



COMMUNICATIONS COMMITTEE

Conference Call #2

Thursday, November 14, 2019

11:00 AM–12:00 PM EST

MINUTES

1. Call meeting to order

2. Code of Ethics

ASHRAE Code of Ethics

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: <https://www.ashrae.org/codeofethics>)

3. Ms. Ratcliff took roll call of ECC members, staff & guests

MEMBERS PRESENT:

Gerardo Alfonso

Ken Cooper

Karine Leblanc

Richard Kimball

Jessica Mangler

Randy Reed

MEMBERS ABSENT: Mark Hydeman

GUESTS / STAFF PRESENT: Adrienne Mitchell
Lara Roenitz
Joslyn Ratcliff
Marites Caldad
Billy Austin

4. Quorum was established with seven voting members on the call.
5. The agenda was reviewed and no changes were made.
6. Mr. Cooper move to approve the Conference Call #1 Minutes, Ms. Leblanc seconded. Minutes were approved with no changes and no discussion.
(Unanimous voice vote, chair not voting.)
7. Overview Reports
 - a. Mr. Alfonso provided the Chair's Report.
 - Today and tomorrow Members Council and the Board of Directors will meet in Atlanta. Ms. Ratcliff will attend these meetings as representative of Communications Committee.
 - The next few months the committee will focus on MBOs, which will be covered under subcommittee chair's reports.
 - b. Vice Chair's Report – no report given
 - c. BOD Ex-Officio's Report – no report given
 - d. Coordinating Officer's Report– no report given
 - e. Staff Reports
 - i. Orlando housing information is available on Basecamp and travel arrangements may be made through ASHRAE's system, DEEM, or reimbursement can be requested. (Ratcliff)
 - ii. Members Council meeting November 14 – 15 (Ratcliff)
 - iii. Draft report response regrading Members Council Referral – ASHRAE 365 (Mitchell)

Ms. Duffy asked if there was a cost for the options recommended in the report regarding chapter meeting listings. Ms. Mitchell stated there's no cost as the functionality exists in the app, but it would require additional work from staff and volunteers. Volunteers would need to provide the information to staff, who would need to input it into ASHRAE 365. Ms.

Leblanc asked if the list is meant for people travelling or as another place for them to post information. Ms. Leblanc recommended focusing on what's needed – and doesn't see that this is really needed at this point. Ms. Duffy agreed and added that the listings are reference information and there is already an underused tool for this, so the recommendation is not worthwhile to pursue at this point.

- iv. Chapter Basecamps are mostly set up at this point and are on track to be complete by the November timeframe provided in the September communication. (Ratcliff)

8. Subcommittee Reports

- a. Strategic Planning - the subcommittee met prior to the full committee meeting; no report given
- b. Electronic Collaboration Tools – the last meeting took place October 10 and notes are in Basecamp. Mr. Cooper mentioned the subcommittee is working on how to keep items current in Basecamp projects and noted the necessity of thinking about how information is stored within our own Basecamp. Mr. Cooper suggested there should be a procedure, an assigned ongoing responsibility, for who does what regarding Basecamp project housekeeping – this is to prevent people moving things around and inadvertently preventing someone else from finding what they are looking for. Since everyone on a Basecamp project is an admin, technically anyone can move things around. The subcommittee is on track with its goals, reviewing all the items they need to review.
- c. Social Media – The subcommittee is on track to review the social media best practices. Mr. Reed is going to do this and afterwards Ms. Duffy and Ms. Leblanc will review. The question of sharing the social media dashboard put out by ASHRAE Marketing came up and Ms. Ratcliff offered that the dashboard is meant to be more internal, but parts could be shared with Chapter chairs as appropriate. Ms. Leblanc asked if there is a guidance document on how to create a video to promote events? Mr. Cooper asked how it'd be used and noted that he does not use Facebook but would view it in email. Those on the call shared that they such an idea was good to look into. Ms. Leblanc will bring this up to her subcommittee and see how they can move ahead and apply to social media.
- d. Websites
Ms. Mangler shared that the survey information has been reviewed. A good turnout was received, which confirmed suspicions with what platforms are being used and how. During the next subcommittee meeting they will decide what templates they'll create and also discuss creating a design guide and pros/cons of

each platform chosen for template creation.

9. MBOs were reviewed and updated.

(Attachment A)

10. Once Around the Room / Open Floor

Mr. Cooper commented on the Basecamp MBO and asked if there is a way to fill in some of the Basecamp gaps. Specifically, what can the subcommittee recommend to assist? There are some integrations that might help, such as Google docs, etc. Better communication using Basecamp is remembering that communication is not just about “us” talking to “them” but we need to also listen to them with understanding – it’s not just about putting something somewhere. The challenge, is how do we deal with that? Mr. Cooper added that it’s real easy to put stuff there, but another thing to see and comment on it. A challenge for the committee could be how to foster what Mr. Cooper defines of as communication; not just information put on Basecamp, but real communication.

11. Next Meeting – In-person meeting at ASHRAE’s Winter Conference in Orlando, Saturday, February 1, 2020 11 AM- 3 PM.

Ms. Ratcliff asked the subcommittee chairs to let her know if she needs to schedule a meeting for any subcommittee.

Mr. Alfonso thanked all the members for their work.

12. Adjourn

Mr. Cooper moved to adjourn and Ms. Leblanc seconded.
(Unanimous voice vote, chair not voting.)