



Shaping Tomorrow's
Built Environment Today

PUBLICATIONS COMMITTEE

Minutes

Conference Call

Thursday, March 16, 2023

11:00 a.m. to 12:00 noon EDT

Webex

MEMBERS ATTENDING: Gerardo Alfonso, chair
Vinay Ananthachar, vice chair
Atilla Biyikoglu
Jennifer Isenbeck
Steve Kavanaugh
Javier Korenko
Cameron Labunski
George Pantelidis
Karen (Kay) Thrasher
Megan Tosh
Blake Ellis, BOD ExO
Dunstan Macauley, CO

STAFF PRESENT: Cindy Michaels, staff liaison, Editor of Special Publications
John Falcioni, Editor of *ASHRAE Journal*
Kelly Barraza, Managing Editor of *ASHRAE Journal*



MAJOR MOTIONS		
No.	Motion	Vote*
1	To approve the minutes of the Publications Committee meeting held during the 2023 ASHRAE Winter Conference in Atlanta, Georgia.	PASSED via voice vote, 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 and Pronouncement of Quorum

Gerardo Alfonso called the meeting to order at 11:10 a.m. Eastern Daylight Time and noted that a quorum was present.

2. ASHRAE Code of Ethics Commitment

Gerardo Alfonso 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 and Approval of the Agenda

It was moved and seconded that the agenda for this conference call be adopted as is.

4. Approval of Past Meeting Minutes

It was moved and seconded to approve the minutes of the 2023 ASHRAE Winter Conference committee meeting (**MOTION #1**):

Motion:

To approve the minutes of the Publications Committee meeting held during the 2023 ASHRAE Winter Conference in Atlanta, Georgia.

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



5. PEC MBOs

Cindy Michaels shared the 2022-2023 PEC MBOs ([available on Basecamp](#)), and Gerardo Alfonso shared the following feedback received via email from the committee's BOD ExO, Blake Ellis:

- MBO 1 is a continuation from last year. This is to be completed jointly with the Training and Education committee. I strongly suggest a small group from Publications meet with the Training and Education committee to work on this MBO. Jim Vallort is the chair of TEC.
- MBO 2 is fully assigned to Publications. I strongly recommend a small group in the committee work on this MBO.
- MBO 3 was determined to be complete. Publications does NOT need to work on it.
- MBO 4 was discussed in our committee meeting. The committee will need to identify five high grossing publications to recommend for translation.

During the discussion on PEC MBO #1, Jennifer Isenbeck stated that she felt the instruction was kind of vague and asked if there is a working group of Publications Committee and TEC members determining the parameters and whether there was a defined path for this MBO. Dunstan Macauley, the committee's Coordinating Officer and the current Publishing and Education Council chair, clarified that the committees do not *have* to work together and that they were assigned to the MBOs so that they could determine the products in their own purview that might be moved to a digital platform. Michaels noted that the following were submitted to PEC at the Atlanta meeting and asked if they would satisfy this MBO or if PEC was expecting more digital products in addition to these:

- The *ASHRAE Journal* staff is working on an online version of *ASHRAE Journal* which would be more dynamic than the digital copy of the Journal currently available.
- ASHRAE Special Publications has been approached by TC 9.9 with a proposal about converting the content of the 14 Datacom Series books into an online wiki-type subscription product.
- ASHRAE Special Publications has approached the developer of the Psychrometric Analysis CD about producing the product as an online product.

Macauley agreed that these could satisfy the MBO but directed the committee to consider this work of moving ASHRAE products to digital platforms as ongoing. He also urged the members to be cognizant of demand, cost, and return on investment when considering products for digital platforms.

There was no discussion on PEC MBO #2 because George Pantelidis, who had agreed in Atlanta to get in touch with GAC about this, had not yet joined the call due to another conference call.

During the discussion on PEC MBO #4, Michaels noted that in Atlanta the committee had stated that in order to complete this MBO they needed data on the top 10 high-grossing ASHRAE publications. Michaels informed the committee that this information is available for them to review, and Alfonso stated that this would be covered with the Publications Committee MBO on translations.

Macauley shared with the committee that during one of ASHRAE President Farooq Mehboob's roundtables in Atlanta, the use of AI in ASHRAE came up, and it's been considered for helping with translations, among other things. He says this matter is still being discussed but he did want the committee to be aware the discussions were happening.

6. Publications Committee MBOs

Cindy Michaels shared the Publications Committee 2022-2023 MBOs ([available on Basecamp](#)) and Gerardo Alfonso asked the leads of the MBO subcommittees to report on the progress of each MBO. For several MBOs there was no update available but the leads stated that the subcommittees would meet before the next committee meeting.



For MBO #2, Jennifer Isenbeck noted that the subcommittee had met and discussed that this document could be a best-practices list of do's and don't's that could be shared with chapters and regions and could potentially even be translated. She stated that she will work up a draft and share it with the committee. She also noted that the guidelines on videos posted on the Communications Committee website had not yet been updated, and that those guidelines would be important for this best-practices document.

For MBO #3, Isenbeck said that there is also some content from the Communications Committee and CTTC that might be incorporated into such a policy. She asked whether the policy would reside in the Rules of the Board and asked if the path for the policy's approval would therefore be Publications Committee, Society Rules Committee, then Board of Directors; Dunstan Macauley verified that would be the path, though he suggested Members Council also be involved.

For MBOs #8 and #9, Michaels noted that she has the data on unprofitable publications and international sales that the committee asked for. Alfonso directed her to share this information with the MBO subcommittees.

For MBOs #10 and #11, Kay Thrasher and George Pantelidis noted they are still on hold until the video guidance posted by Communications Committee is updated. Thrasher asked for additional guidance regarding the scope of MBO #10, such as the criteria and the categories of award, etc. Pantelidis noted that MBO #11 has similar issues. Alfonso therefore stated that he and Vinay Ananthachar would discuss this in more detail and provide additional information to the subcommittee.

7. Old Business

7.1. Response from Mark Owen Regarding Apps

Cindy Michaels informed the committee that she had shared with the Director of Publications and Education, Mark Owen, the committee members' suggestion from the Atlanta meeting that ASHRAE reach out to the developers of the currently available Apple apps to find out if these apps can also be made available for Android. Michaels read Owen's response: "This question has come up many times. The answer from Stephen Roth and others is that it's hard to develop for Android because there are so many different types of devices, and each can 'break' an app's function or degrade it. From our standpoint, it's expensive and outcomes are iffy. We had to withdraw the Android Psychrometric app because it got a few unflattering reviews early on and was therefore low rated."

Cameron Labunski said this is tough to hear because the majority of the world uses Android devices, so we're cutting ourselves off from most of the possible users. He noted that having apps only available for Apple devices is especially bad if we are trying to have a more global reach. Jennifer Isenbeck stated she echoes Labunski's comments, and Javier Korenko added that he just looked up the statistics and discovered that Android claims around 70% of the market share, with Apple holding only about 20%. Michaels agreed to share all of this feedback with Owen.

8. New Business

8.1. Update on TFBD

Cindy Michaels noted that she was told to share with the committee an update from the TFBD ([available on Basecamp](#)) but was unclear about how much she should read to everyone, especially considering that the allotted meeting time was nearly over. She asked Blake Ellis, who is involved with the TFBD, to provide additional context. He stated that the task force has decided to update the committees on a quarterly basis for those interested. The quarterly update will also be posted on the TFBD webpage. Michaels stated that she would share the full presentation with committee members via email or Basecamp.



8.2. Suggested Committee Document Cleanup

Cindy Michaels recommended that the committee review the Reference Manual to make sure that it always refers to "Feature Technical Articles" in the Journal Paper Award portions and add language to clarify that the new article type, "Feature Article," is not eligible for the Journal Paper Award. Gerardo Alfonso stated the committee should review the entire Reference Manual at the next conference call; Michaels agreed to put this task on the agenda for that all.

Michaels also suggested that the TC Chairs' Handout be changed to list Kaitlyn Baich as the *Insights* contact, assuming Kelly Barraza verified that that information is accurate; Barraza did, so Michaels stated she would update the TC Chairs' Handout for the committee to review on the next conference call.

8.3. Additional Committee Meeting

Gerardo Alfonso noted that the committee's BOD ExO, Blake Ellis, had recommended an additional committee meeting to make sure the MBOs were handled before the 2023 Annual Conference in Tampa. The committee agreed to meet on April 13, 2023, at 11:00 a.m. EDT. Cindy Michaels agreed to set up the call and send the meeting invitations.

9. Adjournment

Gerardo Alfonso adjourned the meeting at 12:02 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