



Shaping Tomorrow's
Built Environment Today

PUBLICATIONS COMMITTEE

Minutes

Conference Call

Tuesday, September 8, 2020

10:00 a.m. Eastern Time

- MEMBERS ATTENDING:** Hugh McMillan III, chair
Adeeba Mehboob, vice chair
Gerardo Alfonso
Vinay Ananthrathar
Abdel Darwich
J. Eduardo Donoso
Luca Stefanutti
Karen (Kay) Thrasher
Renison (Rennie) Tisdale, Jr.
Yew Wah (Raymond) Wong
Kelley Cramm, BOD ExO
- STAFF PRESENT:** Cindy Michaels, staff liaison, Editor of Special Publications
Sarah Foster, Editor of *ASHRAE Journal*
- VISITORS:** Don Beaty, member and past chair of TC 9.9



MOTIONS		
No.	Motion	Vote*
1	Approve the minutes of the Publications Committee conference call held on July 14, 2020, as is.	PASSED unanimously, CNV
2	To rebadge eSociety as Insights and send it monthly in the newsletter format instead of publishing a separate Insights as a digital flipbook alongside ASHRAE Journal every other month as is done now.	PASSED unanimously, CNV
3	To endorse TC 9.9's proposed display-optimized formatting for dissemination of digital information.	PASSED unanimously, CNV
4	To approve that the proposed book project Engineer and Contractor Led HVAC Projects move forward for publication by ASHRAE.	FAILED 2-6-1, CNV

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

ACTION ITEMS		
No.	Responsibility	Action Item
		[None]

1. Call to Order

Hugh McMillan III called the meeting to order at 10:00 a.m. Eastern Time and noted that a quorum was present.

2. July 14, 2020, Conference Call Minutes

It was moved and seconded to approve the minutes of the July 14, 2020, conference call (**MOTION #1**):

Motion:

Approve the minutes of the Publications Committee conference call held on July 14, 2020, as is.

MOTION #1 PASSED unanimously via voice vote (0 no votes, 0 abstentions, CNV).

3. Review of Action Items from the July 14, 2020, Conference Call

Hugh McMillan III reviewed the action items from the conference call held on July 14, 2020, noting that Action Item #1 had already been completed. Adeeba Mehboob stated that Action Item #2 would be completed before the November conference call.

4. Insights Proposal

Sarah Foster presented the proposal regarding *ASHRAE InSights* and *eSociety* from Mark Owen, Director of Publications and Education (**Attachment A**). Foster explained that after the decision was made to stop printing and mailing *Insights*, ASHRAE ended up with two e-newsletters that are essentially sharing the same



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information. She noted that *eSociety* has a good open rate and staff would easily be able to merge items between the newsletters to reduce repetition and that *Insights* would then be able to be a monthly newsletter again. There was no discussion from committee members. It was moved and seconded to accept the proposal **(MOTION #2):**

Motion:

To rebadge *eSociety* as *Insights* and send it monthly in the newsletter format instead of publishing a separate *Insights* as a digital flipbook alongside *ASHRAE Journal* every other month as is done now.

MOTION #2 PASSED unanimously via voice vote (0 no votes, 0 abstentions, CNV).

After the motion, Foster asked the committee's opinion of when this change should begin. Hugh McMillan III suggested that the change be made immediately; there were no comments or objections from any other committee members.

5. Proposed Technical Bulletin Format from TC 9.9

Don Beaty presented an overview of the typical scope for architects and engineers (the built environment) and the typical scope of TC 9.9, Mission Critical Facilities, Data Centers, Technology Spaces and Electronic Equipment (the digital environment). He noted that "the digital environment is directly supporting the response to covid" and stated that the TC has spent a lot of time and effort formatting their forthcoming technical bulletin (TB) specifically for the digital environment. He compared the Microsoft default font and the typical paper size in the United States (8.5x11 in.) with the display-optimized font and screen size (16x9 in.) and showed thumbnails of the TB (which is not include here to maintain confidentiality of this as yet unpublished content). He noted that the TC believes this TB format will become the de facto standard for digital environments just like the Thermal Guidelines book has become the global de facto standard for data centers. Beaty also noted that Mark Owen supports and is excited about this new format for digital presentation of information.

Raymond Wong asked if this format would be just for digital TBs and if the older books would retain their old formats. He noted it is important that people still have access to hard copies. Beaty responded that this format would be for TBs only, not print books. He explained that the TC had started publishing white papers when the European Union had started discussing data center standards because updating and publishing a revised Thermal Guidelines edition would not have been speedy enough. So the TBs are for speed to market with the added benefit that they have been optimized for digital viewing. He noted that as has been done with white paper content, within 6-18 months the white paper/TB information would be incorporated into a new edition of the relevant Datacom Series book.

Cindy Michaels noted that TC 9.9 white papers are posted on the official TC website, a webpage discussing all the Datacom Series books, and in the bookstore, where they can be downloaded for free as PDFs but also printed and shipped for a small fee. Michaels asked if this TB could be scaled down to print if users so desired. Beaty responded that the TB format is essentially legal landscape, so it could definitely be scaled down to fit. Wong queried if it will also be able to be scaled for other paper sizes, such as A4, and the answer is yes. Beaty added that this format is even reasonably viewable on smart phones. Gerardo Alfonso stated that for users this digital presentation format would be a better experience, easier to read.

There was some confusion amongst Publication Committee members about their role in this proposed project, as the TC 9.9 Datacom Series publications are not approved by this committee. Beaty explained that the idea was for the committee to get a sense of this format and its potential. Hugh McMillan III suggested the motion should be not to approve the publication (because the content had already been approved by TC 9.9), but to endorse the formatting for digital information dissemination. Then PEC can be made aware of this committee's endorsement. It was therefore moved and seconded that the proposed TB format be endorsed by the committee **(MOTION #3):**

Motion:

To endorse TC 9.9's proposed display-optimized formatting for dissemination of digital information.

MOTION #3 PASSED unanimously via voice vote (0 no votes, 0 abstentions, CNV).



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6. Engineering and Contractor-Led HVAC Projects Proposal

Before this meeting, Publications Committee members had been tasked with reading the submitted draft chapters of the proposed book *Engineer and Contractor Led HVAC Projects* (not included here to maintain confidentiality of the author's unpublished content). During the meeting, Eduardo Donoso noted that he is 100% in favor of publishing this publication because it is very needed. He noted it is one of the first books addressed to contractors specifically and that there are few books like this in the ASHRAE bookstore. Gerardo Alfonso seconded this claim and noted that he feels the book is understandable the way it is written.

Raymond Wong noted that he feels the publication's style is that it is an adjunct to the ASHRAE Handbooks, not a standalone publication, because it requires the reader to have prior knowledge of Handbook material instead of including all of the information in a single, complete, independent publication on the topic. Several other members noted confusion about the contents, topic, and presentation of information.

Abdel Darwich reminded the committee members that the committee had asked the author to write an article on the topic for *ASHRAE Journal* to see the response to the topic and that this was not done.

After some discussion, it was moved and seconded that the proposed book project be approved for publication **(MOTION #4)**:

Motion:

To approve that the proposed book project *Engineer and Contractor Led HVAC Projects* move forward for publication by ASHRAE.

MOTION #4 FAILED with a roll call vote (2 yea votes, 6 no votes, 1 abstention, CNV).

7. Adjournment

Hugh McMillan III reminded all committee members to read the *ASHRAE Journal* Technical Articles (Sarah Foster noted that the next survey would be sent very soon) and adjourned the meeting at 10:53 a.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



To: Publications Committee
From: Mark Owen, Director of Publications and Education
Date: 1 September 2020
Subject: Proposal for ASHRAE *Insights*

Because Publications Committee has oversight of *ASHRAE Journal* and *Insights* within its purview in the Rules of the Board (ROBs), the following proposal is submitted for the committee's review and approval:

Proposal

To rebadge eSociety as *Insights* and send it monthly in the newsletter format instead of publishing a separate *Insights* as a digital flipbook alongside *ASHRAE Journal* every other month as is done now.

Background

ASHRAE eSociety is a monthly newsletter that fills members needs for ASHRAE news at the society level including what's happening with standards, guidelines, ETF, publications, ASHRAE events, etc. It essentially is the same information that is in *Insights*; however, it is a more dynamic newsletter format that is published more frequently than *Insights*, which at present is published bimonthly (every other month).

The material in *Insights* is identical to eSociety except for Honors & Awards (twice a year), the board ballot (once a year) and financial statements (once a year). These can be combined into eSociety (renamed *Insights*). The amount of labor spent on *Insights* is about 150 hours a year. The clicks when we send out the email blast for *Insights* are not high (300 avg. for 2020 thus far).

This proposal includes keeping the advertising slots now available in eSociety for the rebadged *Insights*. Although it carries advertising, eSociety has typically not attracted much advertising other than what we offer our supplier webinar purchasers for promoting their webinars. The reduction in redundant editorial staff work will allow us to do more, new things for all our advertisers (topical newsletters, sponsored content, podcasts, etc.).

In summary, benefits of implementing this change include (1) improving *Insights* open rates and circulation (see eSociety statistics in table below) (2) reducing email traffic into members' inboxes, and (3) eliminating redundant content and work to assemble both eSociety and *Insights* separately. There would be no reduction in member benefit content, just a change in format and consolidation into the recognized *Insights* brand.

Fiscal Impact: Estimated \$8,000 savings per year in redundant labor cost redirected to other revenue-producing activities.

eSociety

Date	Received	Tracked Opens	Unique Opens	Total Open Rate	Unique Open Rate
January 15, 2020	80,012	34,757	20,500	43%	26%
February 19, 2020	80,947	24,261	14,527	30%	18%
March 12, 2020	81,282	40,515	22,204	50%	27%
April 15, 2020	81,867	42,828	22,505	52%	27%
May 20, 2020	81,997	42,933	20,869	52%	25%
June 17, 2020	82,187	36,190	17,609	44%	21%
Average	81,382	36,914	19,702	45%	24%

MSO 1 September 2020