those to post; this is what Ms. Leblanc has done in her region. Also, it was suggested that staff attending CRCs could send photos to be shared.
- The subcommittee will work to update the social media best practices PPT.
- Society looking at having an Instagram channel was brought up and Ms. Ratcliff shared that staff continually reviews the most appropriate channels for ASHRAE Society to manage with consideration given to audience and staff support needed.
- We have a lot of rogue FB accounts for Society – main ASHRAE page shares from them.
- A suggestion was made that the subcommittee might investigate an audit and clean-up of ASHRAE's digital presence.
- The committee was reminded of the official hashtag #MyASHRAE and encouraged to check into the event and use the Facebook conference temporary profile picture.

d. Websites Subcommittee

Ms. Mangler provided a report via GoToMeeting. The committee has been working on deliverables regarding Region I (Granite State Chapter) Motion 25 and (11/8/2018) and Membership Promotion Committee – Motion 10 (01/15/2019). The first step is a survey, a draft of which is posted to Basecamp now. Ms. Mangler will finalize based on comments and then staff will create the survey in Survey Monkey and send it out to RECCs, chapter presidents and region and chapter positions related to electronic communications. Mid-July is the target send date.

- Mr. Alfonso presented the latest metrics information for Regions Websites which will be shared with the RECCs via the Clientside of ECC's Basecamp.

9. Motions referred to / from ECC were recapped during the meeting:

- a. Ms. Tosh informed the committee of the status of Motion ECC1-03212019  
*Motion: The ECC recommends to Publishing Council that staff create an electronic means for recording attendance at ASHRAE meetings including CRCs, CRC workshops, and for all official ASHRAE committees.*

The motion was sent to the Fiscal Planning Subcommittee of PEC to be discussed in during the subcommittee's meeting in Kansas City. Ms. Tosh will update the committee on what happens at fiscal. Ms. Callaway mentioned that it'll be important to look at global focus and shared that TC 1.5 is working on something related to digital sign-ins and suggested they be looped in. Mr. Cooper inquired as to how CEC currently scans badges and tracks attendance in the sessions.

- b. **Ongoing: Membership Promotion Committee – Motion 9 (01/15/2019):** That the Electronic Communications Committee research the feasibility and capabilities of expanding the ASHRAE 365 App by January 2020 to allow chapters, regions and Society to distribute information to members.

**ECC Response:** ECC happily takes on this research.

- c. **Ongoing: Region I (Granite State Chapter) Motion 25 (11/8/2018):**

That Society shall provide website hosting that permits the use of more advanced website-building tools and basic templates for local chapter and region websites.

**ECC Response:** ECC discussed this motion during their Atlanta meeting and ECC's websites subcommittee will take an action item to create website templates for use by chapters. The target rollout of Chapter website templates will be July 2020. ECC's websites subcommittee will aim to create templates that can be used in various tools / formats. The first step in this process will be determining the best tools to create website templates and investigating the use of advanced website building tools among chapters to determine which tools are currently being used or would be used if templates were available. The first step in this process will have a target completion date of July 2019. Please note that initially, these website templates will likely not be hosted by ASHRAE's Society website due to technology and resource limitations.

- d. **Ongoing: Membership Promotion Committee – Motion 10 (01/15/2019):**

That Society provide a website template to chapters that want to create or update their website.

**ECC Response:** ECC received and responded to a similar motion, Region I (Granite State Chapter) Motion 25 (11/8/2018) during the 2018-2019 Society year. The response to this motion is the same.

10. 2018-2019 MBOs were discussed and updated.

11. Mr. Alfonso shared information for the 2019-2020 year.

*Documents below can be found on ECC's Basecamp*

- a. 2019-2020 Membership
- b. 2019-2020 Draft MBOs
- c. 2019-2020 Subcommittee and Mentor Assignments
- d. 2019-2020 Meeting and Conference Call Schedule

12. Ms. Tosh asked if anyone in the room had anything to discuss prior to adjourning and nothing was added.

13. The next meeting of the committee will take place Thursday, September 12 at 11:00 AM ET.

14. Ms. Tosh adjourned the meeting at 2:52 PM CT.