



**COMMUNICATIONS COMMITTEE**

2024 ASHRAE Annual Conference Meeting | Indianapolis, Indiana, USA

Saturday, June 22, 2024

11:00 AM–3:00 PM ET

*With Open Discussion Office Hour Following from 2:00 – 3:00 PM*

**MINUTES**

<u>Members Present</u>	<u>Members Absent</u>	<u>Guests</u>	<u>Staff</u>
<u>Anuj Gupta, Chair</u>	Sandeep Mendiratta	Franco D’Atri (Incoming)	Joslyn Ratcliff
<u>*Daniel Bourque, Vice Chair</u>		Money Khanna	
<u>Kinga Hydras</u>		Mark Miller	
<u>Thursten Simonsen</u>		Francis Mills	
<u>Jeanette Hay</u>		Richard Gunpat	
<u>Brad White</u>		Mohamed Alagraa	
<u>Niss Feiner</u>		Julia Timberman	
<u>Jim Arnold, BOD Ex-Officio</u>		Mohamed Faizal	
		Mohammed Murtaza	
		Adélio Gaspar	
<i>*virtual attendee</i>		David Roberts	

1. Mr. Gupta called the meeting to order at 11:01 EDT.
2. Mr. Gupta read the ASHRAE Value Statement.
3. Roll call was taken and visitors in the room were introduced.
4. Quorum was met with seven out of eight voting members in attendance.
5. Mr. Gupta facilitated an ice breaker for those attending the meeting asking what the best ASHRAE thing was that happened to them in the past six months.
6. Mr. White moved to approve the May meeting minutes, Mr. Feiner seconded, and the minutes were approved with no discussion. 7-0-0, CV.
7. The agenda was reviewed and no changes were made.
8. Mr. Arnold presented the Leadership Presentation.
  - a. Ms. Hay asked if Planning Committee would be providing a draft of the new Strategic Plan and Mr. Arnold said he would check on this.
  - b. Mr. Feiner asked about the Historical Committee value statement and Mr. Arnold shared an example of the value of Historical Committee from the Singapore Chapter, which completed an extensive eBook of chapter history.
  - c. Mr. Arnold asked to schedule a meeting with Mr. Bourque and Mr. Simonsen following

the Indianapolis Annual Conference.

9. Mr. Mills, a liaison from Publications Committee, shared Publications Committee is working to find out what publications and types of publications the ASHRAE membership wants and may reach out to Communications Committee for help in gathering that information. Mr. Mills also shared what Publications Committee does—oversees functions of ASHRAE books, ASHRAE Journal and ASHRAE Insights.

10. 2023-24 MBOs were reviewed as follows:

**MBO #1 - Complete**

- a. The committee reviewed where the revised social media guidelines were posted. Mr. Gupta asked committee members to share within their regions.
- b. Mr. Hay noted within her region a social media planning calendar more extensive than the one provided on the Communications Committee page is needed. Mr. Gupta suggested potentially enhancing it, or taking a look at merging it with the chapter planning calendar.

**MBO #2 - Complete**

- a. Although this MBO is complete, Mr. Gupta suggested carrying this MBO over to the 2024-25 Society year.

**MBO #3 - Complete**

- a. Mr. Hay suggested considering assigning PAOE points for watching an Office Hour.
- b. Mr. Simonsen suggested perhaps pulling out short clips from the Office Hours to share, then if individuals wanted to watch the full version they could, but the short clips would provide a more concise option.
- c. Mr. Simonsen is the committee's representative to the Members Council PAOE subcommittee and will share information between the committee and subcommittee.
- d. Mr. Feiner offered to create Loom videos to complement the guidance documents the committee has available on its website.

**MBO #4 - Complete**

- a. Mr. Simonsen and Ms. Hay agreed it would be a good idea to have a meeting with ASHRAE RCCs in early fall.

**MBO #5 - Complete**

- a. Mr. Arnold noted that Region V provides hosting for chapters through the Region. Mr. Bourque noted he has something similar in his draft MBOs.
- b. Mr. White suggested an alternative to Office Hours could be holding chapter website creation/maintenance trainings, or doing trainings at the CRCs. He noted a big hurdle for chapters can be figuring out what should be on the website and making it display as it should.

**MBO #6 – 80% Complete**

- a. Mr. White has reviewed this and updates need to be made based on his review.

**MBO #7- 25% Complete**

- a. A list of all the documents has been completed and documents needing revision have been identified. Still remaining is to make updates to the documents and post the revisions to the Communications Committee webpage.

**MBO #8 - Complete**

1. Ms. Hay noted she's received good feedback about the revised Communications Committee webpage.

**MBO #9 - Complete**

- a. The Committee discussed ways to improve communications strategies among ASHRAE members and within chapters and regions. Some strategies the committee discussed include creating social media posts to promote the ASHRAE website and materials available to members, utilizing quizzes and polls on social media, utilizing paid social promotions, and creating a featured member/success story similar to the "ASHRAE Families" campaign Society executed in SY 22-23.
- b. Ms. Hay suggested defining audiences for these strategies.
- c. Mr. Feiner suggested leveraging platforms like Loom (YouTube shorts, TikToks) for communications instead of, or as an additional option to, reading over guidance documents.
- d. Mr. Feiner suggested embracing AI for note taking in meetings and advocating to the BOD for use of AI's tools. It was noted the BOD has a taskforce working on an AI policy for ASHRAE and that use of AI for note taking is not approved by Society at this time.
- e. Mr. Feiner suggested emphasizing the relationship to ASHRAE's mission for anything communicated, for example, tying the website theme and template into how it is related to ASHRAE's mission.
- f. Mr. Mills suggested adding a young person's page to ashrae.org based on the success of the Lucy's Adventures in Engineering series.
- g. Mr. Feiner suggested looking at how the committee can help remove barriers for communication and explained how use of QR codes can remove several barriers.
- h. Mr. D'Atri suggested asking questions such as "Are you a member" when forms are submitted to then be able to send relevant information to the person.

[Final status of 2023-24 MBOs is posted to Basecamp.](#)

11. 2024-25 Draft MBOs were shared on screen and discussed. They will be posted to Basecamp for further comment and discussion.
12. 2024-25 meeting times were broadly discussed and will be set following the Annual Conference. Communications Committee has less time zones this year, which may open up more times for meetings to take place.
13. New Business – Mr. Gunpat asked how ASHRAE promotes membership. Mr. Gupta shared that in India the chapters promote it.
14. Mr. Gupta called for a motion to adjourn the meeting. Mr. White moved to adjourn the meeting,

Ms. Hay seconded and the meeting adjourned at 1:46 PM EDT.  
15. An Office Hour followed the meeting with no one in attendance.