COMMUNICATIONS COMMITTEE

Virtual Committee Meeting

Tuesday, March 19, 11:00 AM EDT

MINUTES

Members Present	Members Absent	Guests	Staff
Anuj Gupta, Chair	Daniel Bourque, Vice Chair	Jyreatanna Teo	Joslyn Ratcliff
Brad White	Niss Feiner	David Roberts	
Kinga Hydras	Sandeep Mendiratta	Chia Chi HSU	
Thursten Simonsen	Jeanette Hay	Roxanne Cortinas	
	Jim Arnold		
	Dennis Knight		

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, previous minutes will be voted on during the April 16 meeting.

4. The agenda was reviewed and no changes were made.

5. Guests were introduced and all were invited to participate in an ice breaker sharing a fun fact about themselves.

6. Mr. Gupta shared that he was interviewed to provide input on ASHRAE's next strategic plan. He also provided an update on the Brand Ambassador position, stating that the motion to create the position did not pass in the special meeting of Members Council, however the group working on the Brand Ambassador program will be working on a revised motion. This program is related to Communications Committee MBO #9.

7. Ms. Ratcliff shared that travel information for the 2024 ASHRAE Annual Conference in Indianapolis have been posted to Basecamp. She also shared that committee appointments are taking place at ASHRAE Headquarters this month, will be announced soon and to reach out to

her with interest in serving on a committee in the future.

8. 2024-2024 MBOs were reviewed and status and actions were discussed as follows:

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

        Mr. Gupta has completed the revisions of the guidelines pending any feedback from the committee. The revisions are available on Basecamp.

        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 encouraged RCCs be active on social media.
        *   Mr. Gupta mentioned a call for ASHRAE RCC will be set up in the future and invitations will be sent.

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 (80% Complete)**

        Two recent Office Hours have been hosted by Communications Committee, for a total of four Office Hours this Society Year.

        *   Tips and Information on How-to Record Videos for Communication, presented by Anuj Gupta, was hosted February 22.
        *   Pointers for Creative Effective Chapter Newsletters, presented by Brad White, was hosted March 14.
        *   Ms. Hay from the Monterrey Chapter will determine a time, date and topic for an April Office Hour.
        *   Comprehensive Planning Calendar for Chapters Overview will be presented by Daniel Bourque, at 11 AM EDT on May 9th.

        Office Hour recordings are available at ashrae.org/OfficeHours

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

        Mr. Gupta stated that the set of questions Ms. Hay uploaded are great and can be included in the call to be set up for RCC.

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

        Mr. Gupta asked the regional representatives on the call if they were using the template or theme. Mr. Roberts asked if the intent was for chapters to replace existing websites with the template or theme. Mr. Gupta and Mr. White clarified the theme and template exist for chapters that do not have websites, or are redesigning their websites and are seeking a solution. Ms. Teo asked if the theme or template connect with ASHRAE's netforum database and Mr. White let her know they don't at this time.

Mr. White also offered assistance to chapters implementing the theme or template.

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

Mr. White has reviewed the ROB and has identified areas where content can be moved for clarity. He will note the suggestions in a document and share with the committee.

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

No changes were reported to MBO #7.

h. **MBO #8 - Update Communications Committee Webpage (100% Complete)**

The committee's [updated webpage](#) is now live.

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

No changes were reported to MBO #9.

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

9. Mr. Gupta asked for input from anyone in the meeting on anything. No new comments were made.

10. The next committee meeting will take place Tuesday, April 16 at 11 AM EDT.

11. Mr. Gupta adjourned the meeting at 11:42 PM EDT.