



ELECTRONIC COMMUNICATIONS COMMITTEE (ECC)

Conference Call #4

Thursday, May 16, 2019

11:00 AM–12:00 PM EDT

MINUTES

1. Call meeting to order

Ms. Tosh called the meeting to order at 11:01 am ET.

2. Code of Ethics

Ms. Tosh read the code of ethics mentioned that the code of ethics may have changed. Ms. Ratcliff mentioned that this changed, but it was a while back and the changes were not new. (Liaison's note: upon further investigation, the template used for the agenda had not been updated with the change, and the change can be seen now below and will be updated in future agendas.)

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

3. Roll call of ECC members, staff & guests

MEMBERS PRESENT:

Megan Tosh
Gerardo Alfonso
Ken Cooper
Cindy Callaway
Nitin Naik
Karine Leblanc
Mark Hydeman

MEMBERS ABSENT:

Justin Stonehocker
Jessica Mangler
Pam Duffy

BOD EX-OFFICIO ABSENT:

Ben Skelton

COORD. OFFICER ABSENT:

Julia Keen

GUESTS / STAFF PRESENT:

Joslyn Ratcliff
Joyce Abrams
Adrienne Mitchell
Lara Roenitz
Nikos Giannitsanos

1. Quorum Check

Six voting members of ten were present, so quorum was achieved, plus Ms. Mangler

proxied her votes to Ms. Tosh. Mr. Hydeman was present after quorum check, making the total number of voting members on the call seven.

2. Review of Agenda

The agenda was reviewed and no changes were made.

3. Approval of March 21 Conference Call Minutes

Mr. Cooper moved to approve the Winter Conference Minutes. Mr. Hydeman seconded, 0-0-7, CNV

4. Overview Reports

a. Chair's Report – Ms. Tosh will provide her report during the Strategic Planning report.

b. Vice Chair's Report – Mr. Alfonso shared that he will work on a final report for the regions websites that he will upload to be shared with RECCs after the Annual conference.

c. BOD Ex-Officio's Report – none given

d. Coordinating Officer's Report – none given

e. Staff Reports

i. Joslyn Ratcliff

1. Ms. Ratcliff shared that the 2019-2020 Roster is now available for ECC and that she would be in touch with Mr. Alfonso for welcoming new members and transitioning to the new Society year. Thanks were given to past chair Heather Schopplein, who worked to ensure that ECC retains a significant number of members as new members roll on and members roll off after serving their tenure.

2. Ms. Ratcliff mentioned the new travel system ASHRAE is using and reminded the committee that materials are on Basecamp. Mr. Alfonso noted that it was not clear in the communications that the AMEX system was going away.

ii. Lara Roenitz, ASHRAE staff, introduced herself to the committee and shared that she's looking forward to working with ECC in her role as marketing coordinator (email and social) at ASHRAE. She handles outgoing Society emails and ASHRAE's society social presences.

5. Subcommittee Reports

a. Strategic Planning - Ms. Tosh provided a recap of information discussed in the strategic planning subcommittee meeting that took place immediately prior to the full committee call. Regarding the proposed new name of the committee, Member Communication Committee, Joyce Abrams suggested additional

consideration be given to the name to avoid confusion with Membership Promotion Committee. The subcommittee discussed the pros and cons, vetted options and arrived at a decision to recommend suggesting the new name of the committee be simply "Communications Committee". Ms. Leblanc asked why we had to change the name and Ms. Tosh explained that it is not a requirement, but it's good to do because the committee looks at the communications between the membership and not from Society to membership. The name change is intended to reflect the charge of the committee as it moves to Members Council. It was stated that the neither the committee's ROB nor MOP cover the committee sending communications that staff would normally send. Ms. Leblanc doesn't understand why we are changing the name and Ms. Tosh added that having a name change to go with changing councils solidifies the change between councils, plus, communications are largely if not exclusively electronic at this time.

Mr. Cooper reminded the committee of a comment he made when the revisions to the ROB and MOP were discussed. His comment at that time was that the revised scope to drop electronic seems to expand the reach of the committee. He didn't receive a response to the comment at that time. He also reiterated that he's not sure why it's necessary to include a past council voting member on the committee. Ms. Tosh said we discussed this and apologized if this was not properly reflected when the minutes were reviewed. Ms. Tosh stated that although the ROB and MOP were sent over to PEC per the schedule provided, we can still change them. Ms. Tosh also mentioned that the committee will be changing the Reference Manual and will start having the conversations next month. Mr. Cooper offered to assist since he has experience with these sorts of changes.

b. Electronic Collaboration Tools

Ms. Callaway provided an update to the committee that the subcommittee met last in April. Since then Mr. Cooper has been working with a Clientside sandbox and has generated a best practice document based on his findings and knowledge of ASHRAE use of the system. This document was originally posted as a discussion string and Ms. Duffy provided helpful comments. Ms. Callaway will also review ad invited comments from others on the call.

Mr. Cooper has also created a standards sandbox in Basecamp.

Staff checked regarding items that the chapter would need to communicate to

society that don't go through the regions to find out what email aliases or alias groups might be helpful to pre-populate for chapter Basecamps.

The next meeting is scheduled for June 14 and will include Cindy Michaels, staff liaison to the Publications committee. Discussion with Ms. Michaels is part of the larger how Basecamp is used discussion that took place in Atlanta. Karen Murray, staff liaison to the Professional Development committee, attended the last subcommittee meeting to provide insight as to how PDC uses Basecamp, so Ms. Michaels will do the same during the 6/14 subcommittee meeting.

Mr. Cooper noted ECC doesn't have a campfire and noted that it's probably a good thing due to the informality. Ms. Callaway and Mr. Cooper may look into this more offline. Ms. Leblanc mentioned it's like a group text; she has a lot of chapters that use it and added it during the meeting.

Regarding the standards sandbox, Mr. Cooper invited Mr. Hydeman to provide comment.

- c. Social Media -
Lara Roenitz provided information to the committee on a Facebook event as well as a temporary profile picture frame she's been working on that will launch prior to Kansas City. Ms. Leblanc asked that these items launch as soon as possible.
 - d. Websites -
Ms. Mangler was unable to attend the meeting, but provided a written report prior to the meeting which is excerpted here,
 - The subcommittee is currently working on a survey (to be issued after KC) that gathers data on chapter website usage. A first draft has already been completed and Ms. Mangler will be creating a second draft for review. This work is being done by ECC in response to Region I (Granite State Chapter) Motion 25 (11/8/2018). Note work on this will also apply to Membership Promotion Committee – Motion 10 (01/15/2019).
6. Membership Promotion Committee – Motion 9 (01/15/2019) – ASHRAE 365
Adrienne Mitchell reported on the capabilities within ASHAE 365 in regards to what's being asked in the motion and Mr. Cooper suggested that with Ms. Mitchell's work the feasibility ask in the motion had already been done and Ms. Tosh agreed. The committee

did express the question of whether the motion is asking ECC to have the capability or have the capability assessed. After discussion, it was decided that by January 2020 the committee will need to have a plan of what we can do with the app. The committee arrived at the response as shown in [Attachment A](#).

7. MBOs

[\(Attachment B\)](#)

8. Once Around the Room / Open Floor

No further comments were received from those on the call.

9. Next Meetings

The next full ECC meeting will be on June 22, 2019 in Kansas City. Prior to that subcommittee meetings will take place. The schedule is posted to Basecamp for those meetings.

10. Adjourn

Ms. Tosh adjourned the meeting at 12:03 pm ET.



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Joyce Abrams
Director
Member Services

jabrams@ashrae.org

TO: Megan Tosh, Electronic Communications Committee Chair
Joslyn Ratcliff, Electronic Communications Committee Staff Liaison

FROM: Joyce Abrams

DATE: February 19, 2019

SUBJECT: Members Council Referral – ASHRAE 365

During the Members Council 2019 winter meeting in Atlanta, the council referred the motion below to the Electronic Communications Committee for consideration. I appreciate your keeping me advised of your actions. Let me know if you have any questions. Thank you.

[ECC Response:](#)
[ECC happily takes on this research.](#)

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.

Background information: The Membership Promotion Committee would like to create a plan to expand the App's ability to increase member engagement. For example:

- Notifications of upcoming Chapter meetings or other activities.
- Allow ASHRAE members to see other chapters' activities when they are traveling, and within their region, in case they would like to attend.
- Ability to see member account, including dues and renewals
- Reload the schedule from last year automatically
- Download all events to outlook calendar in one click

The Membership Promotion Committee recommends that ECC solicit ideas from all ASHRAE bodies to create a Roadmap for the ASHRAE 365 App enhancements over the next 5 year timeframe.

Fiscal Impact: None.

cc: Michelle Swanson, Membership Promotion Committee Chair
Daniel Gurley, Membership Promotion Committee Staff Liaison

Electronic Communications Committee

MBOs for Society Year 2018–19

Chair: Megan Tosh **Date:** 23 June 2018

Objective	Compl. by	Fiscal Impact	Resp. Party	Comment/Status
Support ASHRAE staff to promote their social media goals for the 2018-2019 year.	6/30/19	None	SM	
Put together a training presentation on how to use the (new) Clientside of Basecamp for regions, chapters, standing committees, and TCs	12/31/18	None	ECT	
Improve committee communication with RECC's and increase RECC participation.	6/15/19	None	ST	
Improve committee communication with Chapter ECC's by providing ECC updates annually.	6/30/19	None	ST	
Evaluate how social media platforms can be used by members to serve the membership	6/30/19	None	SM	
Establish recognition for volunteers doing great ECC work at the Chapter & Regional levels	6/30/19	None	Web, SM	
Evaluate the RECC and Chapter ECC role at CRC	6/30/19	None	ST	

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