



## MINUTES

### ASHRAE PROFESSIONAL DEVELOPMENT COMMITTEE

January 14, 2019

Atlanta, Georgia

#### MEMBERS PRESENT

Charlie Henck, Chair  
Fred Betz, VC/Planning  
Jeremy Smith, VC/Operations  
Tim Dwyer  
Jesse Fisher  
Lindsey King  
Walter Law  
Tyler Lewis  
Aakash Patel  
Sarah Poursharafeddin  
Keith Reihl  
Jim Vallort  
Billy Austin, BOD ExO  
Julia Keen, Coordinating Officer

#### STAFF PRESENT

Karen Murray, Staff Liaison/Manager of Professional Development  
Gabrielle Gaston, Assistant Manager of Professional Development

#### VISITORS

Ahmed Abdel-Salam, Leadership U  
Sam Bernstel, Leadership U  
Don Brandt  
John Nix  
Tom Roberts  
Rachel Romero  
Heather Schopplein  
Dennis Wessel

**ACTION ITEMS**

<b>No.</b>	<b>Page</b>	<b>Responsible</b>	<b>Action</b>
1	3	Staff Liaison	Send Board ExO Report to the full committee.
2	3	Staff Liaison	Normalize data in report of course attendance at ASHRAE conferences to account for conference attendance
3	4	Staff Liaison	Examine how pop-up references to applicable courses and publications can be added to specific web search results.
4	4	Staff Liaison	Seek feedback from the marketing team to prepare survey questions.
5	4	Staff Liaison	Send complete Usage Report to Operations Subcommittee.
6	4	Operations Subcmte	Report on Non-Performing courses at the Spring 2019 PDC meeting.
7	4	Staff Liaison	Continue discussions with existing 3- and 6-hour course instructors to determine ways to convert their courses to a series of training.
8	5	Staff Liaison	Send spreadsheet of new publications vs. existing courses to Operations Subcommittee.
9	5	Staff Liaison	Send report of publications sales vs. available courses to Operations Subcommittee.
10	5	Committee Members	Review the revised PEC restructure plan in preparation for discussion and vote by <u>February 15</u> .
11	5	Staff Liaison	Correct links in the current PDC Reference Manual.
12	6	Staff Liaison	Coordinate with YEA to ensure new YEA members are aware of the ALI course opportunities.
13	6	Staff Liaison	Initiate specific course announcements through the ASHRAE LinkedIn page.
14	6	Staff Liaison	Send SDL status report to full committee for review.
15	6	Staff Liaison	Send PDC Liaison guidelines to the full committee.
16	6	Staff Liaison	Coordinate course reviews by assigned chapter monitors.

**I. CALL TO ORDER**

Mr. Henck called the meeting to order at 8:00am.

**II. ASHRAE CODE OF ETHICS**

Mr. Henck reminded everyone the meeting would be held in strict compliance with the ASHRAE Code of Ethics. (See full Code of Ethics at <https://www.ashrae.org/about-ashrae/ashrae-code-of-ethics>.)

**III. REVIEW OF AGENDA**

No changes.

**IV. APPROVE MINUTES FROM DECEMBER 11, 2018 MEETING**

Mr. Reihl moved and Mr. Law seconded approval of Minutes of the December 11, 2018 Meeting without change. Motion passed unanimously (CNV). Minutes posted on PDC page, ASHRAE Website.

**V. BOARD ExO REPORT**

Mr. Austin presented the ASHRAE Update-ExO Report on Society News. He emphasized the importance of the new 2019-2024 Strategic Plan and encouraged everyone to read and embrace the plan.

ACTION 1: Staff Liaison to send Board ExO Report to the full committee.

**VI. CHAIR'S REPORT**

Mr. Henck stated that his report will be covered in the items below on finances and restructuring.

**VII. FINANCIAL REPORT**

**A. FURTHER REVIEW OF BUDGETARY SAVINGS**

Mr. Henck encouraged the committee to be observant of current program costs and potential savings.

**VIII. STAFF REPORT/COURSE UPDATES**

**A. COURSE USAGE**

Ms. Murray discussed the overall course registrations, indicating fewer registrations to date for courses at Atlanta conference. Committee members suggested normalizing the data in accordance with conference registrations.

ACTION 2: Staff to normalize data in reports of course attendance at ASHRAE conferences to account for conference attendance.

**B. KEY WORD COURSE SEARCH**

Ms. Murray reported that while metadata such as keywords are still considered by search engines, they must be present in places such as the URL and course title to be one of the first to appear in a generic web search. The committee discussed other means to increase course awareness including:

- A pop-up of related courses appearing in search results for an ASHRAE Standard

- Referencing Standards and related publications with each course listing on the ASHRAE Website
- Adding a suggestion box for course topics to the ASHRAE Webpage
- A short 5-8 question survey to members asking them for new course ideas
- Seeking suggestions from the marketing team for the best survey feedback

**ACTION 3:** Staff Liaison to examine how pop-up references to applicable courses and publications can be added to specific web search results.

**ACTION 4:** Staff Liaison to seek feedback from the marketing team to prepare survey questions.

## IX. SUBCOMMITTEE REPORTS

### A. PLANNING

1. **Discuss/Ballot Approval of *Installing DDC Controls Systems* Course** [Action Item 2, Dec 2018 Meeting]

Mr. Betz again reviewed feedback from the TC1.4 Chair, who expressed an urgent need for designers to receive quality, standard materials from regulatory authorities, installers and commissioning agents, and believed the course would be a positive step in communicating the need. Committee members voiced concern that the course is geared more for contractors and may not draw the expected audience at ASHRAE events. It was however agreed that the engineer should understand the basic processes and visually recognize a good installation, which may make the course idea for new engineers.

Following considerable discussion, the committee voted 11-0-1 to approve the *Installing DDC Controls Systems* course with the following conditions:

- The course will be first presented at a winter conference, on Monday or Tuesday during the show.
- The maximum number of course attendees will be increased to 30.
- The course will be heavily promoted in the local area.

### A. OPERATIONS

1. **Review of Non-performing Courses** [Action Item 3, Dec 2018 Meeting]

The committee discussed low 6-hour course attendance and recommended offering these courses in a series of shorter blocks of time.

**ACTION 5:** Staff Liaison to send complete Usage Report to Operations Subcommittee.

**ACTION 6:** Operations Subcommittee to Report on Non-Performing courses at the Spring 2019 PDC meeting.

**ACTION 7:** Staff Liaison to continue discussions with existing 3- and 6-hour course instructors to determine ways to convert their courses to a series of training.

2. **Identify gaps in existing training and recommend new courses to meet current needs.** [Action 3, Jan 2018 meeting.]

Work is in progress to identify gaps in existing training and recommend new courses to meet current industry needs. Suggested action included:

- Review of publications that don't have courses.
- Partner with other industries such as ACEC for business courses so as not to recreate content.
- Expand on topics of existing courses related to business structure such as the Consulting Engineering Essentials.

ACTION 8: Staff Liaison to send spreadsheet of new publications vs. existing courses to Operations Subcommittee.

ACTION 9: Staff Liaison to send report of publications sales vs. available courses to Operations Subcommittee.

## II. MBO PROGRESS

Updates included in Appendix A.

## III. OLD BUSINESS

### A. PEC RESTRUCTURE

Ms. Keen presented revisions to the Publications and Education Council (PEC) structure. Committee vote is required. Complete presentation sent to the committee by email.

ACTION 10: Committee members to review the revised restructure plan in preparation for discussion and vote by February 15.

### ASHRAE FINANCIALS

Ms. Keen discussed the Society finances, emphasizing that the budget in its current form is unsustainable. More efficient strategies need to be implemented in order for ASHRAE to become a more efficient organization.

All committees are asked to submit ideas to reduce spending, increase revenues and align budgets with the new Strategic Plan.

### B. REVIEW PDC REFERENCE MANUAL [Action 3, Jun 2018 meeting.]

The PDC Reference Manual will require changes in accordance with the new PEC structure and revisions to the Rules of the Board. It was noted that links to the current ASHRAE Website are broken.

ACTION 11: Staff Liaison to correct links in the current PDC Reference Manual.

### C. BUILDING EQ COURSE UPDATE

Mr. Dwyer reported receipt of very little feedback on usage of the Building EQ course. The course is available for free download by application and has been downloaded 45 times, with the freely downloadable sample materials having been downloaded 100 times since June 2017. Attempts have been made to get feedback from the users, but it has been somewhat of a challenge (3 survey responses in 2018). The course needs updates. Yet the question of if should continue has received underwhelming response. Perhaps the topic of this course is not a good measure of whether ASHRAE should be developing/giving courses to universities.

Staff Liaison Note: Following the meeting, Mr. Dwyer spoke with Lilas Pratt, Staff Liaison to the Building EQ Committee, who indicated that the Building EQ Committee is looking into processes to keep the course content up-to-date.

**D. NEW COMMITTEE MEMBER RECOMMENDATIONS**

Recommendations for new PDC members are encouraged and should be submitted to the PDC Chair by January 31.

**E. REVIEW OF OPEN ACTION ITEMS**

Updates included in Appendix B.

**F. YEA 5-YEAR PLAN**

Rachel Romero, Region IX YEA Regional Coordinator, reported that many YEA members are looking for more of a mentor program than a technical roadmap. The YEA Committee tends to focus on the soft skills of personal growth and development, exemplified in programs such as the Leadership Weekend.

Ms. Romero indicated that ALI is discussed at YEA's Crash Course on ASHRAE, but specific course options are not suggested. She indicated that when asked by survey how they obtain information through Social media, Linked was found to be a specific source.

ACTION 12: Staff Liaison to coordinate with YEA to ensure new YEA members are aware of the ALI course opportunities.

ACTION 13: Staff Liaison to initiate specific course announcements through the ASHRAE LinkedIn page.

**IV. NEW BUSINESS**

**A. ASHRAE 2019-2024 STRATEGIC PLAN**

Mr. Austin's Board ExO Report focused on the Strategic Plan, and its importance to the future of ASHRAE. (Presentation sent by separate email.)

**B. COURSE REPORTS/EVALUATIONS**

(PDC Liaisons who attend onsite courses are asked to send a brief summary to the staff liaison.) Mr. Dwyer attended the Friday CTTC meeting. He reported that members present expressed concern that costs to bring trainers to some areas, notably in Regions XIII, XIV, and the RAL, can be prohibitive. As such, they are looking for 'train the trainer' initiatives. In addition, the group was surprised that some SDLs did not include PowerPoint slides and considered these an extremely useful addition to the course material.

ACTION 14: Staff Liaison to send SDL status report to the full committee for review.

ACTION 15: Staff Liaison to send PDC Liaison Guidelines to the full committee.

ACTION 16: Staff Liaison to coordinate course reviews by assigned chapter monitors.

**V. NEXT MEETING**

Spring Conference Call  
June 24, 2019 in Kansas City

**VI. ADJOURN**

The meeting was adjourned at 12:00 noon.

**APPENDIX A – 2018-19 MBOs**

**Professional Development Committee**

MBOs for Society Year 2018-19

Chair: Charlie Henck Date: June 27, 2018

Objective	SP	Completed by	Fiscal Impact	Responsible Party	Comment/Status
1. Develop a 5-year plan on developing young engineer training products that can reach a wider audience than just our design class	1C	June 2019	None	Planning Subcommittee	Planning adhoc Action postponed then sunset. YEA members will continuously be made aware of available courses.
2. Develop topics and RFPs for an additional (3) practical applications courses to 'fill the gaps' in our current offerings.	3D	January 2019	None	Planning Subcommittee	4 course proposals approved in Dec. Gap analysis will be continuous.
3. Review all SDLs and issue RFPs for the ones that need updating.		June 2019	None	Operations Subcommittee	In progress
4. Review all existing courses and sunset those that have not been used in 5 years or recommend updates		June 2019	None	Operations Subcommittee	In progress
5. Establish guidelines for liaison		June 2019	None	Operations Subcommittee	In progress
6. Every course reviewed by PDC Liaison prior to presentation– Quality check		January 2019	None	Operations Subcommittee	Continuous
7. Improve marketing of courses/branding. Work with ASHRAE marketing for improvement		January 2019	TBD	Planning Subcommittee	Continuous
<b>Additional Recommendations for Strategic Planning:</b> None at this time					

ASHRAE Strategic Plan 2014 Initiatives addressed by Objective



**APPENDIX B – Open Action Items**

**PDC MEETING JUNE 2018 (HOUSTON)**

<u>No.</u>	<u>Page</u>	<u>Responsible</u>	<u>Action</u>
2	4	PDC Liaisons/ Staff Liaison	Note topics covered in each course they review and/or monitor, and provide to the Operations Subcommittee Chair. Staff to add request for 8-12 key words to the course proposal forms and investigate the mechanics of tracking and sorting courses by key word. Findings to be discussed at the January meeting. <a href="#">Action discontinued. Key words will be included as often as possible in course titles for quicker recognition in topical web searches. (Complete)</a>
3	4	PDC Members/ Staff Liaison	Review the PDC Reference Manual on Basecamp and provide comments by November 1, 2018. <a href="#">Staff to resend to the full committee with request for review/edit and discussion at the January 2019 meeting.</a> <a href="#">Action postponed pending ROB and MOP revisions in accordance with the PEC restructure.</a>

**PDC MEETING JANUARY 2018 (CHICAGO)**

<u>No.</u>	<u>Page</u>	<u>Responsible</u>	<u>Action</u>
2	4	Operations	Develop an affinity diagram of related ALI courses. Work discontinued. <a href="#">Action discontinued. (Complete)</a>
3	4	Planning	Identify gaps in existing training and recommend new courses to meet current needs. <a href="#">In progress. To be discussed in Kansas City.</a>
11	7	King, Smith, Vallort (ad hoc)	Establish recommended courses for YEA 5-year training plan. In progress. (AdHoc) YEA will be invited to discuss at January meeting. <a href="#">Action discontinued. YEA will be continually notified of available courses. (Complete)</a>