

PUBLICATIONS COMMITTEE

Minutes

Conference Call

Tuesday, April 28, 2020

1:00 p.m.

MEMBERS ATTENDING: Chee Sheng Ow, chair
Hugh McMillan III, vice chair
J. Eduardo Donoso
Adeeba Mehboob
Vikram Murthy
Renison (Rennie) Tisdale, Jr.
Karen (Kay) Thrasher
Yew Wah (Raymond) Wong

STAFF PRESENT: Cindy Michaels, staff liaison, Editor of Special Publications
Sarah Foster, Editor of *ASHRAE Journal*

MOTIONS		
No.	Motion	Vote*
1	To accept the method of scoring multipart <i>ASHRAE Journal</i> articles as proposed in Appendix A and incorporate it into the Survey Monkey survey for committee members' scoring of the articles every month.	PASSED via voice vote
2	To approve that that the proposed children's book <i>Lucy's Work Day Adventure</i> move forward to the Director of Publications and Education for publication.	PASSED via voice vote

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

ACTION ITEMS		
No.	Responsibility	Action Item
1.	Cindy Michaels	Share Raymond Wong's comments and suggestions about YEA's ideas for a series HVAC-related books for children with the Director of Publications and Education.
2.	Cindy Michaels	Investigate with other staff members how to share information with chapter leadership so that they can promote ASHRAE publications to their members.

1. Call to Order

Chee Ow called the meeting to order at 1:01 p.m. and noted that a quorum was present.

2. ASHRAE Code of Ethics Commitment

Chee Ow noted the following excerpt from the ASHRAE Code of Ethics and encouraged members to read the full code:

In this and all other ASHRAE meetings, we will act with honesty, fairness, courtesy, competence, integrity and respect for others, and we shall avoid all real or perceived conflicts of interests. (See full Code of Ethics: <https://www.ashrae.org/about-ashrae/ashrae-code-of-ethics>.)

3. Scoring of Multipart *ASHRAE Journal* Articles

At the Publications Committee meeting during the 2019 ASHRAE Annual Conference in Kansas City, Adeeba Mehboob had been assigned the action item to "determine a proposal for handling scoring and judging for multi-part *ASHRAE Journal* articles." Mehboob's proposal (**Attachment A**) was presented to the committee and discussed. The main goal of the proposed scoring, said Mehboob, is to allow each single part of a multipart article set to be judged on its own and then allow an extra criterion for judging the parts as a whole.

After Mehboob's explanation and some discussion, it was moved and seconded that the proposed method be accepted and incorporated into the Survey Monkey survey (**MOTION #1**):

Editor's note, 2/8/22: Attachment B has been removed from publicly available minutes file due to potentially sensitive information and is now only available to committee members via Basecamp.

Motion:

To accept the method of scoring multipart *ASHRAE Journal* articles as proposed in Appendix A and incorporate it into the Survey Monkey survey for committee members' scoring of the articles every month.

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

4. Lucy's Work Day Adventure

At the Publications Committee meeting during the 2019 ASHRAE Annual Conference in Kansas City, a motion had been passed to approve that Danielle Passaglia gather information about how much it would cost to illustrate the text for the proposed children's book *Lucy's Work Day Adventure* and share that information with Publications Committee members before they vote whether to approve proceeding with publication of the proposed book. Before this conference call, committee members had been supplied and were encouraged to review the information that Passaglia had supplied in response (**Attachment B**).

After Cindy Michaels briefly recapped the history of the discussion about this project (previous discussion is also included as part of **Attachment B**), there was some discussion about Publications Committee's role in approving projects. Vikram Murthy stated that he believes the committee doesn't ever recommend funding for the various projects, and Chee Ow agreed.

Raymond Wong stated that he believes the concept is good but that instead of just focusing on this one book Publications Committee should ask YEA to further develop their idea for an entire series of children's books (the topics, the number of books, the target age groups for the different topics, etc.). He also noted that often in a series the characters are consistent across the series and suggested that YEA should see if the illustrators will provide revised quotes for multiple books. Ow noted that discussions of series are likely up to the director, but that all of Wong's comments would be passed along to the director (**ACTION ITEM #1**).

After the discussion, it was moved and seconded to support that the project move forward (**MOTION #2**):

Motion:

To approve that that the proposed children's book *Lucy's Work Day Adventure* move forward to the Director of Publications and Education for publication.

MOTION #2 PASSED with a voice vote (no no votes, no abstentions, CNV).

5. Chapter Notes Newsletter

After Cindy Michaels supplied a brief recap of the issue raised by Kay Thrasher that Publications Committee should discuss ways to push out information to the chapters to help them obtain PAOE points for promoting ASHRAE publications (**Attachment C**), there followed some discussion about what is needed. Thrasher noted that she believes the information on publications should be made ready and easily accessible so that if a chapter wants the information they can obtain it. She also stressed that chapters need to be made aware of how to obtain the info if they want it.

Cindy Michaels noted that after Thrasher's first email making Michaels aware of this issue, an info sheet with information about chapter bulk discounts was created and posted to the ASHRAE website on the chapters and CTTC pages (see last page of **Attachment C**). Michaels also noted that when Thrasher brought up this issue Michaels found out about a monthly Chapter Notes newsletter that goes to the chapter leadership, and now Michaels provides information on new publications that is included in this newsletter each month. Adeeba Mehboob suggested that perhaps the promotional emails that Marketing sends out also be sent to chapter leadership (in addition to their target audience) as a way for the chapters to obtain the information that can be used to promote publications.

Thrasher stressed that the Society sends a lot of emails and that for some members their local chapter emails might be the messages they pay the most attention to—therefore we could reach more people if the chapters promoted new publications in their newsletters. She suggested that perhaps the chapters be made aware that

they can obtain from Chapter Notes the information on publications that can be included in their chapter-sent newsletters. Michaels was assigned an action item to address this **(ACTION ITEM #2)**.

6. Adjournment

Che Ow adjourned the meeting at 1:39 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

From: Adeeba Mehbob
To: Hugh Mcmillan; CheeSheng Ow; Michaels, Cindy; Scott, Jay
Subject: Proposal for Scoring of Multipart articles
Date: Tuesday, March 10, 2020 12:33:57 PM
Attachments: Screen_Shot_2020-03-10 at 9.13.19 PM.png

Hi Chee, Hugh, Cindy and Jay

Sorry I should've shared this earlier. Below is my proposal for multi part articles to be scored and evaluated:

1. Multi part articles should be viewed as one single article for it to be awarded.
2. Each part article will however be reviewed independantly during the monthly evaluation.
3. Keep the scoring criteria the same for each part article as is currently used for evaluation.
4. Add one criteria at the end of the last multipart article : "This article with all its parts is effective and worthwhile?"
5. The scores of each of the part articles shall be averaged to establish the scores of the criteria for the complete article, except for the last criterion "The completeness of the article (references, equations, etc.), is sufficient and appropriate for the topic covered." This score after being averaged will be averaged further by the multipart criterion in point "4" above to establish the final score.

Example:

	Weightage	Input Score 1-5			Total Weighted Score			Average			
		Single Article	MultiPart Article 1	MultiPart Article 2	MultiPart Article 3	Single Article	MultiPart Article 1			MultiPart Article 2	MultiPart Article 3
a. The technical content of the article is at the level of the subject matter.	1	5	5	2	4	5	5	2	4	3.67	
b. The article is easy to read.	1.5	3	3	3	4	4.5	4.5	4.5	6	5	
c. The graphics, charts, and tables enhance the understanding of the article.	1.5	4	4	2	5	6	6	3	7.5	5.5	
d. The article length is appropriate for the subject matter discussed.	1	4	4	3	4	4	4	3	4	3.67	
e. The topic is of importance to a broad audience of ASHRAE members.	1	2	2	4	3	2	2	4	3	3	
f. The completeness of the article (references, equations, etc.), is sufficient and appropriate for the topic covered.	2	4	4	1	5	8	8	2	10	6.67	
g. This article with all its parts is effective and worthwhile?	2				5				10		8.33
						29.5	29.5	18.5	34.5	27.50	29.17

The Multipart article final score is 29.17, higher than the average of the three part articles after factoring in the effectiveness of the multipart article.

We can either discuss this separately first before we raise this to the committee in todays call or I can share and explain this on todays call too.

Jay, I tried to work this out without doing too much to the survey monkey form except add a question at the end for the multipart article. We will however have to run a separate backend calculation for the score of these articles as shown above. Let me know if that works.

Thank you all

Adeeba

As discussed on the April 14 conference call, the proposal is that multipart articles are evaluated like single articles except for the last part of a multipart article there is an extra question to evaluate the set as a whole (because part 1 you might like very much but part 2 you might rate lower, but then with part 3 you might feel they tied it all together very well, so your opinion of the set of articles may be different from your opinion of the individual articles.

From: [Kay Thrasher](#)
To: [Michaels, Cindy](#)
Subject: RE: Chapter newsletter info
Date: Monday, February 24, 2020 2:53:29 PM
Attachments: [image001.png](#)
[image002.png](#)

Cindy,

Thanks for checking – no wonder it’s hard to get PAOE points! I don’t think I regularly get the Chapter Notes newsletter, but have seen it in the past.

Here’s the line item under Communications that I’m looking for info to run: [CC13 For chapter promotion of ASHRAE products \(APPS, ALI, webinars, Books, Meetings, etc.\) chapter website or newsletter \(using ASHRAE staff produced materials\) \(10 points per newsletter/communication\)](#)

There’s also a section under CTTC that gives points for the chapter publishing info on certifications: [CT8 For advertising of ASHRAE Certifications \(e.g. Chapter Newsletter, Chapter Website, AIA Newsletter, etc.\)](#)

Maybe we need to put this on the agenda for the next conference call to see how we can push out information to the chapters for their use?

Thanks,

[Kay Thrasher](#)
Townsend Engineering, Inc.
PO Box 23526
Chattanooga, TN 37422
p. 423.855.1184
c. 423.280.9815

From: Michaels, Cindy <CMichaels@ashrae.org>
Sent: Monday, February 24, 2020 1:29 PM
To: Kay Thrasher <kay@townsend-engineering.com>
Subject: RE: Chapter newsletter info

Hey, Kay.

I had to ask someone about this, because I wasn’t sure if I was allowed to send out information or if there was a more formal route to share information with chapters – I thought I’d heard of a newsletter, and it turns out, there is one! You may already know about it: it’s called Chapter Notes (used to be Keynotes). Are you getting this email/newsletter?

I was given August as an example (attached), but unfortunately from that email it looks like there’s not any information on publications... I don’t even see any information on certifications or courses –

but maybe those have been included in other emails? I'm not sure if the PAOE stuff requires promoting books specifically or if it also counts to promote certifications and courses, but either way that's all from the Publications and Education Department, so I was given a contact in Marketing and I'll find out if Chapter Notes ever includes things from PubEd, and if not, I'll get things moving in that direction.

Whatever is included in that email/newsletter is what can be used in individual chapter emails/newsletters, from what I've been told.

Cindy

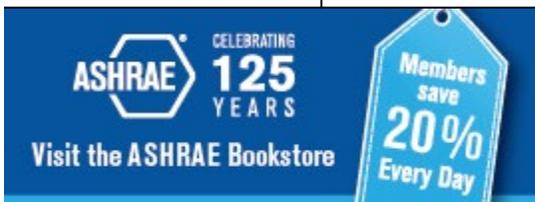


ashrae.org

Cindy Michaels
Editor, Special Publications

1791 Tullie Circle NE
Atlanta, GA 30329
Tel: 678-539-1131
CMichaels@ashrae.org

ashrae.org/365



From: Kay Thrasher <kay@townsend-engineering.com>

Sent: Monday, February 24, 2020 8:49 AM

To: Michaels, Cindy <CMichaels@ashrae.org>

Subject: Chapter newsletter info

Cindy,

I'm going through our chapter's PAOE and one of the categories is promoting ASHRAE products in chapter newsletters using ASHRAE staff produced materials. Do you have anything I could put in our next newsletter? I'm thinking a paragraph on a new publication?

Thanks!

Kay Thrasher
Townsend Engineering, Inc.
PO Box 23526
Chattanooga, TN 37422
p. 423.855.1184
c. 423.280.9815

Chapter Notes is a monthly newsletter providing volunteer-related information and relevant content to assist Chapters & Regions in promoting Society programs. By default the newsletter is sent to the following:

- Board of Directors
- DRCs
- MP RVCs
- Regional Communication Chairs
- Region Newsletter Editors and Webmasters
- Chapter Presidents
- Vice Presidents
- President-elects
- Chapter MP Chair & Co-Chairs
- Chapter Communication Chairs
- Chapter Newsletter Editors
- Webmasters

Anyone who would like to subscribe to the Chapter Notes newsletter can do so by emailing marketing@ashrae.org.

Chapter Bulk Purchase 50% Discount

- Chapters may order a minimum of 10 copies of any single ASHRAE publication for a discount of 50% off ASHRAE's list price of the publication by contacting Inventory and Subscriptions Manager Kimberly Gates at kgates@ashrae.org
- ASHRAE will email an invoice to the chapter showing the total after the discount plus shipping costs
- Chapters may resell or otherwise distribute copies they purchase at any price they determine
- Chapters can return unsold copies of the books to ASHRAE Publishing Services, attn: Tracee Dowdell, as long as they are in resaleable condition and a revised invoice will be sent to the chapter

Having copies of ASHRAE publications on hand is useful for:

- ASHRAE Distinguished Lecturer visits
- Presentations on specific topics by local experts
- Technical tours
- Panel programs or forums
- Membership Promotion events
- YEA and/or Student events
- Chapter seminars

Publications has asked Chapters to have this PDF posted under "Chapter Supplies" at

<https://www.ashrae.org/communities/chapters/chapter-resources>