



Shaping Tomorrow's
Built Environment Today

MINUTES

PLANNING COMMITTEE MEETING

**Wednesday, May 5, 2021
9:00am – 10:00 am**

Note: These minutes are the official record of minutes voted on and approved by the Planning Committee at the June 16, 2021 Meeting.

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May 5, 2021

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PRINCIPAL MOTIONS
 Planning Committee Meeting
 May 5, 2021

No. – Pg.	Summary
1-1	The minutes from the April 7, 2021 Planning meeting as presented be approved.

ACTION ITEMS
 Planning Committee Meeting
 May 5, 2021

No. – Pg.	Responsibility	Summary
1-1	Monitoring Subcommittee	Work to update the Strategic Plan KPIs based on analysis of available Society data. (Carryover from February 24, 2021).
2-1	Ms. Maston	Work with Mr. Klock, Mr. Olesen, and staff as necessary, to formulate recommendations for which KPIs the Monitoring subcommittee should focus on.(Carryover from April 7, 2021).
3-1	Post COVID ASHRAE Subcommittee	Work with Staff to determine when the use of Google docs is appropriate. (Carryover from April 7, 2021).
4-3	Staff	Forward the How to Video: <i>Using Google Docs with Basecamp</i> to the full Planning committee for review and comment.
5-3	Staff	Add the 2014-2019 strategic plan midterm review document to Basecamp.

MINUTES
Planning Committee Meeting
May 5, 2021
9:00am – 10:00am

MEMBERS PRESENT:

Sarah Maston
Bill Klock
David Arnold
Blake Ellis
Stephanie Kunkel
Trent Hunt
Tom Lawrence
Vanessa Friedberg
Mark Miller
Bjarne Olesen
Ahmed Alaa Eldin Mohamed
Bill McQuade

GUESTS PRESENT:

Wade Conlan
Dunstan Macauley

STAFF PRESENT:

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
Annmarie Wilhoit, Staff Director, Finance
Jeff Littleton, Executive Vice President
Chandrias Jacobs, Coordinator of Board Services
Candace DeVaughn, Manager of Board Services

CALL TO ORDER

Ms. Maston called the meeting to order at 9:00AM on Wednesday, May 5, 2021.

ASHRAE CODE OF ETHICS COMMITMENT

Ms. Maston read the ASHRAE Code of Ethics commitment.

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 accepted as presented.

APPROVAL OF MINUTES

Ms. Kunkel moved and Mr. Lawrence seconded

(1) The minutes from the April 7, 2021 Planning meeting as presented be approved.

MOTION 1 PASSED (9:0:1 CNV)

REVIEW OF ACTION ITEMS

Action items 1-3 were reported as ongoing. Action item 4 was reported as complete.

SUBCOMMITTEE REPORTS**Monitoring Subcommittee**

Mr. Olesen reported that the Monitoring subcommittee just ended their meeting right before the planning meeting. Topics of discussion during the meeting consisted of the strategic plan KPIs, statistics of the MBOs, and the member satisfaction survey.

The feasibility of retrieving KPI data was discussed as it was noted during a previous meeting that it may be difficult to obtain data relating to member engagement at the Chapter level. Mr. Olesen noted that he did not want to burden the Chapters or Staff with collecting this data. Ms. Abrams will review the KPIs concerning membership and determine which ones the Monitoring subcommittee should focus on.

The subcommittee is nearing the finish line in reference to the monitoring of strategic plan MBOs. All MBOs have now been received and statistics are also ready. A report of the MBO progress from all councils and committees is set to be given at the 2021 Annual Conference.

The member satisfaction survey and its timeline was discussed. As of now, it is the subcommittee's intent to have the survey distributed in the fall with a definite work plan set by the Annual Conference.

Mr. Olesen shared that the subcommittee is hoping to not use an outside service for any part of the survey. Seeking to formulate a five minute survey that will be repeated every year. Responses will be anonymous and information regarding demographics will be collected.

The subcommittee hopes to have an additional 1 or 2 meetings before the Annual meeting to discuss survey details.

Post COVID ASHRAE Subcommittee

Ms. Platt Gulledge reported that the subcommittee had a great discussion during their last meeting.

The success of the virtual conferences was discussed and how the need for virtual options moving forward is apparent.

Member benefits were also discussed as the subcommittee is researching how to utilize virtual successes to keep the next generation of members engaged.

Mr. Littleton shared that an ad hoc of Members Council has done work regarding member benefits and that it may be helpful for the subcommittee to review this information.

Mr. Hunt reported additional findings from last year's post COVID survey distributed to membership. He noted that there were a lot of first time attendees for the virtual 2020 Austin meeting.

Additional research was conducted to determine how many first time attendees also attended the 2021 winter meeting. It was noted that roughly 10% of those individuals attended the winter meeting. Staff has been asked to determine the carryover of attendees from meeting to meeting in an effort to determine if future conferences should have a virtual option.

Ms. Platt Gulledge shared that successes of the ETF, previous surveys, and data received from associate societies will be revisited in an effort to develop post pandemic business recommendations.

Mr. Hunt provided an update regarding the discussion of Google docs at the last meeting. Karine Leblanc,

incoming Communications Committee Chair, and Pam Duffy, outgoing Communications Committee Chair, have provided a video regarding Google docs and its benefits when used with Basecamp.

ACTION ITEM – Staff will forward the How to Video: Using Google Docs with Basecamp to the full Planning committee for review and comment.

AI-4

Ms. Maston noted that all comments received will be forwarded to the Communications Committee leadership for consideration.

STRATEGIC PLAN NEXT STEPS

BOD Presented Motion Status (Current Strategic Plan Extension)

Ms. Maston updated the committee on the motion sent to the BOD regarding extension of the strategic plan. It was shared that the motion was approved and the BOD was notified of the split vote from Planning. Believes a large part of the motion moving forward was as a result of the financial benefits associated with extending the plan by one year.

Midterm Update Details

The midterm strategic plan review document from the 2014-19 strategic plan was reviewed.

Ms. Maston stated that though the midterm update was a good starting point for the current plans update, the same thing does not have to be done. Formatting can be cleaned up at a later time, however, a document similar to the 2014-19 midterm strategic plan review would be beneficial for members to compare the current plan and changes at a glance.

It was noted that completed initiatives of the 2014-19 strategic plan were outlined. To date, no initiatives in the current plan have been completed as a result of the pandemic.

ACTION ITEM – Staff will add the 2014-2019 strategic plan midterm review document to Basecamp.

AI-5

There was consensus among the committee that the 2014-19 midterm strategic plan review was a useful document as it showcases the original plan and its changes. Would like to have similar formatting for the 2019-2024 strategic plan midterm update.

Mr. Hunt mentioned that each initiative in the 2014-19 midterm strategic plan review document has a BOD champion. A BOD champion was not associated with any of the initiatives in the current plan.

Ms. Maston agreed with Mr. Hunt and recommended that BOD champions be assigned in the current plans' midterm update.

Ms. Kunkel suggested that a living document on the strategic plan page of the ASHRAE website would be useful. The document from the 2014-19 midterm update is rather long and if listed on the website could be continuously updated.

Ms. Maston recommended that the midterm update be rolled out in conjunction with a conference such as the 2022 winter conference in Las Vegas. A plenary printing may also aid in getting the word out regarding the update to the strategic plan.

Ms. Gupta advised the committee that printing a large midterm update would be challenging. Recommended a one page call to action with place to direct members to the ASHRAE website for additional information. This way, members that would like to view the full midterm strategic plan update may do so via a downloadable PDF on the website. Launching around the Winter Conference would also provide the opportunity to include the information regarding the update in emails and plenary remarks.

Mr. McQuade informed the committee that when current strategic plan was presented, a seminar was developed to address key components of the plan.

Ms. Maston shared that the leadership of all the current presidential ad hoc's have been contacted for input on the midterm strategic plan update. Members of the post COVID ASHRAE subcommittee will be assigned to liaise with each of the presidential ad hoc's.

The development of the Vision 2030 webpage was referenced as this may be something Planning would like to create for the midterm update.

Ms. Gupta provided webpage statistics regarding the Vision 2030 website: launched last week, 12th most visited site, good social media engagement. If a similar webpage format is to be used for the strategic plan midterm update, it should be considered as a resource and stem from the original strategic plan page.

Ms. Abrams also suggested that the ASHRAE 365 app could include the strategic plan update. Staff is currently in the process of attempting increase use of the app.

Ms. Gupta agreed and recommended a push notification be sent in conjunction with the Winter Conference. Marketing would add a link in the app that directs app users to the strategic plan webpage. When then plan is updated, the webpage will reflect that the current strategic plan has been extended for one additional year.

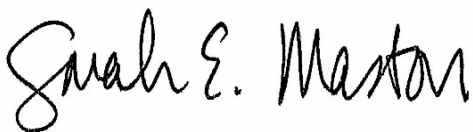
Mr. Klock thanked the committee for all their work and expressed that the midterm review is timely. Informed continuing committee members that he will be working with Ms. Platt Gulledge to make assignments for the 2021-22 Society Year.

FUTURE MEETINGS

The next meeting of the Planning Committee will take place during the 2021 virtual Annual Conference on June 16, 2021 from 9:00AM – 12:00PM EDT.

ADJOURNMENT

The meeting was adjourned at 10:35AM.



Respectfully Submitted,

Sarah E. Maston, Chair