



## COMMUNICATIONS COMMITTEE

Virtual Committee Meeting  
Tuesday, July 23, 11:00 AM EDT

### MINUTES

#### Members Present

Daniel Bourque, Chair  
Thursten Simonsen, Vice Chair  
Brad White  
Sandeep Mendiratta  
Kinga Hydras  
Franco D'Atri  
Jeanette Hay  
Jim Arnold, BOD Ex-O  
Bill McQuade, Coordinating Officer

#### Members Absent

Niss Feiner

#### Guests

None

#### Staff

Joslyn Ratcliff

1. Mr. Bourque called the meeting to order at 11:04 AM EDT and read the ASHRAE Value Statement.
2. Roll call was taken and quorum was met with seven members present on the call.
3. The agenda was reviewed and approved with no changes. Mr. Bourque moved to accept the agenda as written and Mr. White seconded.
4. Mr. White moved to approve the Indianapolis Annual Meeting Minutes. Mr. D'Atri seconded and the minutes were approved, 6-0-1. Mr. Bourque abstained due to not being present for the majority of the meeting.
5. Mr. McQuade shared with the committee that he appreciates their work and that he will be reviewing the MBOs submitted by committees reporting to Members Council by the end of the month and asked if Communications Committee had submitted its MBOs. Mr. Bourque said MBOs have not yet been submitted, but now that the committee has discussed, will submit by the end of the week incorporating feedback from the group.

Mr. Arnold thanked the committee for its work especially in spite of the continually

changing landscape of communications.

6. Mr. Bourque provided comments to the committee, sharing that he reviewed previous committee MBOs dating to 2010 when drafting the 2024-25 draft MBOs and mentioned the evolution of Communications Committee over time as well as the potential for AI to impact the work of the committee.

7. Mr. Simonsen is on standby to hear about a meeting for the PAOE subcommittee and will share information with the committee when received. He shared that at the last committee meeting in June, members had ideas about modifications to the Communications Committee PAOE categories so will share information and take input as soon as he has more information. Ms. Hay added to that saying her suggestion at the June meeting was to offer PAOE points for watching Office Hours, similar to how YEA offers points for attending YEA webinars. Mr. Simonsen also shared [the current PAOE newsletter with the committee](#), which is posted to ashrae.org.

8. Ms. Ratcliff shared that she has updated Basecamp for the 2024-25 Society year and added an onboarding file members can review annually for helpful links to reference documents such as the MOP, Reference Manual, guidance on Robert's Rules of Order and more. It is similar to the onboarding emails sent to incoming members, but now accessible to any member at any time. She also offered her assistance with any needs members of the committee may have as a result of their involvement with Communications Committee.

9. 2024-25 MBOs were discussed as follows:

**MBO #1 - Create a Template/Guideline for Chapter and Regional use for marketing purposes**

**Assigned to:** Ms. Hay with assistance from Mr. White

**Due:** Winter Conference 2025

Mr. McQuade supported this idea and shared he does something similar with a Boy Scout Council he works with and offered to share the example with the group. He suggested a timeline be attached to the MBO and after discussion and suggestions from Mr. White and guidance from Mr. McQuade, Mr. Bourque suggested the first draft to be ready by the Winter Conference with the goal of having the final product ready in time for Spring CRCs. (Secretary's note: The first spring CRC begins with Region VIII April 24<sup>th</sup> in Tulsa, OK. Mr. McQuade, Mr. Ken Fulk and ASHRAE Director of Development Kirstin Pilot will be in attendance.)

**MBO #2 – Update website templates**

**Assigned to:** Mr. Bourque, Mr. D'Atri, with assistance from Mr. White

Mr. Bourque explained this MBO based on experience with his chapter's website and

highlighted the intent to improve options for membership and event integration. For example, currently webmasters may have to update information in multiple places – the website, newsletter, separate events solution and ideally it would be a better use of time to update one time and have the information update in multiple places. A plug-in was suggested. Additionally, it was mentioned some plug-ins with the Wix template need updated and the colors in the current template could be updated to better align with ASHRAE colors. Mr. White offered additional feedback and agreement that updating information in one place would be preferable.

### **MBO #3 – Updated Communications Committee Documents**

**Assigned to:** Mr. Simonsen

Mr. Bourque suggested within this MBO and as the updates are done to look at not only updating the documents but making them as useful as possible and shared the example of talking with the TC in charge of sound (Secretary's note: TC 2.6 Sound and Vibration) for their recommendations to include in the virtual meeting guidance document.

Mr. Simonsen suggested the list of documents used in 2023-24 be kept in circulation and updated as part of this process.

### **MBO #4 – Improve effectiveness of social media campaigns**

**Not assigned.**

Mr. Bourque introduced and went over this MBO.

### **MBO #5 – Engage with Communications Stakeholders**

**Assigned to:** Sandeep Mendiratta

Mr. White commented that he agreed with the grouping of the liaisons and RCC and suggested if one item could be split from this MBO it could be Office Hours. The estimated time commitment was discussed as 2-3 hours per person, broken up as follows: 30-minute check-in with RCC, prep time and time to present an Office Hour.

### **MBO #6 - Review and document electronic tools and processes used by chapters, regions, TACs with the goal of improving guidance documents.**

**Not assigned.**

Mr. Bourque introduced this MBO. Mr. Simonsen suggested this may require a survey, or direct contact with the members such as a direct phone call or email and asked if website information should also be added? Mr. Bourque agreed and added that, yes, if it would be possible to get the define what is needed quickly, it could be shared at fall CRCs where the information could be gathered in person in real time where people are

already gathered. Mr. McQuade asked if a focus group may be appropriate. Mr. White asked if the questions could be asked in conjunction with the Winter and Annual Conferences. Mr. Bourque suggested that there could be overlap among Winter and Annual Conference attendees and the chapter volunteers who need (and need to provide) the information.

**MBO #7 - Create at least 3 actionable recommendations based on Member survey resultant from 2022-23 MBO #1**

**Not assigned**

Mr. Bourque shared background information on this MBO that in 2022-23 a survey was sent from Communications Committee for which the committee received a significant amount of responses, however, no action was taken on the responses. The idea of this MBO would be for the committee to go through the results and provide actionable items as a result of the feedback received. The intent of the MBOs is to create ideas for actionable items, not complete the actions. Mr. Bourque sees this as taking 2-3 hours per person. Mr. White suggested assigning to three people.

**MBO #8 - Carryover of MBO #6 from last year, Complete review of and suggest to MC updates as needed to ROB 1.201.010.**

**Assigned to: Mr. White**

Mr. White has been working on this and will continue to work on it this year, to bring the MBO to completion. The MBO was reported as 80% complete for SY 2023-24.

Overall MBOs were discussed and Mr. McQuade stated that 4-6 MBOs are an ideal number and a “parking lot” for future MBO ideas can be made to keep track of ideas and momentum. He provided guidance to review the MBOs and perhaps narrow down and define deliverables. Mr. Bourque was in agreement, MBO assignments will be completed this week and sent to Mr. McQuade. (Secretary’s note: this can be done via the shared MBO spreadsheet with MBOs of all committees reporting to Members Council that’s previously been sent to committee chairs and staff liaisons.)

10. Next meeting dates were discussed. Mr. Bourque suggested the fourth Tuesday of the month at 11 AM Eastern Time works well for him and asked how it worked for others. Information is needed from Mr. Feiner on his schedule and Ms. Ratcliff will query the group on Basecamp for what works best from the times suggested during the meeting of August 20, August 27<sup>th</sup> or in September. A meeting will be set based on the time that works best. Mr. Bourque suggested 90 minutes for the next meeting.

11. Under new business, Ms. Ratcliff shared Members Council has asked the Committee to provide suggestions for updates to the Manual of Chapter Operations Updates (MCO) sections 2.13, 2.14, 2.20, 2,23 and MCO Section 6 Chapter Publications and Appendix 6A before 2024 Fall Members Council Meeting. Ms. Ratcliff will take the first pass at these suggestions and

provide them to the committee for review prior to the second committee meeting of the SY.

12. An inquiry was received regarding a Society-level Communications Award. This was an MBO for the Committee in 2018-19, the outcome of which still stands today. However, the committee will keep this request in mind and is open to suggestions and ideas.

13. Mr. Bourque recognized all on the call and asked for any additional thoughts. Mr. McQuade said he appreciated the committee's work. Mr. White noted there was a lot to digest in the meeting. Mr. D'Atri noted he's looking forward to this year. Ms. Hay noted she's also looking forward to the year and helping with MBO #1. Due to sound issues. Mr. Mendiratta offered information through WhatsApp regarding placing MBOs into three categories as follows: Must achieve, Good to achieve, Happy if we achieve. that Mr. Simonsen noted he's also looking forward to the year and shared a link to the 2024-25 PAOE and Ms. Ratcliff can create a PAOE-related folder in Basecamp for the committee to collaborate on 2025-26 PAOE.

14. Mr. Bourque called for a motion to adjourn the meeting and moved to adjourn. Mr. Simonsen seconded and the meeting was adjourned at 12:13 PM EDT.