



## COMMUNICATIONS COMMITTEE

Conference Call #1

Thursday, September 12, 2019

11:00 AM–12:00 PM EST

### MINUTES

Call meeting to order

- 
1. Mr. Alfonso called the meeting to order at 11:00 AM EST.
  2. Mr. Alfonso read an excerpt from the 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:

Pam Duffy  
Mark Hydeman

GUESTS / STAFF PRESENT:

Adrienne Mitchell  
Lara Roenitz  
Joslyn Ratcliff  
Amed Alaa  
Kay Thrasher  
Nikos Giannitsanos  
Osama Khayata  
Jeff Clarke

4. Quorum was met with six voting members on the call.
5. The agenda was reviewed and it was noted changes were made since it had been sent out. No additional changes were made. Agenda was approved via voice vote.
6. Mr. Cooper moved to approve the Kansas City minutes. Mr. Kimball seconded. Minutes were approved without changes. 6-0-0, CV.
7. Overview Reports
  - a. Chair's Report  
Ms. Ratcliff will be at Members Council meeting in November to represent Communications Committee, but vice chair and chair will not be as they are not required to be there.
  - 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. Progress on a report regarding a response from the Committee to the Members Council Referral on ASHRAE 365 was discussed. Staff will present a report to Communications Committee that contains their findings prior to the next conference call.

## 8. Subcommittee Reports

- a. Strategic Planning - During the strategic planning call immediately before the full committee call, the MBOs were reviewed and discussed.
- b. Electronic Collaboration Tools  
The subcommittee will send an email to chapter leadership regarding Basecamp creation for chapters and then after that will begin setting up Basecamps for chapters. The letter is mostly complete and is awaiting a video the subcommittee is creating to reference in the letter and put in the Basecamps.
- c. Social Media
  - i. The subcommittee had a conference call on August 15 and discussed the two MBOs assigned to the subcommittee.
  - ii. The subcommittee will revise existing guidance material. Mr. Kimball will be taking the first round.
  - iii. The subcommittee asked the RCCs to engage more in the Society social media pages.
  - iv. The Committee's Facebook page was updated from Electronic Communications Committee to Communications Committee. In addition, Ms. Leblanc reached out to the RCCs and so could post on our page about their workshop, what they are doing at RCC – Region II and IV provided input.
  - v. Those on the call were reminded those that [social@ashrae.org](mailto:social@ashrae.org) can be used to send content suggestions to staff. The new Tripline map is posted on Society's FB page shows where the Society President has been and is also updated with CRC information.
- d. Websites
  - i. The subcommittee will be sending a survey to chapter communications-style positions in order to determine the best template(s) to provide per the *Members Council Referral – Website Template*. Once the survey is sent, the subcommittee will study the information and determine which platform or platforms to build templates for.
  - ii. The subcommittee reported on the MBO to update training content stating that they will monitor this, but will focus mostly on the website templates.

9. New Business

- a. Full access to the Communications Committee Basecamp for Regional Communications Chairs (RCCs) was discussed.

Ms. Mangler moved to provide Regional Communications Chairs with full access to the Communications Committee Basecamp project. Ms. Leblanc seconded.

4-0-1, CV.

Ms. Ratcliff will provide access to the RCCs and send them an invitation.

- b. Optional Report-Ins for Regional Communications Chairs were discussed. Ms. Leblanc thinks this is a great idea. Mr. Cooper suggested since RCCs will now be part of the Basecamp project, can we provide them a place to do that. Mr. Alfonso agreed and asked that Ms. Ratcliff set up a folder structure for them to do this.

- c. Regional Communications Chairs: MBOs

Ms. Ratcliff will invite the RCCs to upload these to Basecamp if they have them. The idea is to use the MBOs to get an idea of what is happening across each Region. Mr. Giannitsanos asked if there is a template for such a report because in Region XIV there is. Mr. Alfonso stated that there is not currently one since this is a new process, and welcomed anyone to volunteer to create one. Mr. Cooper suggested that Mr. Giannitsanos share the template Region XIV uses to the Basecamp project and Mr. Giannitsanos agreed to do so. Ms. Leblanc asked about the frequency for RCCs to report via Basecamp. She is currently reporting anytime there is a Communications Committee meeting. Mr. Giannitsanos suggested that an annual report would work well for him. Mr. Alfonso added that anytime there are questions or items to report, the RCCs are welcome to post to Basecamp with their questions or report items.

- d. Communications Committee Basecamp Clean-up (ECT) - Basecamp Housekeeping Guidance – It was noted that the Communications Committee Basecamp could use some clean up and organization. Mr. Cooper accepted this as an action item. Mr. Alfonso suggested using the archive feature to archive some old content and it was agreed there are several ways to do this.

- e. CRC Workshops / Training Feedback

Mr. Alfonso provided information regarding the CRC workshop for Regions VII and XII. The sessions were separate but went well. There was open discussion and how to improve websites and audience for social media was discussed.

Ms. Leblanc shared that she and Mr. Reed in Regions X and IX hosted a joint

workshop using the presentations available from the committee via their webpage on ashrae.org and the workshop went over well. During their workshop they asked the attendees to fill out their goals for the year and then recorded those goals. This was an effective way to meet the PAOE requirement.

10. MBOs were reviewed.

11. The next full committee meeting will take place November 14, 2019 at 12:00 PM EST.

12. Mr. Alfonso asked for a motion to adjourn the meeting. Mr. Cooper moved to adjourn, Ms. Leblanc seconded, all voting members on the call were in favor. 5-0-0, CNV  
The meeting was adjourned at 11:58 AM EDT.