



Publishing and Education Council (PEC)

Tuesday February 7, 2023

Omni CNN Center, Atlanta GA

Voting Members

Name	Position	Guests
Dunstan Macauley	Chair	Tim Kline
George W Austin	Vice Chair	Heather
Dru Crawley	Director	Kennedy
Blake Ellis	Director	Cindy Michaels
Arthur Giesler	Director	Karen Murray
Chris Gray	Director	Michael Patton
Mark Tome	Director	
Suzanne LeViseur	Past Certification	
Cynthia Callaway	Past Handbook	
Jason Alphonso	Past TEC	
Mark Fly	Past Publications	

Non-voting Members

Kimberly Cowman	Certification Chair
Nicholas Armstrong	Certification Vice Chair
David Fisher	Handbook Chair
Harris Sheinman	Handbook Vice Chair
Nissun Feiner	Historical Chair
Robert Thomas Pollard	Historical Vice Chair
Gerardo Alfonso	Publications Chair
Vinay Ananthachar	Publications Vice Chair
James Vallort	TEC Chair
Theresa R Schroeder	TEC Vice Chair-Operations
Jesse Fisher	TEC Vice Chair-Planning
Mark Owen	Staff PEC Liaison

Additional Distribution:

Jeff Littleton, Executive Vice President, Candace DeVaughn,
ASHRAE Staff Directors, Publications & Education Managers

Motions
February 7, 2023

#	Page	Motion
1	4	Approved the minutes as distributed for the June 28, 2022 Toronto, Canada Meeting.

Approved unanimously CNV

2	9	Include as a member benefit option the choice of a Certification Study Guide.
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Background: The current member benefit option for an eLearning course seems to have encouraged more course subscription purchases, and the goal would be to do the same for certification applications. The Study Guides' member price is \$56 each. Certification applications and recertification fees are \$395 and \$195 each, respectively. (The motion passed by unanimous voice vote (CNV) in the Fiscal Subcommittee.)

Approved unanimously CNV

Action Items
February 7, 2023

#	Responsible	Page	Action Item
1	Staff	4	Post approved minutes on the PEC page of the ASHRAE website and the PEC Basecamp.

Complete.

2	Staff	10	Post PEC monthly Dashboards to Basecamp for council members to compare.
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Complete.

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1. Call to Order

Mr. Macauley called the meeting to order at 7:59 a.m.

2. ASHRAE Code of Ethics Commitment

Mr. Macauley reviewed the ASHRAE Code of Ethics with the council.

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. Self-introductions

Members and guests introduced themselves.

Subcommittee and Committee Rosters have been posted to the PEC Basecamp account for review.

4. Review of Agenda

Mr. Macauley reviewed the agenda with the council for any additions.

5. Previous Meeting Minutes Review for Approval

The Draft Minutes have been posted to the PEC Basecamp account for review.

It was moved and seconded:

(1) **Approve the draft minutes as distributed for the June 28, 2022 Toronto, Canada Meeting.**

MOTION (1) Approved unanimously CNV

An action was assigned to staff to post the approved minutes on the PEC page of the ASHRAE website and the PEC Basecamp website. **(ACTION ITEM 1)**

6. Review of Motions Meeting of June 28, 2022 - Toronto

Mr. Owen reviewed motions with council members motions from the previous meeting.

No. Motion

1 Approved the PEC minutes of February 1, 2022, Las Vegas Winter Meeting.

Approved 10-0-0, CNV

- 2 Approved ASHRAE partner with IEEE by signing onto the Collaboration Agreement for the Development of the Engineering and Technology History Network Website.

Background: See IEEE Collaboration Agreement document (Attachment A of the Fiscal Subcommittee Report). It is strongly recommended that this agreement remain as is, as it has already been vetted and agreed upon by all ten (10) current members of the Collaboration.

Fiscal Impact: \$3000 annual partnership dues. ASHRAE Staff time will be very minimal, as the partnership includes the use of IEEE History Center staff resources, as well as use of ASHRAE membership volunteers to assist with selecting articles to submit and materials to be digitized.

(Historical Committee approved 4-0-0 CV) (Fiscal Subcommittee approved 7-0-0, CNV)

Approved 10-0-0, CNV

- 3 Approved the following addition to the Handbook Committee (HBC) Manual of Procedures (MOP): 3.3.2(g) The liaison sends the final TC-approved draft, completed checklist, and supporting materials to the Editor. The Chapter Approval Checklist must be submitted for both Chapters with revisions and those with no changes.

Background: This addition to the MOP ensures that the relevant Technical Committee (TCs) understand that they are required to submit the Chapter Approval Checklist regardless of edits or revision status. This will improve the accuracy of the Volumes and aid in staff efficiency.

(HBC Approved 13-0-0-CNV) (Products Subcommittee Approved 5-0-0 CNV)

Fiscal impact: None

Approved 10-0-0, CNV

- 4 That PEC **not** approve the following referred Motion from Region VII Fall 2021 CRC, Memphis Chapter – Motion 6A (11/4/2021): That Regional Historians be added to the Society Historical Committee as full voting members with all rights, and privileges, and responsibilities pertaining thereto.

Background: Currently, the Regional Historians are allowed and encouraged to attend the Historical Committee meetings as guests. They, in effect, have a voice but no vote. There is a vast divide between the work and objectives of the Historical Committee and the expectations of the Regional and Chapter Historians, to the point that replies to Regional and Chapter inquiries of the Historical Committee are delayed or go completely unanswered. Further, this disconnect between the Historical Committee and the grassroots (e.g., Regions and Chapters) is made publicly obvious by the resources on the Society Historical Committee's webpage being so old and out of date. In at least one case, the PowerPoint presentation is so outdated as to have the previous ASHRAE logo from nearly a decade ago still on it. Grassroots representation by, and voting authority of, Regional Historians would keep the Historical Committee much more in tune and in contact with the Grassroots and would likely result in a better historical archive and more participation in the Gold Ribbon and Lou Flagg awards programs. This would in turn incentivize Chapters to appoint active Chapter Historians.

Fiscal Impact: \$15,000.00 per year (15 Historians x 2 Conferences/yr. x \$500 Avg. Airfare)

Withdrawn

- 5 That Regional Historians be added to the Society Historical Committee as full voting members with all rights, and privileges, and responsibilities pertaining thereto. (See Motion 4 for background)

Failed 0-0-10 CNV

- 6 Approved referred response to Manitoba Chapter - CRC Motion 12: That ASHRAE impose a modest increase on annual membership fees to offset the cost of reducing or eliminating the cost for ASHRAE Members to access the ASHRAE Handbook Online (i.e., make access to the online Handbooks a no- or low-cost benefit of Society membership).

Background: The Join ASHRAE website has a benefit selection portal from which applicants have the “Choice of one of the following: Upcoming edition of the ASHRAE Handbook (PDF), One ASHRAE Standard (PDF), or One eLearning Course.” New Members and Associate Members also receive a 12-month complimentary subscription to the Handbook Online, which includes access to the most recent 4 volumes of the Handbook. For persons renewing their membership, the ASHRAE Handbook Online is only available at additional cost (“Subscribe to ASHRAE Handbook Online and get instant access to the latest edition of all four volumes for \$315/year (\$230/year for ASHRAE members). Students \$54”). We believe that previously, the ASHRAE Handbook Online was on the “Select One Benefit” list for renewing members.

Getting ASHRAE Handbooks has long been a primary reason for many people to join ASHRAE, and the ASHRAE Handbook Online is the most useful handbook format in the current/ connected work environment. However, the cost of an annual subscription for members as opposed to non-members seems excessive.

As a comparison, NFPA offers online access to a number of their codes for \$120/year (individual plan) or \$485/year (team plan – up to 10 users. Considering the ASHRAE Handbook Online in isolation, increasing member fees slightly and making the ASHRAE Handbook Online “free” to members could have a neutral to positive fiscal impact for ASHRAE relative to the status quo, in part by spreading the costs over a broader number of members and in part by making membership attractive to a greater number of industry members. A request for information regarding the number of annual subscriptions of the ASHRAE Handbook Online sold went unanswered. Without knowing this number, we are unable to suggest what we believe to be an appropriate increase in membership fees to offset the loss in subscription fees.

The need to print the hardcover or pdf versions would not be eliminated because some members will need them as a historical record showing the evolution of the state of the art and/or industry practice. It is proposed that Life Members and any others for whom membership fees are waived would be charged a subscription fee for access to the ASHRAE Handbook Online.

Fiscal Impact: To be determined.

Staff response (from Mark Owen, Publishing and Education Director):

Pub Ed Council does not establish member benefit options, but we can provide information regarding the history of Handbook Online and the fiscal impact of the motion.

Access to Handbook Online has never been a regular member benefit option, though a free one-year subscription is given to all first-year members. For other than first-year members, it has been a purchase option only at membership renewal, originally for \$33/year and now for \$49/year. The opportunity to subscribe at this very deep discount was tied to membership renewal to encourage those renewals.

(Note that this past year, because of the missed updates to the 2021 Fundamentals Handbook, all members were given free access to Handbook Online; this will end July 1, 2022.)

Providing Handbook Online as a free benefit to all or some grades of members has a direct development and hosting cost of \$25k to \$30k each year and approximately \$60k/year in lost revenue from member subscriptions. For the motion, these impacts would be divided among the number of dues-paying members. At end May there were 33,230 members paying the full \$230 dues. To recover the estimated \$85k to \$90k total cost/loss would require a \$2.56 to \$2.70 increase in dues for those members (above any planned increases). The increase would be less if spread among more member grades.

NOTE: No request of which I am aware for number of subscribers came to me or my office. Historically, of the total approximately 15,000 subscribers, about 98% are members, but nonmembers provide about 40-48% of the revenue.

Approved 10-0-0, CNV

7. Review of Action Items Meeting of June 28, 2022 - Toronto

Mr. Owen reviewed actions items with council members motions from the previous meeting.

No.	Responsible	Action
1	Staff	Post the approved minutes for February 1, 2022, Las Vegas Winter Meeting on the PEC page of the ASHRAE website and the PEC Basecamp website. Complete. (June 28, 2022)
2	Staff	Send PEC response to referred motion: Region VII Fall 2021 CRC, Memphis Chapter – Motion 6A (11/4/2021): That Regional Historians be added to the Society Historical Committee as full voting members with all rights, and privileges, and responsibilities pertaining thereto. Historical Committee Response: PEC referred this motion to Historical Committee. At the January 2022 meeting of the committee in Las Vegas, the Historical Committee decided to appoint an Ad Hoc committee to investigate the consequences of approving the motion. Concerns included Regional Historian term limits and the lack of Regional Historian attendance in the past and the effect that might have on Historical Committee achieving quorum at meeting. The Ad Hoc Committee report to Historical Committee in Toronto and members discussed the motion. Historical Committee appreciates the concerns of Regional Historians but does not recommend approving this motion citing: <ul style="list-style-type: none">the fiscal impact to ASHRAE of additional member travel expenses,

- a history of Regional Historians not participating in Historical Committee meetings effecting the committee meeting quorum requirements
- and differences between term lengths and how members are appointed to Society and Regional positions.

In-coming Chair, Niss Feiner, will focus on communication with the 2022-2023 Historical Committee MBOs and committee efforts. The committee plans to reinstitute the Historians Newsletter on a quarterly basis to send directly Regional and Chapter Historians. Mr. Feiner and the committee will also focus on addressing the root concerns raised by the motion by working directly with the Regional Historians to correct their concerns and improve communications between the Historical Committee and the Regional Historians.

Complete.

3 Staff Send PEC response to referred motion:
Manitoba Chapter CRC Motion 12: That ASHRAE impose a modest increase on annual membership fees to offset the cost of reducing or eliminating the cost for ASHRAE Members to access the ASHRAE Handbook Online (i.e., make access to the online Handbooks a no- or low-cost benefit of Society membership).

Staff response (from Mark Owen, Publishing and Education Director):
Pub Ed Council does not establish member benefit options, but we can provide information regarding the history of Handbook Online and the fiscal impact of the motion.

Access to Handbook Online has never been a regular member benefit option, though a free one-year subscription is given to all first-year members. For other than first-year members, it has been a purchase option only at membership renewal, originally for \$33/year and now for \$49/year. The opportunity to subscribe at this very deep discount was tied to membership renewal to encourage those renewals.

(Note that this past year, because of the missed updates to the 2021 Fundamentals Handbook, all members were given free access to Handbook Online; this will end July 1, 2022.)

Providing Handbook Online as a free benefit to all or some grades of members has a direct development and hosting cost of \$25k to \$30k each year and approximately \$60k/year in lost revenue from member subscriptions. For the motion, these impacts would be divided among the number of dues-paying members. At end May there were 33,230 members paying the full \$230 dues. To recover the estimated \$85k to \$90k total cost/loss would require a \$2.56 to \$2.70 increase in dues for those members (above any planned increases). The increase would be less if spread among more member grades.

NOTE: No request of which I am aware for number of subscribers came to me or my office. Historically, of the total approximately 15,000 subscribers, about 98% are members, but nonmembers provide about 40-48% of the revenue.

Complete.

8. Review of PEC MBOs

Mr. Macauley reviewed the PEC MBOs with the council.

PEC MBOs Documents have been posted to the PEC Basecamp account for review.

#	Description	Metric (how do we determine success?)	Completion Date	Financial Assist Req'd?	Responsible Party	MBO Comments
1	Create and identifying digital product strategies.	Develop a minimum of 3 digital products	6/30/2023	No	Publication, TEC	
2	Develop ASHRAE products and services for governmental and other non-commercial entities.	Develop ASHRAE documents for GAC outreach	6/30/2023	No	Publication	
3	Develop new products & services aligned with Strategic Plan initiatives 1 & 2 (ETF & TFBD).	The development of at least one new product to support the work of the ETF or TFBD.	6/30/2023	Yes	Publication, TEC, Certification	
4	Translate high demand products and services into languages other than English	-Translate at least one high grossing ALI course into a language other than English. -Identify up to 3 additional ALI course to be translated. -Identify potential instructors and translators. -Identify viability of translating up to 5 high grossing ASHRAE publications.	6/30/2023	No	Publication, TEC	
5	Conduct a virtual roundtable to identify new products and services	-Conduct brainstorming session at the Winter Conference. -Conduct a virtual roundtable in the spring.	6/30/2023	No	PEC	
6	Establish a Products Development Subcommittee to report to the Planning Committee		6/30/2023	No	PEC	
7	Implement digitizing of ASHRAE's historical records		6/30/2023	Yes	Historical, PEC	
8	Establish a permanent review panel to review local and/or topic specific tools and publications produced by an ASHRAE chapter, region, TC, TG, etc.	-Develop a policy to assist in developing locally focused or topic specific documents. - Form a review panel to expedite the review of locally focused or topic specific documents.	6/30/2023	No	PEC	
Publishing and Education Council Totals						

9. Subcommittee Reports

PEC Subcommittees (*Products, Professional Development, Research Journal*) and PEC Standing Committees (*Certification, Handbook, Historical, Publications, Training & Education*) report to PEC Fiscal and Planning Subcommittees.

9.1 Fiscal Subcommittee Report

(*Fiscal Motions for PEC consideration from all PEC Subcommittees and Standing Committees*)

Mr. Macauley, chair of Fiscal Subcommittee, gave the report.

It was moved and seconded:

(2) **To include as a member benefit option the choice of a Certification Study Guide.**

Background: The current member benefit option for an eLearning course seems to have encouraged more course subscription purchases, and the goal would be to do the same for certification applications. The Study Guides' member price is \$56 each. Certification applications and recertification fees are \$395 and \$195 each, respectively. (The motion passed by unanimous voice vote (CNV) in the Fiscal Subcommittee.)

Fiscal Impact: Possible \$10-15k loss in annual member sales would likely be more than offset by increased revenue from increased certification and recertification applications.

The council discussed and agreed that more choices for the members is always a good idea.

MOTION (2) Approved unanimously CNV

Mr. Owen reviewed the latest PEC Dashboard with council members. Mr. Giesler asked if the listed margins were typical. Mr. Owen explained that it was slightly up. Mr. Alphonso about a more long-term comparisons than just month to month. An action item was assigned to staff to post all the PEC monthly Dashboards to Basecamp for council members to compare.

(ACTION ITEM 2)

9.2 Planning Subcommittee Report

(Planning Motions for PEC consideration from all PEC Subcommittees and Standing Committees)

Mr. Austin, chair of Planning Subcommittee, gave the report.

Mr. Austin reported Planning Subcommittee reviewed proposed changes to the PEC MOP. After some discussion, members agreed some of the information currently in the PEC MOP should be pulled out and included in a PEC Reference Manual. PEC does not currently have a reference manual so Mark Fly, Art Giesler & Harris Sheinman were appointed to develop a reference manual for review by the Planning Subcommittee and presentation to PEC for their approval. The ad hoc will seek guidance from SRC. PEC is the only one of the three councils that do not have a reference manual.

Certification Committee voted to support the development of an MOU between ASHRAE and CONFEA and ASHRAE. CONFEA - Conselho Federal de Engenharia e Agronomia (Federal Council of Engineering and Agronomy) is a Brazilian federal public authority with approximately one million registered professionals. Its mission is to act as the supreme body of verification, inspection and improvement of the exercise and professional activities of engineers, agronomists, geologists, geographers, meteorologists, technicians, and technologists, always oriented towards the defense of citizenship and the promotion sustainable development.

CONFEA has expressed interest in adopting the current, English language ASHRAE certifications as a standard for professional practice in related jobs.

Activities included in the draft MOU include:

- Facilitate communication between the two organizations
- Better organize the exchange of technical information
- Study the activities & standards of each organization

- Assess the possibility of forming joint working groups
- Examine opportunities for cooperation aimed at training ASHRAE standards
- Explore opportunities to collaborate on seminars & workshops in areas of mutual interest
- Promote ASHRAE Certifications for professionals in CONFEA/CRAE.

Planning Subcommittee discussed the status of the IEEE Partnership Agreement. This Partnership was approved by PEC at the June 2022 Annual ASHRAE Conference in Toronto. Final implementation of the agreement will be made after a PEC ad hoc has considered potential impacts to the PEC budget for digitizing material and ASHRAE staff time.

During the Planning Subcommittee Meeting Handbook Committee reported Handbook publishing workload is on schedule.

Mr. Gray commented that Handbook Online sales have increased and that as more publishing becomes strictly digital cost may go down, but demand has been increasing.

Mr. Austin reported that the Publication Committee report that expenses have increased due to some three-year scheduled updates to some popular Standards this fiscal year. Mr. Feiner asked if anyone is keeping track of translated Standards sales. Mr. Owen explained that a report could always be run for that information.

During Covid, ALI increased the number of training courses offered online and has continued to offer more online courses. Mr. Feiner asked if ALI had seen an increase in sales with internationals. Ms. Murray reported that international sales have not significantly increased the last few years.

Ms. Calloway asked if ALI puts on any virtual training at the ASHRAE Conferences. Mr. Owen explained that ASHRAE discourages virtual courses to help promote face-to-face interaction at the meetings.

The Products Subcommittee submitted their report with the standing committee reports attached.

- Handbook Committee (Attachment B)
- Historical Committee (Attachment C)
- Publications Committee (Attachment D)
- Research Journal Subcommittee (Attachment E)

Mr. Patton explained to the council that Society Planning Committee is developing a plan to streamline committee and council MBOs. There will be new formats with some new metrics on sample forms. Mr. Patton reminded members that ASHRAE will be developing a new Strategic Plan in 2024.

10. Items Referred by PEC to Other Groups

None.

11. Items Referred from Other Groups to PEC

None.

12. Old Business

None.

13. New Business

Mr. Macauley reported to the council that the Government Activities Committee is developing plans to promote ASHRAE Standards to Code Officials and hopefully more Standards will be included in Codes and thereby promote ASHRAE as well as better technologies.

Mr. Macauley reported that the Strategic Business Committee is developing opportunities for “roundtable” discussions with industry partners to gage education, training and publications need. President Mehboob has some roundtables at some CRCs and they seemed to generate some valuable information.

Mr. Gray reported that some of the feedback indicated that there is a demand for more hands-on training versus simply classroom training. Mr. Macauley stated that attending members and/or staff to roundtable discussions would need to collect the results and report to the BOD so training and publication opportunities could be communicated back to the appropriate ASHRAE staff departments. Mr. Alphonso commented that the facilitators need to be briefed on how to help the roundtables be successful.

Mr. Macauley summarized from all the discussions he had been in during the conference that there is agreement on the events should be by invitation and attendees should be leaders or decision makers at a higher level within a business. It was mentioned that the BOD has a report with some information about the CRC roundtables. Mr. Owen asked that he be sent that report.

14. Adjourn

Mr. Macauley adjourned the meeting at 11:38 pm.