



## COMMUNICATIONS COMMITTEE

Virtual Committee Meeting

Tuesday, February 20, 11:00 AM EST

### MINUTES

#### **Members Present**

Anuj Gupta, Chair  
Daniel Bourque, Vice Chair  
Jeanette Hay  
Kinga Hydras  
Brad White  
Jim Arnold

#### **Members Absent**

Sandeep Mendiratta  
Niss Feiner  
Thursten Simonsen  
Dennis Knight

#### **Guests**

Sherry Adkins  
David Roberts  
Roxanne Cortinas  
Tom Pollard

#### **Staff**

Joslyn Ratcliff

1. Mr. Gupta called the meeting to order at 11:03 AM EST and read the ASHRAE Value statement.
2. Roll call was taken. Quorum was not met.
3. Due to quorum not being met, the 2023 Winter Conference Meeting Minutes were discussed but not approved and will be voted on during the March meeting.
4. The agenda was reviewed and no changes were made.
5. Guests were introduced and invited to share what caused them to attend the meeting.
6. Mr. Arnold shared with the committee that the Board of Directors will be meeting at ASHRAE Headquarters in March to discuss the strategic plan and encouraged anyone with feedback to submit it now ahead of the March deadline.
7. Mr. Gupta encouraged anyone in the meeting with thoughts to share on the strategic plan to do so. He also provided an update on the Brand Ambassador position, stating that although it was not discussed during the Members Council meeting in Chicago due to time constraints, a special meeting will be held in the last week of February where it will be discussed.
8. Mr. Bourque shared that he has made contact with Technical Activities Committee as part of his duties as liaison to TAC from Communications Committee. TAC has invited him to attend one of their breakfast meetings during the Annual Conference in Indianapolis.

The PAOE subcommittee has a forthcoming meeting, but will not be discussing anything related to Communications.

9. 2024-2024 MBOs were reviewed and status and actions were discussed as follows:

a. **MBO #1 - Update Guidelines for Social Media Usage (95% complete)**

Ms. Hay reviewed the presentation and commented that everything looks great. Mr. White mentioned he will address with MBO #6, which pertains to updating the ROB, that he feels social media should be broken out from the existing policy and also sponsorships and advertising on websites should be broken out, so he will address this in the ROB updates. Mr. Bourque has scanned the presentation and believes it is really good and offered to look at the ROB suggestions corresponding to MBO #6 when they are available.

Mr. Gupta asked Mr. Bourque about the social media planning calendar tied to this MO and Mr. Bourque shared the goal is to present this live in May along with the Office Hour, when many chapters are beginning to do their annual planning.

*Assigned to this MBO: Anuj Gupta, Sandeep Mendiratta, Thursten Simonsen, Jeanette Hay, Franco D'Atri (as correspondent).*

b. **MBO #2 – Activation of Committee Members and RVCs on social media (65% complete)**

- Mr. Gupta suggested RCCs be active on social media (to promote ASHRAE and communicate with their chapters/regions) and gave a shout out to Ms. Hay for her activity on social media.
- Mr. Gupta suggested setting up a call for ASHRAE RCC in March and encouraged everyone on the call to attend the upcoming Office Hours.
- Mr. Gupta mentioned the [tracking sheet](#) and asked if there were any new updates. No new updates were reported.
- Mr. Bourque shared he communicated with Region II RCC Mr. Pollard and Mr. Pollard shared that he regularly communicates with his chapters through email and also follows their email newsletters.

*Secretary's note: Anyone can feel free to place updates in the tracking sheet. If access is needed, please ask Ms. Ratcliff.*

c. **MBO #3 - Regular Office Hours on New AI and Communication Tools (60% Complete)**

The following schedule was set for Office Hours through Society Year 2023-24:

- February 22 – Tips and Information on How-to Record Videos for Communication, presented by Anuj Gupta
- March 14 at 11 AM EDT – Pointers for Creative Effective Chapter Newsletters, presented by Brad White. Mr. White asked anyone on the call to send him example newsletters and the Canva template for newsletters was mentioned as a resource.
- April – Ms. Hay from the Monterrey Chapter will determine a time, date and topic. An idea she is considering is creating a communications strategy for your

chapter, specifically a roadmap for the purpose and messaging for the year for your chapter and how to communicate that.

- May 9 at 11 AM EDT – Comprehensive Planning Calendar for Chapters Overview, presented by Daniel Bourque

d. **MBO #4 - Meet with Regional Communications Chairs (RCC) – is linked to MBO#2. (77% Complete)**

Ms. Hay [uploaded a set of questions](#) that could be asked to RCC. Mr. Gupta has reviewed and believes the questions are great, however, the number of questions could be reduced to facilitate more responses. Mr. Gupta asked the group to review and provide comments on the questions.

e. **MBO #5 - Increase Adoption of ASHRAE's Website Template (10% Complete)**

Mr. Bourque will be working to modify the boilerplate. Once that is done, a communication could be sent to chapter webmasters and presidents letting them know modifications have been made based on feedback. Mr. White noted the CRC presentation will need to be updated when this is complete. Mr. Bourque asked if Communications Committee has funds in their budget for this sort of maintenance and Ms. Ratcliff let the group know that it could be covered by the budget, although it was not line-itemed out. If the funds needed exceed what the committee has available, the committee can appeal to Members Council for additional funds. Mr. Bourque stated it will be necessary to each out to the WordPress theme vendor (ShiftWeb) to obtain a cost estimate.

f. **MBO #6 - Review and Update ROB 1.201.010 as needed (5% Complete)**

Mr. White has reviewed the ROB and has highlighted areas where revisions will be suggested. A slight regrouping so that broadly the different categories addressed in the ROB are separated into areas of online communication, websites, social media, general online etiquette applicable to all. He suggested capturing one of the notes within the listserv section regarding etiquette to apply. He will have a list written out by the next meeting. Mr. Gupta asked Mr. White to post the list to Basecamp when ready.

g. **7. MBO #7 - Review and Update Guidance and Best Practices Documentation, Templates, and Guidance (including Basecamp Guidance) Available from Communications Committee (5% Complete)**

Mr. Bourque will review the list of documents and make assignments. Mr. White offered assistance.

*Secretary's note: See [tracking sheet](#) for list of documents to be reviewed and who is assigned to each.*

h. **MBO #8 - Update Communications Committee Webpage (95% Complete)**

The committee approved going live with [the updated webpage](#) with the deletion of the WhatsApp link and after discussion on open tabs. The page opens new windows but also has a return to the main page link, which may cause too many tabs to be open for users. Since other pages on ashrae.org are created in this way, the group agreed this

was OK, knowing it can be revisited and changed at any time. Ms. Ratcliff will take the story live before the next committee meeting.

i. **MBO #9 - Improve communication strategies to better engage with members and the public about ASHRAE activities and achievements (5% Complete)**

Mr. Gupta informed the group that the ASHRAE Brand Ambassador and/or Brand Ambassador was not voted on during the Chicago Winter Meeting, but a special meeting will be held in the last week in February where this will be addressed.

[MBOs and current status can be found in Basecamp.](#)

10. Mr. Gupta asked for input from anyone in the meeting on anything. No new comments were made. Mr. Gupta encouraged all to attend the 22 Feb Office Hour and offered to have a direct call with anyone wanting to discuss MBOs with him.

11. Mr. Gupta adjourned the meeting at 12:03 PM EST.