



Shaping Tomorrow's  
Built Environment Today

# PUBLICATIONS COMMITTEE

## Minutes

Conference Call

Thursday, July 22, 2021

10:00 a.m. to 11:00 a.m. EST

GoToMeeting

**MEMBERS ATTENDING:** Adeeba Mehboob, chair  
Gerardo Alfonso, vice chair  
Atilla Biyikoglu  
Robert P Hoadley  
Javier C Korenko  
George Pantelidis  
Karen (Kay) Thrasher  
Megan Tosh  
Kelley Cramm, BOD Ex-O  
Don Brandt, CO and PEC chair

**GUESTS:** Dunstan McCauley, PEC vice chair

**STAFF PRESENT:** Mary Bolton, Assistant Editor of Special Publications  
Sarah Foster, Editor of *ASHRAE Journal*



## 1. Call to Order

Adeeba Mehboob called the meeting to order at 10:00 a.m. Eastern Daylight Time.

## 2. ASHRAE Code of Ethics Commitment

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>)

## 3. Review of 2021-22 MBOs

Adeeba Mehboob went through the MBOs, asked for input, and assigned members to each MBO.

MBO Submission to Products							
Year	21-22						
Council:	Publishing and Education	Chair:	Adeeba Mehboob				
Committee:	Publications	Vice Chair:	Gerardo Alfonso				
MBO #	Description	Metric	Initiative #	Goal #	Completion Date	Financial Assist Req'd?	Proposed Members for Sub Committees
		(how do we determine success?)	(can be more than 1)	(can be more than 1)			
example	Explore frequent use of digital live trainings for Grassroots, which will provide quick feedback and help from Grassroots.	Max 3-5 best practices	3 & 4	1b, 2a,b,c 3a,b	11/30/2020	No	
1	Identify and initiate a pilot Applications guide	Based on member survey results have Meetings with Handbook Committee, TEC, TCs. Contact and Identify Potential Authors. Initiate pilot guide.	3 & 4	1a, 1b, 3a	30-Jun-22	Maybe	Adeeba, Rob, Megan,
2	Recommend to PEC at least two Digital Product Strategies, in response to PEC MBO 1 (2020-21)	Investigate and identify the business case of ASHRAE Apps, Report to Products Subcommittee	3 & 4	1a, 1b, 2c,	Jan 22	No	Kay, Abdel, Javier,
3	Recommend to PEC at least one ASHRAE Product or Service targeted to noncommercial entities, in response to PEC MBO 2 (2020-21)	Investigate and identify the business case of ASHRAE Apps, Report to Products Subcommittee	3 & 4	1a, 1b, 3a, 3c	Jan 22	No	Kay, Abdel, Rob,



4	Develop Publications Performance Metrics for the Publications Committee	PubC Dashboard, Information database	3	1b, 3b	Jan 22	No	Adeeba, Kay, Rob, Cameron,
5	Support Journal Editor in reviewing and enhancing the quality of the ASHRAE Journal	Provide Feedback and Recommendations for topics for Technical Feature Articles, review editorial calendar, Solicit journal articles from international authors, coordinate with CTTC	4	1a, 1b, 2a, 2c, 3c	22-Jan	No	Megan, Vinay, Gerardo
6	Support Editor in reviewing and enhancing the quality of the ASHRAE newsletter	Provide Feedback and Recommendations for Newsletter content and editorial quality	4	1a, 1b, 2a, 2b, 2c, 3c	22-Jan	No	Vinay, Megan, Abdel
7	Suggest at least two ideas on how ASHRAE can incorporate data gathered as part of the ETF or the Decarbonization TF into PEC products and services.	Report to Products Subcommittee	3 & 4	1a, 1b, 2b, 3c	22-Jan	No	Vinay, Cameron, Luca
8	Identify all unprofitable/unused publications and formulate an action plan.	database and Identification of publications, proposed action plan. Report to Products Subcommittee. Propose stagewise review, targeting books first likely instead of standards or transactions.	3	3a,	30-Jun-22	No	Atilla, Javier, Gerardo, Luca, George,
9	Increase International Outreach of ASHRAE Publications	Identify potential ASHRAE Publications of interest to International markets, engage regions and local chapters in awareness and marketing,	4	1a, 1b, 2a, 2b, 3a, 3b, 3c	30-Jun-22	No	Atilla, Javier, Gerardo, Luca, George,

Don Brandt commented that it is important that the Application Guide (MBO 1) is in I-P and SI.

As an aside, Don Brandt also relayed that there an author brought up a concern about the disclaimer that appears on COVID-19 articles published in ASHRAE Journal. That disclaimer is used at the request of the Epidemic Task Force and Brandt said there may be more discussion about it.

#### 4. TC Section Liaison Assignments

Adeeba Mehboob presented her TC Section Liaison Assignments and asked for input.

Technical Activities Committee (TAC) Section liaisons:

- Section 1                      Thrasher
- Section 2                      Labunski
- Section 3                      Pantelidis
- Section 4                      Darwich
- Section 5                      Stefanutti
- Section 6                      Mehboob



Shaping Tomorrow's  
Built Environment Today

Section 7	Biyikoglu
Section 8	Ananthachar
Section 9	Alfonso
Section 10	Korenko
MTGs and Special Projects	Michaels

## **5. Adjournment**

Adeeba Mehboob adjourned the meeting at 10:47 a.m. EDT.

Respectfully submitted,  
Sarah Foster  
ASHRAE Journal Editor