



Shaping Tomorrow's
Built Environment Today

MINUTES

PLANNING COMMITTEE MEETING

**Las Vegas, Nevada
1:00PM-4:00PM PST**

Note: These minutes are the official record of minutes voted on and approved by the Planning Committee at the May 2, 2022 meeting of the committee.

TABLE OF CONTENTS
Planning Committee Meeting
January 28, 2022

CALL TO ORDER.....	1
ASHRAE CODE OF ETHICS COMMITMENT.....	1
ASHRAE COMMITMENT TO CARE.....	1
ROLL CALL.....	1
REVIEW OF AGENDA.....	1
APPROVAL OF MINUTES.....	1
SUBCOMMITTEE REPORTS.....	2
Monitoring Subcommittee.....	2
Implementation Subcommittee	2
ASHRAE LEADERSHIP PRESENTATION.....	4
UPDATE ON STREAMLINING ACTIVITIES.....	4
2021-22 PLC MBO UPDATE.....	4
NEXT MEETING.....	4
ADJOURNMENT	4

PRINCIPAL MOTIONS

Planning Committee Meeting

January 28, 2022

No. – Pg.	Summary
1-1	The minutes from the October 25, 2021 Planning Committee meeting as presented be approved.

ACTION ITEMS

Planning Committee Meeting

January 28, 2022

No. – Pg.	Responsibility	Summary
1-3	Mr. Arnold	Distribute the survey analysis conducted by Mr. McGinn to the Monitoring Subcommittee for review.

MINUTES
Planning Committee Meeting
January 28, 2022
1:00PM – 4:00PM PST

MEMBERS PRESENT:

Bill Klock, Chair
Heather Platt Gulledge, Vice Chair
David Arnold
Wade Conlan
Blake Ellis
Vanessa Friedberg
Trent Hunt
Tom Lawrence
Ahmed Alaa Eldin Mohamed
Andres Sepulveda
Dunstan Macauley, Coordinating Officer

GUESTS:

Mick Schwedler
Doug Cochrane
Joslyn Ratcliff
Dustin Mason
Mohammad Tassi
Don Brandt
Karine Leblanc
Art Giesler
Bill Bahnfleth
Ron Gagnon
Vinod Venugopal

STAFF PRESENT:

Jeff Littleton, Executive Vice President
Mark Owen, Staff Director, Publications & Education
Joyce Abrams, Staff Director, Member Services
Kim Mitchell, Staff Director, Development
Stephanie Reiniche, Staff Director, Technology
Vanita Gupta, Staff Director, Marketing
Chandrias Jolly, Assistant Manager - Board Services
Candace DeVaughn, Manager - Board Services

CALL TO ORDER

Mr. Klock called the meeting to order at 1:00PM PST on Friday, January 28, 2022.

ASHRAE CODE OF ETHICS COMMITMENT

Mr. Klock read the ASHRAE Code of Ethics commitment.

ASHRAE COMMITMENT TO CARE

Mr. Klock read the ASHRAE Commitment to Care and encouraged the group to be diligent in wearing their masks throughout the duration of the conference.

ROLL CALL

Roll call was done. Members and staff in attendance as listed above. A quorum was present.

REVIEW OF AGENDA

The agenda was reviewed and the ASHRAE Leadership Presentation was moved after the subcommittee reports.

APPROVAL OF MINUTES

Ms. Platt Gulledge moved and Mr. Hunt seconded that

(1) The minutes from the October 25, 2021 Planning Committee meeting be approved as presented.

MOTION 1 PASSED (Unanimous Voice Vote, CNV).

SUBCOMMITTEE REPORTS

Monitoring Subcommittee

Mr. Ellis reported on the recent activities of the subcommittee.

The subcommittee has interacted with each council to raise awareness of the midterm update to the strategic plan. Work has also been underway to assist the councils and their subcommittees in the completion of their MBOs.

A presentation was given by Mr. Ellis that reviews key takeaways from the membership survey sent in the fall of 2021. Key takeaways are as follows:

- Technical content is highly valued
 - Handbook is extremely valuable
- Digital resources are valued by most members (but not apps)
- Most ASHRAE members pay or would pay for their membership
- Membership is leaning towards in person meetings
- The strategic plan is not known by 42% of members (only 14% have read)
- Members want to know how to address climate change in their day-to-day jobs

Recommendations for how Society should move forward based on survey results were also noted as below:

- Perform survey on an annual basis
- Track trends of common questions
- Take action on information gathered
 - Item #1 – Focus on technical Content
 - Keep high quality technical content
 - Is it the right technical content?
 - Item #2 – Focus on improving the digital experience of ASHRAE products
 - How is technical content delivered to members?
 - Develop content to provide guidance to Members for addressing future challenges
 - How to respond to climate change was the leading future topic
- While the strategic plan is now known by most members, the awareness of the plan could be improved at the regional and chapter leadership level.

Mr. Ellis shared that the subcommittee is looking to send the next survey to membership in the fall of 2022.

He solicited feedback from the committee and meeting guests.

Mr. Klock thanked the subcommittee and noted that he would like to possibly send a survey to non-ASHRAE members to determine if they are aware of the strategic plan. He asked Ms. Gupta if the survey's response rate of 4% could be considered as reasonable and reliable.

Ms. Gupta shared that the ideal response rate is between 8% to 10%. The response rate received could have been the result of survey fatigue or the time of year in which the survey was sent. The response rate of 4% percent was ok however the survey was distributed to 40+ thousand people.

Ms. Leblanc suggested a shorter distribution method for the survey to gain a higher response rate as opposed to email. Shared that LinkedIn has a one question survey that pops in the middle of a user's profile.

Mr. Ellis recommended that moving forward, the Society should focus on digital content offerings as the survey has noted that 93% of members use and value the digital content offered by the Society.

Mr. McQuade inquired if there were any questions related to climate change on the survey.

Mr. Ellis shared that some members commented that they wanted more content from Society regarding climate change and how to address it.

Mr. Littleton shared that he was surprised by some of the survey results such as networking being a low primary reason for an individual to be a member of ASHRAE. He noted that it was good news that a high percentage of members would still pay for membership if their employers did not. The survey results are eye opening. What are the opportunities that can be taken because of the survey responses?

Noted that some groups have seen the survey results and want to make sure they continue to land in the right hands for action.

Mr. Klock shared that the committee's intent was to give the survey results to the BOD with a summary as there are several actionable items. It is important that we don't just take the data and sit it on a shelf. We should modify our behavior based on this. Over the next couple of years maybe we will get some data that will help to alter the strategic plan to better reflect current Society operations.

Mr. Macauley notified the committee that Members Council has also reviewed the survey results as they determine the value of ASHRAE membership to current members. The council plans to use the data received and will meet with Mr. Ellis to inform the Monitoring Subcommittee of the council's actions moving forward.

Mr. McGinn shared with the committee that he did an analysis of survey questions and the different topics they represented. Recommended that ASHRAE gain a presence with trade schools and share knowledge about the industry in hopes of gaining the attention of students. We have student branches. What kind of programs could we put in place to convert students to members of ASHRAE?

Mr. McQuade noted that details from the survey regarding the age of survey respondents is great insight into how ASHRAE engages younger audiences. For AHRI, involvement from students or younger audiences is also a big issue. What makes ASHRAE different is that we have chapters in many areas and there is a real opportunity to have ASHRAE make a difference.

Mr. Klock requested that the analysis conducted by Mr. McGinn be forwarded to Mr. Arnold.

ACTION ITEM – Mr. Arnold will distribute the survey analysis conducted by Mr. McGinn to the Monitoring Subcommittee for review.

AI – 1

Mr. Schwedler shared that students are more concerned with making an impact. Any communication about how they can better the environment and foster change appears to be well received. Communication makes a huge difference within our industry.

Mr. Ellis notified the committee that the Monitoring Subcommittee has one remaining MBO to accomplish. The group will continue to work with the councils in developing their 2022-23 MBOs and will then finalize the strategic plan indicators for tracking. He thanked Ms. Kunkel for her hard work in getting the subcommittee to this point.

Implementation Subcommittee

Mr. Hunt reported that the midterm update has now been completed thanks to the work of the subcommittee.

He shared that the subcommittee will be working to ensure that the Implementation portion of the strategic plan is being

completed by the different group who have assigned tasks.

Mr. Klock notified the subcommittee that there are some additional items he would like to focus on. The PLC MOP, Reference Manual, and ROB should be reviewed to determine how they can be revised to include recommendations from the Vision 2030 ad hoc. Noted that he and Ms. Platt Gullledge have had discussions regarding the length of the strategic plan. Would like to see the plan extended from 5 years to 6 years with a standard mid-term update as part of every strategic plan moving forward. This will allow future strategic plans to have a 10-20 year look ahead. The target is to have all PLC governing documents with the recommended changes approved at the 2022 Annual Conference.

ASHRAE LEADERSHIP PRESENTATION

Mr. Macauley gave the 2022 Winter Conference Leadership presentation.

He thanked the committee for their hard work.

UPDATE ON STREAMLINING ACTIVITIES

Mr. Macauley shared that streamlining has been a challenge as there are varying opinions on how to reorganize the Society or if this should even be done. Though varying opinions are evident, some progress has been made as the group seeks to look at key goals of the BOD. Looking at key goals of the BOD will help to determine how the BOD should be structured. Three final recommendations are scheduled to be reported in Toronto at the Annual Conference. Currently seeking to determine when to interact with the BOD to get BOD input.

A summary of the three recommendations and how they will be presented to the BOD are as follows:

- The BOD and its current structure should remain as is.
- A set number of directors should be determined that are not tied to any specific region.
- Directors can be restructured to represent different areas.

A meeting of the streamlining ad hoc will take place on Tuesday, February 1, 2022, at 3:00PM – 5:00PM EST.

2021-22 PLC MBO UPDATE

MBOs 1 and 4 were reported as complete. MBO 3 was reassigned to Mr. Hunt and the Implementation Subcommittee.

NEXT MEETING

The next meeting of the Planning Committee will be on March 7, 2022, from 11:00AM - 12:00PM EST.

Mr. Klock noted that he will be meeting with the subcommittee chairs twice a month. May move the next meeting to May in order to make the best use of volunteer time.

ADJOURNMENT

The meeting was adjourned at 5:18 PST.



Respectfully Submitted,

Bill Klock, Chair