



MINUTES

ASHRAE PROFESSIONAL DEVELOPMENT COMMITTEE

February 3, 2020

Orlando, FL

MEMBERS PRESENT:

Charlie Henck, Chair
Jeremy Smith, VC/Planning
Keith Reihl, VC/Operations
Jesse Fisher
Michael Langton
Cheng Wee Leong
David Meredith
Sarah Poursharafeddin
Terry Schroeder
Andrew Sneed
Jim Vallort
Jon Symco, ExO
Farooq Mehboob, Coordinating Officer

STAFF PRESENT:

Karen Murray, Staff Liaison
Steve Comstock
Tim Kline
Eunice Njeru
Ayah Said

VISITORS:

Billy Austin
Don Brandt
Bill Dean
Vanessa Freidberg
Nathan Hart
John Nix

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ACTION ITEMS

<u>No.</u>	<u>Page</u>	<u>Responsible</u>	<u>Action</u>
1	2	PDC	Review the eLearning usage report.
2	2	Staff Liaison	Include Ms. Njeru on PDC info.
3	3	Staff Liaison	Send top 5-10 requested course topics to CTTC.
4	4	Planning (Ad Hoc)	Develop RFP for Energy Audits exam prep course.
5	4	Mr. Henck	Follow-up with USACE regarding available ASHRAE training.
6	4	Staff Liaison	Arrange access to the SDLs for review.
7	4	Mr. Fisher (Ad Hoc)	Provide final report prior to the June meeting.
8	4	Full Committee	Review Strategic Plan Goal 1 for training opportunities.
9	5	Staff Liaison	Send latest restructure draft to the full committee.
10	6	Staff Liaison	Send PEC Ad Hoc Committee report on profit margins to the PDC for review.

I. CALL TO ORDER

Mr. Henck called the meeting to order at 8:04 a.m.

II. INTRODUCTIONS

Members and guests introduced themselves.

III. ASHRAE CODE OF ETHICS

Mr. Henck advised everyone present that the meeting would be held in compliance with the ASHRAE Code of Ethics.

IV. REVIEW AGENDA

Added Discussion on Corps of Engineers contact and SDL reviews to Item VII. CHAIR'S REPORT.
Removed Item VIII.B. BUILDING EQ COURSE UPDATE

V. APPROVE MINUTES FROM DECEMBER 10, 2019 MEETING

Mr. Meredith moved and Mr. Langton seconded approval of Minutes from the December 10, 2019 committee call. Motion passed unanimously (CNV). Minutes posted on PDC page, ASHRAE Website.

VI. BOARD ExO REPORT

Mr. Symko presented the ExO Report to Committees. He reminded the group that nominations for new committee members are needed by mid-March. He highlighted proposed bylaws changes and updated commercialism and sexual harassment policies. He indicated the new HQ building is on track with move-in expected in October. Mr. Symko emphasized that training & education will be significant in the coming year.

Mr. Mehboob thanked the PDC members for their work and support to ASHRAE. He congratulated the committee on a great job. Mr. Mehboob reported that an ad hoc committee was appointed to look for strategic advantages for financial improvement. Revenue from training & education will be key.

GUEST REPORTS

Ms. Njeru, ASHRAE Manager of eLearning, shared an overview of the eLearning program. She is responsible for the Learning Management System (LMS) and eLearning course development. Currently, she is updating select eLearning courses to build better content engagement, as well as upgrading the LMS platform. Ms. Njeru highlighted the synergy of ASHRAE staff groups assisting with course updates. She discussed the correlation of ALI and eLearning courses. Instead of creating new eLearning courses from scratch, eLearning will work with ALI to convert existing ALI courses into eLearning based on the market demand.

ACTION 1: PDC, Review the eLearning usage report.

ACTION 2: Staff Liaison, Include Ms. Njeru Eunice on PDC info

Mr. Hart, current CTTC Chair, introduced and discussed support of the new ASHRAE Tech Hour. The program offers relevant technical information in the form of a free one-hour video up to four times per year on the ASHRAE 365 app. The CTTC solicits speakers on various topics vetted by the CTTC committee and reaches out to DLs, ASHRAE members, and committee members suggested by TCs for subject matter experts that would be interested in presenting topics. The committee seeks additional suggestions from the PDC based on sought-after ALI courses. Mr. Hart emphasized the intent being to see if ALI course instructors might be interested in presenting a 1-hour Tech Hour focused on a specific portion of their overall course. The Tech Hour would then invite people interested in more information on the topic to take the specific ALI course.

ACTION 3: Staff Liaison, Send top 5-10 requested course topics to CTTC.

Ms. Said, Manager of ASHRAE's Global Training Center reported on recent activities of the Dubai training center. To date this fiscal year, 15 face to face courses have been scheduled, most often HVAC Design I and II. Total revenue was approximately \$65,000. This excludes Foundation transfer allowing developing economy pricing to be offered to members in developing economy designated countries. Sales channels include offerings of training in Dubai, scheduling by chapters, in company training, and training under contract to the Saudi Council of Engineering. The Global Training Volunteer Oversight Subcommittee of PEC is working with the center to increase the virtual offerings in conjunction with the Atlanta team; look at ways to increase value of the Dubai presence beyond training and coordination with other groups such as UNEP; and establish a plan to coordinate training offered from the Society with virtual training offered by chapters in the Region at Large.

Mr. Comstock, Manager of Business Development EMEA, reported on recent ASHRAE training activities in Europe. In fall 2019, training courses were scheduled in Dublin, Lisbon, and London. The courses were HVAC Design Level I (three times) and Data Center Design (one time). A total of 86 persons received training with a combined net (revenue minus direct expense) of

approximately \$5,000. The strategy deployed in executing the training is to support chapters by demonstrating value to their local constituencies and better connect the European chapters with the Society. One of the four offerings struggled with attendance (London) due to competition from the national association, but valuable lessons were learned regarding the marketing approach needed. Six courses are scheduled in spring 2020, in Athens and Dublin. The courses include HVAC Design Level and II and Data Center Design. Europe and Atlanta staffs are coordinating the delivery of the training content to balance consistency between US and Europe

Mr. Kline, Certification Manager, shared ideas of how ASHRAE Certification and Professional Development could both benefit from ASHRAE Learning Institute (ALI) training. Per Mr. Kline, there is strong demand for certification exam prep courses. Such courses would not teach to the questions on the exam, rather they would teach to the job task competencies tested on the exam. Online, on-demand exam prep courses would reach the greatest audience, driving ALI revenue while giving certification prospects the confidence and preparation they need to apply and succeed on their certification exam. According to Mr. Kline, any training organization in the world, including ALI, could develop exam prep courses using the job tasks listed in “detailed content outline” found in each certification Candidate Guidebook. Existing ALI courses potentially could be re-purposed/re-tooled as exam prep courses, for instance the “Commercial Building Energy Audits” course. The 100s of certification prospects who every month download a certification *Candidate Guidebook* would be prospects for on-demand, online certification exam prep courses. Candidate Guidebook downloaders provide their name and email and indicate if they would like ASHRAE to contact them ‘with updates, promotions and other information regarding ASHRAE.’

ACTION 4: Planning Committee Ad Hoc, Develop RFP for Energy Audits exam prep course

VII. CHAIR’S REPORT

Mr. Henck contacted the US Army Corps of Engineers to promote opportunities for continued ASHRAE training. He has not yet received a response but will follow-up.

Mr. Henck also contacted cognizant TCs with a request to review the current SDLs to determine the need for update.

ACTION 5: Mr. Henck – Follow up with the USACE regarding available ASHRAE training.

ACTION 6: Staff Liaison to arrange access to the SDLs for review.

Mr. Henck thanked Mr. Fisher for drafting the course instructor criteria in response to PEC MBO #2 assigned to the PDC.

ACTION 7: Mr. Fisher (ad hoc), Provide final report prior to the June meeting.

Mr. Henck suggested that Strategic Plan Goal 1 best applies to the PDC and recommended members review.

ACTION 8: Full Committee, Review Strategic Plan Goal 1 for training opportunities.

VIII. MBO PROGRESS

Updates included in Appendix A.

IX. REVIEW OPEN ACTION ITEMS

Updates included in Appendix B.

X. FINANCIAL REPORT

Ms. Murray reported that the financial picture for ALL courses is positive, thanks largely to In-company agreements with the Naval Facilities Command for Standard 55, Standard 90.1 and HVAC Design Training in numerous locations. Course registrations at the conference are significantly higher than in the previous year. The number of registrants for online courses continues to trend down. Staff is working to enhance awareness of the online opportunities and increase registrations.

XI. STAFF REPORT

A. COURSE USAGE

Ms. Murray compared SY 2019-20 course registrations to those of the previous year. She again noted a significant increase in registrations for the instructor-led courses in Orlando and additional in-company HVAC Design Training.

XII. SUBCOMMITTEE REPORTS

B. PLANNING

The subcommittee met in early October. Mr. Smith highlighted member expectations. Members discussed the new courses scheduled in Orlando.

C. OPERATIONS

The subcommittee met in early October. Members discussed upcoming changes to the committee structure and future expectations.

XIII. OLD BUSINESS

A. PEC RESTRUCTURE

ACTION 9: Staff Liaison, Send latest restructure draft to the full committee.

XIV. NEW BUSINESS

A. COURSE REPORTS/EVALUATIONS (PDC Liaisons who attended or worked with onsite courses)

B. MEMBERS COUNCIL REFERRAL

The committee reviewed Region II (Toronto Chapter) Motion 21 (11/14/2019): That Society hold one HVAC Essentials course in Region II per year.

After discussion, it was moved and seconded to vote to approve the recommendation. The recommendation FAILED (9 no votes and 1 abstention, CNV).

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Staff Note: In 2014, ASHRAE twice offered the HVAC training in Toronto. Since 2016 it has been scheduled each year. The training repeatedly draws strong interest and participation. It will continue to be offered in Region II for as long as the demand exists.

Mr. Symko reported on a review of product profit margins completed by a PEC Ad Hoc Committee. He shared findings indicating the current Education margin at 8%. He emphasized the need for lower costs and increased revenue, with the margin being in the 30-32% range.

ACTION 10: Staff Liaison, Send PEC Ad Hoc Committee report on profit margins to the PDC for review.

XV. NEXT MEETINGS

Spring 2020 Conference Call
Annual Meeting in Austin, TX

XVI. ADJOURN

The meeting was adjourned at 11:50 a.m.

APPENDIX A – 2019-20 MBOs

Professional Development Committee

MBOs for Society Year 2019-2020

Chair: Charlie Henck **Date:** June 24, 2019

Objective	SP	Complete by	Fiscal Impact	Responsible Party	Comment/ Status
1. Review new strategic plan for items that apply to PDC and develop a plan to implement.		Jun-20	None	Planning Subcommittee	
2. Develop topics and RFPs for an additional (3) practical applications courses to ‘fill the gaps’ in our current offerings for developing young engineers.		Jan-20	None	Planning Subcommittee	In progress
3. Review all SDLs and issue RFPs for the ones that need updating.		Jun-20	None	Operations Subcommittee	Review by Jan Issue RFP by June
4. Review all existing courses and sunset those that have not been used in 5 years or recommend updates		Jun-20	None	Operations Subcommittee	Continuous
5. Update of the Reference Manual		Jun-20	None	Operations Subcommittee	Update with approval of restructure
6. Every course reviewed by PDC Liaison prior to presentation– Quality check		Jun-20	None	Operations Subcommittee	Continuous
7. Improve marketing of courses/branding. Work with ASHRAE marketing for improvement		Jun-20	TBD	Planning Subcommittee	Continuous
Additional Recommendations for Strategic Planning: Not at this time					

APPENDIX B – OPEN ACTION ITEMS

PDC CALL DECEMBER 10, 2020

<u>No.</u>	<u>Page</u>	<u>Responsible</u>	<u>Action</u>
1	3	Staff Liaison	Invite Marketing, Journal and eLearning team members to and Journal team rep to visit PDC meeting in Orlando (Complete)
2	3	Staff Liaison	Send course usage report to the Operations Subcommittee. (Complete)
3	3	Operations	Report on Non-performing courses (In progress)
4	3	Operations	Review eLearning and Global Training Center courses (In progress)
5	3	Mr. Fisher	Draft criteria for appointing course instructors (Complete)

PDC MEETING JUNE 2019 (Kansas City)

<u>No.</u>	<u>Page</u>	<u>Responsible</u>	<u>Action</u>
3	3	PDC Chairs	Review the need for additional subcommittee based on the new committee responsibilities Required further discussion. (Complete)
4	4	Mr. Fisher	Develop the criteria for a course instructor and draft a list of potential new instructors for discussion at the fall conference call. Mr. Fisher will report prior to the Orlando mtg. (Complete)
5	4	Mr. Fisher	Contact Ms. Southard to discuss repayment options. Ms. Murray will follow-up with Laura Southard before the Orlando mtg (Complete)

PDC MEETING JANUARY 2019 (Atlanta)

<u>No.</u>	<u>Page</u>	<u>Responsible</u>	<u>Action</u>
6	4	Operations	Report on Non-Performing courses at the Spring 2019 PDC meeting. In progress. Info available by the Fall committee meeting. Ms. Murray will send revised usage report for discussion in Orlando Discussion -Committee reviewed usage and commented. (Complete)
15	6	Staff Liaison	Send PDC Liaison guidelines to the full committee. See attachment to 12/10/2019 meeting agenda. Everyone encouraged to review. SDL Highlighted. No action required. Add to reference manual. (Complete)