



Shaping Tomorrow's  
Built Environment Today

# PUBLICATIONS COMMITTEE

## Minutes

2022 ASHRAE Winter Conference

Saturday, January 29, 2022

8:00 a.m. to 12:00 noon PST

Consul Boardroom, Caesars Palace, Las Vegas, NV

**MEMBERS ATTENDING IN PERSON:**

Adeeba Mehboob, chair  
Gerardo Alfonso, vice chair  
Atilla Biyikoglu  
Cameron Labunski  
Karen (Kay) Thrasher  
Kelley Cramm, BOD ExO

**MEMBERS ATTENDING VIRTUALLY:**

Javier Korenko  
Megan Tosh  
Robert (Rob) Hoadley  
Vinay Ananthachar

**STAFF PRESENT:**

Cindy Michaels, staff liaison, Editor of Special Publications  
Mary Kate McGowan, Managing Editor of *ASHRAE Journal*  
Mark Owen, Director of Publications and Education

**VISITORS:**

Mark Fly, Publishing and Education Council member  
Mick Schwedler, 2021-2022 ASHRAE President  
Karine Leblanc, Communications Committee chair



<b>MOTIONS</b>		
No.	Motion	Vote*
1	To approve the minutes of the Publications Committee conference call held on December 2, 2021.	PASSED via voice vote, CNV
2	To develop a peer review process for the <i>ASHRAE Journal</i> podcasts, to be defined.	PASSED 4-3-1 CNV
3	To select the recipient of the 2021 Journal Paper Award.	PASSED in executive session
4	To approve that ASHRAE publish the proposed book <i>Design Guideline for Agricultural/Food/ Wood Products Industrial Drying Systems</i> .	FAILED via voice vote, CNV

\* Votes for these motions are recorded as yes-no-abstain; CNV = chair not voting.

<b>ACTION ITEMS</b>		
No.	Responsibility	Action Item
1	Cameron Labunski, MBOs 5 and 6 Subcommittee, possibly others	With Cameron Labunski in the lead and working with MBOs 5 and 6 Subcommittee chair Megan Tosh, develop a draft peer review process for <i>ASHRAE Journal</i> podcasts by the committee's conference call on March 17.

## 1. Call to Order

Adeeba Mehboob called the meeting to order at 8:07 a.m. and noted that a quorum was present.

## 2. Introductions

Members and guests introduced themselves. 2021–2022 ASHRAE President Mick Schwedler thanked everyone for their service and stated that the work they do is important and appreciated. He also thanked the attendees of our first hybrid conference, especially the international travelers, who faced extra hurdles traveling during the pandemic.

## 3. ASHRAE Code of Ethics Commitment and ASHRAE Commitment to Care

Adeeba Mehboob read the following excerpt from the ASHRAE Code of Ethics:

In this and all other ASHRAE meetings, we will act with honesty, fairness, courtesy, competence, inclusiveness and respect for others, which exemplify our core values of excellence, commitment, integrity, collaboration, volunteerism and diversity, and we shall avoid all real or perceived conflicts of interests.

(Code of Ethics: <https://www.ashrae.org/about/governance/code-of-ethics>)

(Core Values: <https://www.ashrae.org/about/ashrae-s-core-values>)



Adeeba Mehboob also read the following excerpt from the ASHRAE Commitment to Care:

The health and safety of all ASHRAE conference attendees is a top priority. Out of respect for our fellow attendees, we commit to wear masks indoors, monitor our health, seek medical attention if symptoms develop, and adhere to all ASHRAE Commitment to Care protocols. We are committed to the well-being of one another.

[www.ashrae.org/File%20Library/Conferences/Winter%20Conference/Commitment-to-Care.pdf](http://www.ashrae.org/File%20Library/Conferences/Winter%20Conference/Commitment-to-Care.pdf)

#### 4. Remarks from Director of Publications and Education

Mark Owen, the Director of Publications and Education on ASHRAE staff, spoke about costs to produce publications and the criteria the committee members should use to decide about proposed publications. He also answered questions from members. One main point was that it is difficult to determine the costs to produce a book at the early stages, because many things are unknown at that point (the length of the content, the size of the finished book, whether it will have color, the type of binding, etc.). He advised that the highest-priority criteria for the committee to consider are the proposed publication's market appeal and the technical need for the content: how will it serve members and the industry? He also noted that sometimes a publication will not make money but it is still important to produce because it serves ASHRAE's mission.

During his talk, Owen mentioned the quarterly PEC Dashboard and stated that this dashboard shows that Special Publications are doing well, and members asked if this could be shared with the committee; the latest is included as **Attachment A**.

#### 5. Remarks from BOD ExO

Kelley Cramm, BOD ExO, presented select Society business as noted in the ExO Report to Committees presentation and encouraged members to spend time reviewing the full presentation ([available on Basecamp](#)). Cramm highlighted ASHRAE's collaborations, the Task Force for Building Decarbonization, the headquarters grand opening, Mick Schwedler's big-picture goal, and the slide on publications. She also emphasized the Strategic Plan Midterm Update, informing the committee that a recent survey indicated many members do not know that ASHRAE has a strategic plan.

#### 6. Minutes Approval

It was moved and seconded to approve the minutes of the December 2, 2021, Publications Committee conference call (**MOTION #1**):

**Motion:**

To approve the minutes of the Publications Committee conference call held on December 2, 2021.

MOTION #1 PASSED with a voice vote (no no votes, no abstentions, CNV).

#### 7. Magazines and Newsletters

##### 7.1. Editor's Report

Mary Kate McGowan, managing editor of *ASHRAE Journal*, presented information on Journal activities (see [report on Basecamp](#)). She highlighted the success of Season 1 of the *ASHRAE Journal* Podcast, noting that there have been 9233 total downloads of the podcasts so far. She encouraged committee members to listen via the [website](#) and to provide feedback to staff as well as suggestions for podcast guests and topics.



Committee members discussed ideas for how *Journal* can engage with younger audiences, provide immediate feedback on the podcasts, and offer opportunities for engineers whose native language is not English. They also discussed the current disclaimer and peer review process for the podcasts, and after much discussion ultimately it was moved and seconded to develop a formal process (**MOTION #2**):

**Motion:**

To develop a peer review process for the *ASHRAE Journal* podcasts, to be defined.

MOTION #2 PASSED 4-3-1 CNV, where the numbers indicate yes-no-abstain votes.

Adeeba Mehboob assigned an action item for the committee to develop this process, with motion introducer Cameron Labunski as the task lead (**ACTION ITEM #1**). She suggested Labunski contact the Communications Committee and work with the MBOs 5 and 6 subcommittee led by Megan Tosh and have a proposal developed by the committee's conference call on March 17.

McGowan also shared the new *ASHRAE Journal* article peer review process and paper uploading platform at <https://mc.manuscriptcentral.com/ashraejournal>.

## 7.2. Journal Paper Award Voting

Committee members reviewed the three *ASHRAE Journal* articles that received the highest scores during the Society year's article judging then voted in executive session to select the winning paper (**MOTION #3**), the title and author(s) of which Mary Kate McGowan will forward to the Honors and Awards Committee, with the award presented to the author(s) in June at the 2022 ASHRAE Annual Conference.

**Motion:**

To select the recipient of the 2021 Journal Paper Award.

MOTION #3 PASSED and the winning article was determined in executive session.

Adeeba Mehboob reminded all committee members to read and score all *ASHRAE Journal* technical articles every month.

## 8. Communications Committee Update

Karine Leblanc, chair of Communications Committee, discussed the website templates that the committee has produced for chapters to use, guidelines for email best practices, checklists for holding virtual meetings, and the "office hours" that the committee holds to offer assistance. Leblanc's [presentation](#) is available on Basecamp, and the [Communications Committee webpage](#) includes this information as well.

## 9. Special Publications

### 9.1. Editor's Report

Cindy Michaels reviewed the list of Special Publications published since the previous conference (**Attachment B**), the list of projects currently in hand ([available on Basecamp](#)), and the full list of in-progress Special Publications projects ([available on Basecamp](#)).

### 9.2. Proposed Special Publication: *Design Guideline for Agricultural/Food/Wood Products Industrial Drying Systems*

Before this meeting, Publications Committee members had been tasked with reviewing the [revised proposal documentation](#) and [revised draft](#) of this proposed publication, both available on Basecamp.



After some discussion, it was moved and seconded to vote to move forward with this publication **(MOTION #4)**:

**Motion:**

To approve that ASHRAE publish the proposed book *Design Guideline for Agricultural/Food/Wood Products Industrial Drying Systems*.

MOTION #4 FAILED via voice vote, CNV.

## 10. Subcommittees and Liaisons

### 10.1. Planning Subcommittee

Cindy Michaels presented the revised TC Chairs Handout (**Attachment C**) to the committee, showing the edits based off their feedback from the Planning Subcommittee meeting. It was suggested and accepted that submissions for *ASHRAE Journal* podcast topics and guests be added as well.

Michaels also presented the changes to the committee's [Rules of the Board](#), [Manual of Procedures](#), and [Job Description](#) to 1) change mentions of *eSociety* to *Insights*, 2) delete mentions of *High Performing Buildings* magazine, 3) add PTAR responsibilities, and 4) add an annual review/update requirement to keep these documents up to date. The revisions had been discussed at the Planning Subcommittee meeting held virtually on January 20, 2022; at this meeting the changes were accepted as is and will be passed along to Publications and Education Council for approval.

### 10.2. PTAR Subcommittee and RAC Liaison

Cameron Labunski requested and Cindy Michaels agreed to provide information on who in RAC to contact regarding Publications Committee's outstanding questions on the PTAR process and forms.

It was decided that after this conference Michaels will aggregate the 2020–2021 PTAR Subcommittee's responses to PTAR 2 and PTAR 3 and send out letter ballots to the full committee for their votes on these PTARs.

### 10.3. MBO Subcommittees

The MBO subcommittees were established to take on the tasks described in the 2021–2022 Publications Committee MBOs ([available on Basecamp](#)).

#### 10.3.1. MBO 1

MBO 1 Subcommittee chair Rob Hoadley reported that the subcommittee is moving forward with the Heating and Cooling Loads Application Guide, which will dovetail with Chapters 17 and 18 of *ASHRAE Handbook—Fundamentals* and should ideally be reviewed with TC 4.1. Hoadley has already been in contact with the chair of TC 4.1 and will attend their meeting on January 31. Hoadley stated that he has also contacted the Training and Education Committee staff liaison Karen Murray to inform TEC of the effort and is awaiting a contact on the committee to discuss possible collaboration. Hoadley also stated that he is looking to contact possible authors in February 2022 and plans to schedule a subcommittee meeting mid-February.

#### 10.3.2. MBOs 2 and 3

MBOs 2 and 3 Subcommittee chair Kay Thrasher reported that the subcommittee had come up with a number of suggestions for the PEC MBOs, and additional suggestions were generated



during this meeting. These suggestions will all be reported to the PEC Products Subcommittee during this conference (see [Attachment D](#)); this MBO work is therefore now complete.

### **10.3.3. MBO 4**

MBO 4 Subcommittee chair Adeeba Mehboob reported that she has spoken with Cindy Michaels about the data needed for this task and that reports with additional sales data are being generated to assist in this work.

### **10.3.4. MBOs 5 and 6**

MBOs 5 and 6 Subcommittee chair Megan Tosh reported that the subcommittee will meet with *ASHRAE Journal* Managing Editor Mary Kate McGowan in February.

### **10.3.5. MBO 7**

Because Kay Thrasher had received a long list of suggestions from a Task Force for Building Decarbonization member and many of those suggestions apply to the Epidemic Task Force content as well, and because those suggestions will all be reported to the PEC Products Subcommittee during this conference (see [Attachment E](#)), MBO 7 Subcommittee chair Cameron Labunski reported that this MBO work is now complete.

### **10.3.6. MBOs 8 and 9**

MBOs 8 and 9 Subcommittee chair Gerardo Alfonso reported that for MBO 8 the subcommittee is waiting on the sales reports to identify the unprofitable publications before a plan is generated, and for MBO 9 the ideas include the following:

- Ask international members about their interests (Regions XII, XIII, XIV and RAL).
- Focus on global matters such as decarbonization (homes, schools, jobs, health, etc.), air quality, climate change, the cold chain for food, pandemics, etc., using CTTC as a cornerstone to get information.
- Emphasize or generate publications such as the Members' Survival Guides, a global index of air quality, solar PV design guidelines, etc.
- Work with committees such as TCs 2.5, 2.8, 2.2, and 3.3 for assistance.

## **10.4. Technical Activities Committee (TAC) Section Liaisons**

There was little communication with TC chairs before this conference. All updates received as of February 10, 2022, are summarized in the ASHRAE Special Pubs Review List ([available on Basecamp](#)). Kay Thrasher reported that in response to her communication she received one *ASHRAE Journal* article suggestion, which has been forwarded to *ASHRAE Journal* Managing Editor Mary Kate McGowan. Cindy Michaels reported that the revised TC Chairs Handout (see [Attachment C](#)) now includes information on how to submit Journal articles, so this handout can be sent to the TC chairs and those interested can submit their suggestions directly to Journal.

## **11. Strategic Planning**

Adeeba Mehboob encouraged all committee members to view the [2019–2025 ASHRAE Strategic Plan Midterm Update](#) as noted in Kelley Cramm's BOD ExO presentation and provide suggestions.



## 12. Old Business

Cindy Michaels informed the committee that an old action item of posting the [TC Form for Reviewing Older ASHRAE Publications](#) online has been completed. Michaels also reported that an old action item of updating the [Publications Request Form](#) for book proposals with additional criteria requested by the committee has been completed.

Michaels noted that the upcoming Publications Committee conference calls are scheduled for March 17 and May 19 at 10:00 a.m. Eastern Time. It was requested that invitations for those meetings be shared with the committee ASAP so that they could be scheduled in personal calendars.

Michaels also provided an update on the motion put forth by Presidential Member Tim Wentz that ASHRAE endorse the Mechanical Contractors Association of America (MCAA) publication *Change Orders, Productivity and Overtime: A Primer for the Construction Industry*, which Publications Committee had approved on the December 2, 2021, conference call. She stated that it was discovered that the Document Review Subcommittee (DRSC) of Tech Council handles ASHRAE endorsement of external documents and that the motion should not have come to Publications Committee. Therefore, the motion has been forwarded to the TAC staff liaison, who will share the motion with the DRSC, who will likely work with TAC to get the TCs to review the MCAA publication.

## 13. New Business

Cindy Michaels informed the committee that [chapters may now order bulk purchases of ASHRAE publications online](#). The hope is that making the ordering available online will increase awareness of this benefit and potentially result in more use of this benefit.

## 14. Adjournment

Adeeba Mehboob adjourned the meeting at 12:08 p.m.

Respectfully submitted,

A handwritten signature in black ink that reads "Cindy Michaels". The signature is written in a cursive, flowing style.

Cindy Michaels  
Staff Liaison to Publications Committee  
Editor, Special Publications

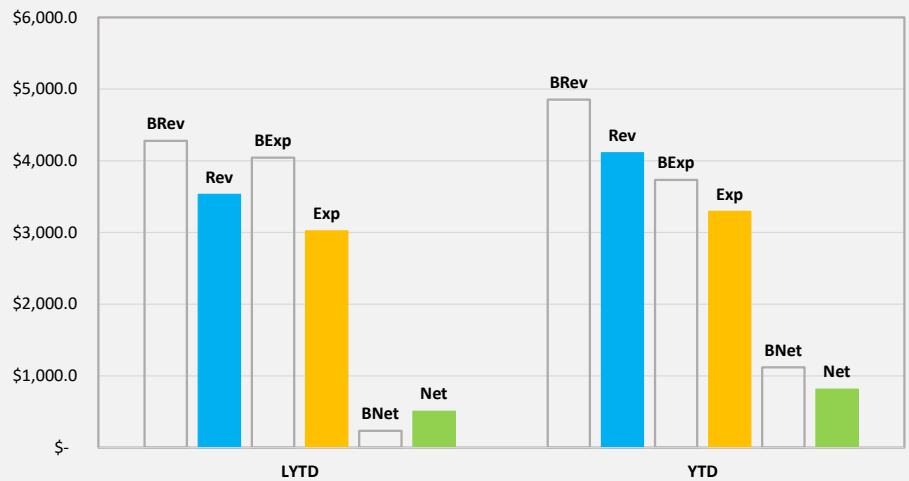


# Pub/Ed DASHBOARD

end Dec 2021

Item	LYTD	YTD	Diff v LY
BRev	\$ 4,278.8	\$ 4,853.0	13%
Rev	\$ 3,532.5	\$ 4,112.2	16%
BExp	\$ 4,044.2	\$ 3,733.4	-8%
Exp	\$ 3,024.3	\$ 3,295.9	9%
BNet	\$ 234.6	\$ 1,119.6	\$ 885.0
Net	\$ 508.2	\$ 816.3	\$ 308.1
Margin	14.4%	19.9%	5.5%

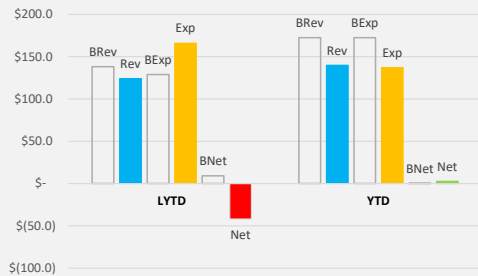
## Pub/Ed Council TOTAL



**NOTES:**

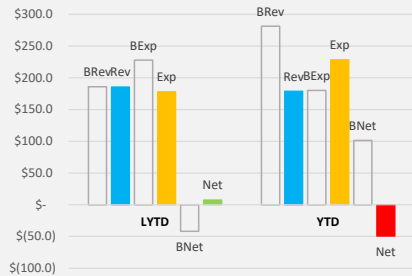
BRev = Budgeted revenue; Rev = Actual revenue; BExp = Budgeted expense before OH&BOD; Exp = Actual expense before OH&BOD; BNet = Budgeted net; Net = Actual net; LYTD = last fiscal year to date; YTD = current fiscal year to date; Diff = Difference between LYTD and YTD, either percentage or dollars. Data source = Financial statements (roll-ups for PEC, Certification, Handbook, Journal, Special Pubs, and Professional Development). Values = US\$ x1000.

### Certification



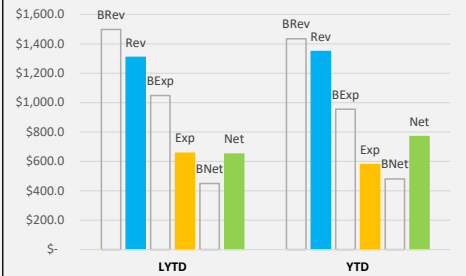
Item	LYTD	YTD	Diff v LY
BRev	\$ 138.1	\$ 172.5	25%
Rev	\$ 124.2	\$ 139.9	13%
BExp	\$ 128.9	\$ 172.4	34%
Exp	\$ 166.1	\$ 137.2	-17%
BNet	\$ 9.2	\$ 0.1	\$ (9.1)
Net	\$ (41.9)	\$ 2.7	\$ 44.6
Margin	-33.7%	1.9%	35.7%

### Handbook



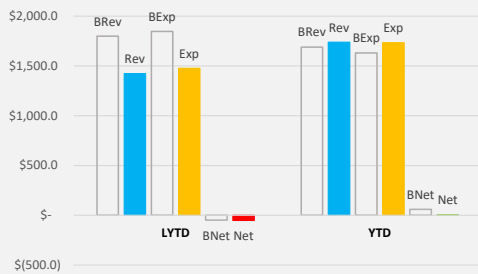
Item	LYTD	YTD	Diff v LY
BRev	\$ 185.8	\$ 281.4	51%
Rev	\$ 185.6	\$ 178.9	-4%
BExp	\$ 227.7	\$ 180.1	-21%
Exp	\$ 178.0	\$ 228.3	28%
BNet	\$ (41.9)	\$ 101.3	\$ 143.2
Net	\$ 7.6	\$ (49.4)	\$ (57.0)
Margin	4.1%	-27.6%	-31.7%

### Special Pubs



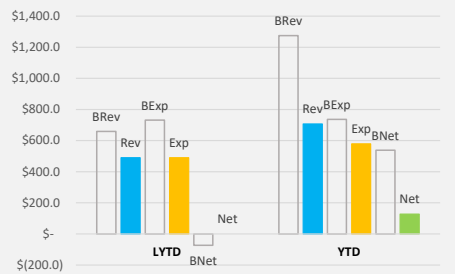
Item	LYTD	YTD	Diff v LY
BRev	\$ 1,498.1	\$ 1,434.8	-4%
Rev	\$ 1,308.9	\$ 1,348.0	3%
BExp	\$ 1,047.8	\$ 954.6	-9%
Exp	\$ 657.5	\$ 578.3	-12%
BNet	\$ 450.3	\$ 480.2	\$ 29.9
Net	\$ 651.4	\$ 769.7	\$ 118.3
Margin	49.8%	57.1%	7.3%

### AJ-HPB/Advertising



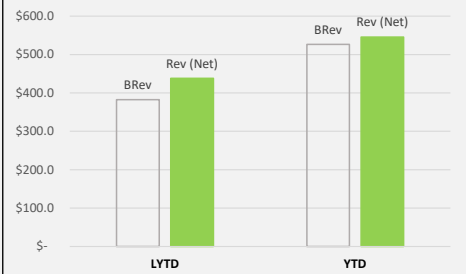
Item	LYTD	YTD	Diff v LY
BRev	\$ 1,798.2	\$ 1,689.6	-6%
Rev	\$ 1,423.6	\$ 1,737.8	22%
BExp	\$ 1,846.1	\$ 1,629.6	-12%
Exp	\$ 1,475.7	\$ 1,732.6	17%
BNet	\$ (47.9)	\$ 60.0	\$ 107.9
Net	\$ (52.1)	\$ 5.2	\$ 57.3
Margin	-3.7%	0.3%	4.0%

### ALI/eLearning



Item	LYTD	YTD	Diff v LY
BRev	\$ 658.9	\$ 1,274.9	93%
Rev	\$ 490.2	\$ 707.6	44%
BExp	\$ 731.4	\$ 736.5	1%
Exp	\$ 490.2	\$ 579.7	18%
BNet	\$ (72.5)	\$ 538.4	\$ 610.9
Net	\$ -	\$ 127.9	\$ 127.9
Margin	0.0%	18.1%	18.1%

### Royalties



Item	LYTD	YTD	Diff v LY
BRev	\$ 382.4	\$ 526.5	38%
Rev (Net)	\$ 437.9	\$ 545.5	25%

(No direct expenses, no margin; Rev = Net.)



## **ASHRAE Special Publications— Projects Published Since the 2021 ASHRAE Annual Conference**

### **June 2021**

- Datacom White Paper: Emergence and Expansion of Liquid Cooling in Mainstream Data Centers
- Standard 189.3-2021
- Standard 203-2018 (RA2021)
- WA State Custom Standard 100-2018

### **July 2021**

- Standard 153-2021
- Reopening Schools and Universities ETF Guidance, Turkish
- Standard 188-2021
- Guideline 36-2021

### **August 2021**

- Guideline 28-2021

### **September 2021**

- Standard 215-2018 (RA 2021)
- Guideline 11-2021

### **October 2021**

- Lucy's Engineering Adventure
- Guideline 41-2020, Spanish

### **November 2021**

- Building Our New Energy Future, Portuguese
- Standard 169-2021
- Standard 164.4-2021
- Standard 41.6-2021
- ASHRAE Position Document on Limiting Indoor Mold and Dampness in Buildings (revision)
- ETF doc: Guidance for Reopening Buildings (revised), Portuguese
- Transactions, Volume 127 Part 2
- IAQ 2020 Conference papers (Part 1)

### **December 2021**

- Standard 105-2021
- Standard 160-2021
- Principles of Heating, Ventilating, and Air Conditioning, 9th ed.
- Principles of Heating, Ventilating, and Air Conditioning, 9th ed. Solutions Manual
- Standard 90.1-2019, Chinese

### **January 2022**

- Standard 103-2022
- Guideline 16-2022



# Publications Committee

## Information for TC/TG/MTG Chairs

The following are ASHRAE publication types that fall under the scope of Publications Committee, with information on how to submit proposals or contact ASHRAE staff with questions:

Publication Type	How to Submit Proposals	ASHRAE Staff Contact
ASHRAE <i>Journal</i> articles (technical, for practicing engineers)	<a href="http://www.ashrae.org/technical-resources/ashrae-journal/submission-guidelines-for-ashrae-journal">www.ashrae.org/technical-resources/ashrae-journal/submission-guidelines-for-ashrae-journal</a>	ASHRAE <i>Journal</i> Managing Editor, Mary Kate McGowan, <a href="mailto:MMcGowan@ashrae.org">MMcGowan@ashrae.org</a>
Books	<b>Individual authors, authoring groups, and TC/TG/MTG volunteer efforts:</b> <a href="http://cms.ashrae.biz/forms/pubplan/index.php">http://cms.ashrae.biz/forms/pubplan/index.php</a> <b>TC/TG/MTG paid efforts:</b> Use the Publication Topic Acceptance Request template available at <a href="https://www.ashrae.org/technical-resources/research">https://www.ashrae.org/technical-resources/research</a>	Special Publications Editor, Cindy Michaels, <a href="mailto:cmichaels@ashrae.org">cmichaels@ashrae.org</a>
ASHRAE <i>Journal</i> Podcast topic or guest suggestions	Contact ASHRAE <i>Journal</i> Managing Editor, Mary Kate McGowan, <a href="mailto:MMcGowan@ashrae.org">MMcGowan@ashrae.org</a>	
Articles for <i>Insights</i> , <i>HVAC&amp;R Industry News</i> , and ASHRAE <i>Journal Newsletter</i>	Contact ASHRAE <i>Journal</i> Managing Editor, Mary Kate McGowan, <a href="mailto:MMcGowan@ashrae.org">MMcGowan@ashrae.org</a>	ASHRAE <i>Journal</i> Managing Editor, Mary Kate McGowan, <a href="mailto:MMcGowan@ashrae.org">MMcGowan@ashrae.org</a>
CDs/DVDs/Software/Online databases	<a href="http://cms.ashrae.biz/forms/pubplan/index.php">http://cms.ashrae.biz/forms/pubplan/index.php</a>	Special Publications Editor, Cindy Michaels, <a href="mailto:cmichaels@ashrae.org">cmichaels@ashrae.org</a>
Apps	<a href="https://xp20.ashrae.org/secure/special_pubs/app_propose/">https://xp20.ashrae.org/secure/special_pubs/app_propose/</a>	Special Publications Editor, Cindy Michaels, <a href="mailto:cmichaels@ashrae.org">cmichaels@ashrae.org</a>

Your Publications Committee TAC Section Liaison will establish contact with you via email. The Publications Committee Chair can be reached at [pubchair@ashrae.net](mailto:pubchair@ashrae.net).

***The Publications Committee can help your vision become a reality!***

## Tools to Assist You in Writing Content

- **ASHRAE Terminology** ([www.ashrae.org/ASHRAETerms](http://www.ashrae.org/ASHRAETerms))  
*Ensure consistency using this free online glossary of more than 3700 terms related to the built environment.*
- **ASHRAE Authoring Portal** (<https://authoring.ashrae.org/>)  
*Collaborate with coauthors using this secure platform for copyrighted intellectual property.*
- **ASHRAE Technology Portal** ([www.ashrae.org/technologyportal](http://www.ashrae.org/technologyportal))  
*Find published source material in downloadable PDF format.*
  - Current volumes of ASHRAE Handbook (free to members!)
  - ASHRAE Journal articles (free to members!)
  - ASHRAE Research Reports (free to members!)
  - ASHRAE Technical and Conference Papers (available by subscription)
  - ASHRAE Conference Seminars (available by subscription)
- **Authoring Tools** ([www.ashrae.org/technical-resources/authoring-tools](http://www.ashrae.org/technical-resources/authoring-tools))
  - Links for learning about writing for various ASHRAE Publications
  - Interactive Authors' Manual for Books and Papers
  - ASHRAE SI Guide for HVAC&R
- **Free Resources** ([www.ashrae.org/freeresources](http://www.ashrae.org/freeresources))  
*Obtain resources available freely to the public as well as resources available to Members only.*
- **Latest Publications** ([www.ashrae.org/bookstore](http://www.ashrae.org/bookstore))  
*Learn more about ASHRAE's most recent publications.*
- **Upcoming Publications** ([www.ashrae.org/technical-resources/bookstore/upcoming-ashrae-publications](http://www.ashrae.org/technical-resources/bookstore/upcoming-ashrae-publications))  
*See what publications are in the works at ASHRAE.*

## Attachment C

### Publications Committee Feedback for PEC MBO 1 from SY 2020-2021

In response to PEC MBO 1, “Create a Sales Business Plan for PEC by identifying 3 to 5 digital product strategies,” the Publications Committee submits the following suggestions.

Preliminary suggestions reported to the Products Subcommittee at the 2021 ASHRAE Annual Conference:

- Explore virtual reality for products
- Explore packaging together publications for college courses or for certification or other types of continuing education
- Create apps that go with our publications

Additional suggestions generated by the 2021-2022 Publications Committee subcommittee created to focus on this MBO:

- Produce video content such as the following:
  - Technology Award winner videos (possibly free the day of first airing and watchable for a small fee later)
  - Informational videos
  - Hands-on training videos (possibly sponsored)
  - Offering the videos in different languages (transcripts possibly a lower cost option)
  - Virtual technical tours of factories

## Attachment D

### Publications Committee Feedback for PEC MBO 2 from SY 2020-2021

In response to PEC MBO 2, “To develop a PEC Business Model that includes offering ASHRAE products and services to non-commercial entities,” the Publications Committee submits the following suggestions.

Preliminary suggestions reported to the Products Subcommittee at the 2021 ASHRAE Annual Conference:

- Work with Government Affairs Committee
- Work with the academic sphere (including universities)
- Encourage government agencies to share our content/offerings when educating others about certain topics
- Engage the chapters
- Guide customers to other related publications after they have downloaded the AEDGs for free (publications that will help them meet their goals)

Additional suggestions generated by the 2021-2022 Publications Committee subcommittee (2022) created to focus on this MBO:

- Work with Government Affairs Committee (GAC) to:
  - Provide a means for continuous feedback from GAC on the changing needs of the global communities’ policy makers, code officials, and ASHRAE members: are ASHRAE’s products what is needed, or what modifications, additions, or new products are needed?
  - Provide HVAC education in the public sector (for example, for facility managers).
  - Support codes and standards development for developing countries.
  - Offer subscriptions to government entities that use our standards and other publications.
- Develop a targeted non-technical summary of standards for government officials, building owners, etc. in order to promote standards and guidelines and other applicable publications.
- Target the educational sector with publications similar to certifications—work with universities to determine which documents and what price points.
- Work with the Epidemic Task Force to promote our publications.
- Produce carbon-related products developed by the Task Force for Building Decarbonization.

## Attachment E

### Publications Committee Feedback Regarding PEC Using ETF Information

In response to the cross-council request before the 2021 Annual Conference that committees suggest ways to capitalize on the valuable and timely information generated by the Epidemic Task Force (ETF) and Task Force for Building Decarbonization (TFBD) and how to incorporate their gathered data into PEC products and services, the Publications Committee submits the following suggestions.

Preliminary suggestions reported to the Products Subcommittee at the 2021 ASHRAE Annual Conference:

- Solicit content from TCs
- Produce design guides
- Publish *ASHRAE Journal* articles on the information
- Include the content in Handbook chapters

Additional suggestions generated by the 2021-2022 Publications Committee subcommittee created to focus on this task:

- Collect all ETF one-page guidance into a single PDF and post it on the ASHRAE website for free download.
- Make the longer ETF guidance PDFs separate downloads available for sale in the bookstore or keep them posted for free.
- Work with Alice Yates to promote ETF and TFBD publications and training to groups she's worked with before, such as General Services Administration (GSA) and NYSERDA.
- Promote and produce publications to assist governments making goals for decarbonization.

Additional suggestions shared with a member of Publications Committee by a member of the TFBD (which means these ideas are likely also being shared with other committees and councils):

- Develop a Carbon Audit Guidebook
- Embodied Carbon of Various Materials Metrics (possibly on a regional basis world-wide)
- Operational Carbon Metrics
- Carbon Definitions (for analysis, design and performance verification purposes)
- Optimization of Embodied versus Operational Carbon
- Carbon Analysis Tools for Designers
- Carbon Tools for Code Officials – Residential and Commercial Buildings (initially)
- Educational Carbon-based Tools Development & Outreach – Designers, Policy Makers and General Public
- Subscription Service for Government Officials and Policy Makers – Non-technical summaries developed by Standards Committees and Technical Committees/Task Groups of new ASHRAE Standards, Design Guides, technical publications, etc... Provide options for sought summaries to subscribers and the languages these summaries would be provided in.
- Provide a means for continuous feed-back from GAC (and its RVCs) on the changing needs of the global communities' policy makers, code officials and the ASHRAE members who are striving to meet the carbon-reduction challenges they are under—are ASHRAE's products what is needed or what modifications, additions or new products are needed?