



PUBLISHING & EDUCATION COUNCIL (PEC)

Minutes

Tuesday, February 1, 2011

Las Vegas, Nevada

MEMBERS

Sheila Hayter, Chair
David Underwood, Vice Chair
Chuck Gullede, DAL
Karen Thrasher, DAL
Tom Werkema, DAL
Larry Fisher, Past Certification
Bruce Billedeaux, Past ECC
Cindy Callaway, Past Handbook
Tim McGinn, Past PDC
Mark Fly, Past Publications
Constantinos Balaras, MAL
Hugh McMillan, MAL

NON VOTING MEMBERS

Darryl Boyce, Certification Chair
Amy Patenaude, ECC Chair (absent)
William McCartney, Handbook Chair (absent)
Rennie Tisdale, Historical Chair
Filza Walters, PDC Chair
John Clark, Publications Chair
Steve Comstock, Staff Liaison

VISTORS

Jim Fields
Steve Ivesdal
Patricia Ivesdal
John Nix
Norm Maxwell
Rex Nobel
G.E. Menzies
Coy Brandenburg

David Soltis
Sarah Foster
Joyce Abrams
Jef Meulemans
Mark Owen
Julie Harr
Tony Giometti
Cindy Michaels
Fred Turner

Additional Distribution: Gloria Cofer, Assistant to Board of Directors (BOD)
ASHRAE Staff Directors
Publications & Education Managers

**These draft minutes have not been approved and are not the official,
approved record until approved by this council.**

TABLE OF CONTENTS

1.	<u>Call to Order</u>	5
2.	<u>Introduction of Members and Visitors</u>	5
3.	<u>Review of Agenda</u>	5
4.	<u>Approval of Minutes</u>	5
5.	<u>Review of Major Motions (Attachment A)</u>	5
6.	<u>Review of Action Items (Attachment B)</u>	5
7.	<u>Items Referred by PEC to Other Councils</u>	5
8.	<u>Items Referred from Other Councils to PEC</u>	
	8.1 Members Council Motion 18 (10/24/10) Argentina Chapter.....	5
	8.2 Members Council Motion 40 (10/24/10) Argentina Chapter.....	6
9.	<u>Council Chair’s Report (Attachment C)</u>	6
10.	<u>Subcommittee Reports</u>	
	10.1 Journal Advertising Sales (Attachment F)	7
	10.2 eLearning (Attachment G)	7
	10.3 Fiscal Planning (Attachment H).....	8
	10.4 Functional Planning (Attachment J)	8
	10.5 Research Journal(Attachment K).....	9
11.	<u>Committee Reports</u>	
	11.1 Certification (Attachment O)	9
	11.2 Electronic Communications (ECC) (Attachment P).....	10
	11.3 Handbook (Attachment Q).....	11
	11.4 Historical (Attachment R).....	11
	11.5 Professional Development (Attachment S).....	12
	11.6 Publications (Attachment T)	12
12.	<u>Old Business</u>	13
13.	<u>New Business</u>	
	13.1 Plan for Web Site Improvement	13
	13.2 Continuous Strategic Planning	13
	13.3 Development of Materials in Support of Certification Programs (Attachment U)	13
14.	<u>Adjourn</u>	14

MAJOR PASSED MOTIONS
Meeting of February 1, 2011

No.	Page	Motion
2	8	Approve changes to the PEC MOP as shown in Attachment K. <i>(Passed 11-0-0 CNV)</i>
3	9	Recommended that ASHRAE Executive Committee follow up with GSA based on U.S. Federal Buildings Training Act that GSA must create a program for education, training, licensure, and certifications for building operations personnel. <i>(Passed 11-0-0 CNV)</i>
5	12	Approved the promotion of the 3-day HVAC Design Essentials Workshop that will be held at Headquarters in Atlanta May 18-20, 2011. <i>(Passed 10-1-0 CNV)</i>
6	13	Approved funding the development of Desk References for individuals interested in topics related to Energy Modeling and related to Commissioning. <i>(Passed 11-0-0 CNV)</i>

INDEX OF ACTION ITEMS
Meeting of February 1, 2011

No.	Responsibility	Action
1	Staff	Post approved minutes of the Albuquerque meeting of June 29, 2010 on the PEC page of the ASHRAE website. <i>Complete.</i>
2	Staff	Distribute the bEQ Ad Hoc Report to Excom to the PEC. <i>Completed at the meeting in Las Vegas by email on February 1, 2011</i>
3	Staff	Include the draft Educational Strategic Plan with the meeting minutes of the Las Vegas, February 1, 2011. <i>Completed as Attachment D</i>
4	Staff	Coordinate a room and poll the PEC standing committee chairs and vice chairs for a possible time to meet at the Annual meeting in Montreal before the PEC meeting on Tuesday. The purpose for this meeting, which is to hold a separate discussion specifically on long-range planning of PEC's future goals. <i>Complete. (Secretary's Note: The only time and room available in Montreal at the Annual Meeting is Monday 8:00am-12:00pm. The PDC meets at that time.)</i>
5	Staff	Include Mr. Fisher's report on the development of new strategies to market PEC products to ASHRAE members and non-members with the meeting minutes of the Las Vegas, February 1, 2011. <i>Completed as Attachment E</i>
6	Fisher	Develop some further ideas for marketing/promotion of ASHRAE materials at HQ in Atlanta by the Annual Meeting in Montreal 2011.
7	Staff	Post approved PEC MOP on the website replaced with the MOP just approved. <i>Completed.</i>
8	ECC	Resubmit the ECC MOP at the Annual Meeting in Montreal, June 2011 for approval of changes. <i>Completed.</i>
9	Staff	Expand the disclaimer on Handbook CD concerning advertising links. <i>Completed.</i>

1. **Call to Order**

Ms. Hayter called the meeting to order at 8:01 am.

2. **Introduction of Members and Visitors**

Members of the council, visitors and staff introduced themselves.

3. **Review of Agenda**

4. **Approval of Minutes**

Mr. McGinn moved and Mr. McMillan seconded as a consent motion:

- (1) **Approve the draft minutes as distributed for**
- **Albuquerque Annual Meeting – June 29, 2010**
 - **Conference Call – November 4, 2010**

MOTION (1) PASSED 11-0-0 CNV

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

5. **Review of Major Motions (Attachment A)**

Ms. Hayter reviewed the motions of :

- Albuquerque Annual Meeting – June 29, 2010
- Conference Call – November 4, 2010

6. **Review of Action Items (Attachment B)**

Ms. Hayter reviewed the action items of:

- Albuquerque Annual Meeting – June 29, 2010
- Conference Call – November 4, 2010

7. **Items Referred by PEC to Other Councils**

None.

8. **Items Referred from Other Councils to PEC**

8.1 Referral from Members Council: Motion 18 (10/24/10) – Argentina Chapter:

That ASHRAE have its main page, www.ashrae.org in Spanish as well as its original in English, and that the original in English would have a Spanish option for the “Renew Membership” link. This way it would be easier for Spanish speakers to join and renew their membership. Effective June 30, 2011.

Background: It has been proved that many ASHRAE members, at least in Argentina, are not too familiar with the English language, except for the technical issues.

Fiscal Impact: These changes should have a minimal fiscal impact and will improve the dues payment by Spanish speaking members.

(The was reported on in the ECC report to PEC Attachment P)

8.2 Referral from Members Council: Motion 40 (10/24/10) – Argentina Chapter:

That ASHRAE would provide e-learning courses in other languages other than English.

Background: Again, many ASHRAE members and nonmembers are not absolutely comfortable with the English language; it would be another tool to capture more members.

Fiscal Impact: The costs generated by this implementation would be paid by the assistants, as it is done with the original e-learning courses these days.

(The was reported on in the eLearning Subcommittee report to PEC Attachment G)

9. Council Chair's Report (Attachment C)

Ms. Hayter gave an update on the status of PEC's Management by Objectives (MBOs).

Mr. Underwood reported that he is working with the bEQ Ad Hoc committee to develop a cross-council strategy plan to best promote this program. Mr. Werkema asked if the committee is gearing the program to the US only. Mr. Underwood reported that program will begin with the US and hopes to expand to include Canada soon.

An action item was assigned to staff to distribute the bEQ Ad Hoc Report to Excom to the PEC. (ACTION ITEM 2) *Completed.*

Mr. Balaras was assigned the task of developing a draft Educational Strategic Plan (ESP) and reported on the discussion this generated in the Functional Planning Subcommittee. An action item was assigned to staff to include the ESP report with the minutes from this meeting. (ACTION ITEM 3) (**Attachment D**) *Completed.*

Mr. Balaras discussed the need to develop a matrix fiscal issues and other information. Mr. Balaras will discuss these issues with the other councils and suggested a meeting to brainstorm additional ideas. Mr. Werkema stated that the objectives should be made clear and the market be identified. Mr. McGinn asked if other groups should be involved and if AHSRAE needed outside consultants to identify trends.

Ms. Hayter explained that the idea of an Educational Strategic Plan had been discussed at the fall BOD meeting and suggested looking at the Research Strategic Plan as a start. Ms. Hayter assigned Mr. Gullidge, Mr. McGinn and Mr. Balaras to an ad hoc committee to ask PEC standing committees, vice chairs and others to help develop ideas and gather information for an Educational Strategic Plan that would tie to the ASHRAE Strategic Plan

An action item was assigned to staff to coordinate a room and poll the PEC standing committee chairs and vice chairs for a possible time to meet at the Annual meeting in Montreal before the PEC meeting on Tuesday. The purpose for this meeting, which is to hold a separate discussion specifically on long-range planning of PEC's future goals. (ACTION ITEM 4) *Completed.*

(Secretary's Note: The only time and room available in Montreal at the Annual Meeting is Monday 8:00am-12:00pm. The PDC meet at that time.)

Mr. Fisher reported on the objective he had been assigned to meet with ASHRAE Staff to develop new strategies to market PEC products to ASHRAE members and non-members. An action item was given to staff to include his written report in the minutes of this meeting. (ACTION ITEM 5) (**Attachment E**) *Completed.*

Mr. Fisher was asked to develop some further ideas for marketing/promotion of ASHRAE materials at HQ in Atlanta by the Annual Meeting in Montreal 2011. (ACTION ITEM 6)

10. Subcommittee Reports

10.1 Journal Advertising Sales (Attachment F)

Ms. Hayter reported the year to date ASHRAE Journal advertising revenue performance for ASHRAE is approximately \$200,000 better than previous year actual.

Mr. Werkema asked if the increase in sales was due to ASHRAE lowering its ad rates to better compete. Mr. Comstock reported, no, rates had not been lowered. Competitive publications have more actively offered reduced pricing, but ASHRAE has by and large maintained rates as posted on its rate card. What ASHRAE has done is add more value to its ad programs, for example, combined print, enewsletter, and web advertising programs. ASHRAE's market share has increased because of greater value and impact rather than lowering prices. The financial statements show revenue growth which supports the growth in ad pages

10.2 eLearning (Attachment G)

Ms. Hayter reported substantial improvement to eLearning's revenue picture and net performance. Year to date revenue is \$161,400 compared to \$139,000 budget. Net performance is \$93,700 compared to \$73,400.

Mr. Comstock reported on the following referred motion from Members Council:

Motion 40 (10/24/10) – Argentina Chapter: That ASHRAE would provide e-learning courses in other languages other than English.

Background: Again, many ASHRAE members and nonmembers are not absolutely comfortable with the English language; it would be another tool to capture more members.

Fiscal Impact: The costs generated by this implementation would be paid by the assistants, as it is done with the original e-learning courses these days.

Mr. Comstock reported on the difficulties of this request including cost of translations that is unlikely to be recovered based on current sales of eLearning to other countries at this time.

10.3 Fiscal Planning (Attachment H)

Mr. McMillian gave the Fiscal Subcommittee report.

The subcommittee voted (7-0-0 CV) to accept the staff recommendation to reduce the optional air mail postage cost to members outside North America to \$10 from \$50 and instructed staff to promote this service as means of offering improved Journal delivery to those affected members. Staff analyzed, as a means, centralized distribution of monthly ASHRAE Journals and yearly Handbooks in bulk by FedEx to Pakistan Chapter for chapter delivery and found the cost was greater than was estimated and included many logistical problems. Reducing this fee for optional service can be sustained by the Society (loss of \$5,000 in revenue) while offering members a lower cost opportunity for improved service. Sending replacement issues by air mail instead of via Fed Ex will also be implemented which will produce an estimated savings of \$6,000 per year.

The subcommittee voted (7-0-0) to endorse the following motion from the Certification and PDC Ad Hoc Committee:

Motion: The ad hoc committee on the Integration of Education and Certification requests funding for the development of Desk References for individuals interested in topics related to Energy Modeling and related to Commissioning.

Fiscal Impact: \$4,000 per topic for a total of \$8,000 this fiscal year.

Background: PEC created this ad hoc committee to find ways to integrate education and certification to create additional materials in support of ASHRAE's certification programs. The decision was made to move forward with the development of a Desk Reference on topics covered by the certification programs. These References will generate revenue by appealing to a broad audience that encompasses individuals interested in the certification programs and those interested in the topics generally. The outline for a Desk Reference for Building Energy Modeling is attached. (**Attachment I**)

10.4 Functional Planning (Attachment J)

Mr. McGinn gave the Functional Planning Subcommittee report.

Mr. Fisher moved and Mr. McMillian seconded:

(2) Approve changes to the PEC MOP as shown in Attachment K.

Background:

- **The BOD tasked the PEC to change their MOP to include a list of acronyms and their definition as seen on page 3.**
- **Item 4.4.2 discusses oversight of the eLearning Elsevier contract which no longer exists and so was rephrased to include any eLearning vendor contracts as seen on page 6.**

(These changes were unanimously approved by the Functional Planning Subcommittee.)

MOTION (2) PASSED 11-0-0 CNV

An Action Item was assigned to staff to have the PEC MOP on the website replaced with the MOP just approved. (ACTION ITEM 7) Completed.

Mr. McGinn reported the subcommittee was asked to review and approve changes to the ECC MOP but the document contained conflicting comments by the committee in track changes and so will be returned to the ECC for clarification.

An action item was assigned to resubmit the ECC MOP at the Annual Meeting in Montreal. (ACTION ITEM 8)

At the request of the BOD for the development of an Educational Strategic Plan, Ms. Hayter has tasked Mr. Balaras, Mr. McGinn, and Mr. Gullledge to communicate with the PEC standing committee chairs and others to collect information for an Ad Hoc committee to be developed by the PEC Chair and Vice Chair. The committee will be tasked with developing the Educational Strategic Plan for presentation to the PEC.

10.5 Research Journal (Attachment L)

Ms. Hayter gave the subcommittee report.

Mr. Radermacher will be provided a contact from the CEC to assist in the development of a program proposal for a Research Journal Session at the next ASHRAE meeting. CEC rejected the previous two programs the Research Journal Subcommittee proposed because program requests had not adequately expressed the value to the overall Conference program or to potential Research Journal authors.

Kayla Dedik of Taylor & Francis presented a report describing transitioning the Research Journal to Taylor & Francis Publishing (**Attachment M**). Ms. Dedik also presented the Taylor & Francis marketing plan for the Research Journal (**Attachment N**).

Mr. Comstock reported Taylor & Francis is an international publisher and interested in making our journal a successful part of their portfolio.

11. Committee Reports

11.1 Certification (Attachment O)

Mr. Boyce gave the committee report.

Mr. Gullledge moved and Mr. McMillian seconded:

(3) The Certification Committee recommends that top ASHRAE management

follow up with GSA based on U.S. Federal Buildings Training Act that GSA must create a program for education, training, licensure, and certifications for building operations personnel.

Background: Based on the June 2010, U.S. Federal Buildings Training Act, GSA must create a program for education, training, licensure, and certifications for building operations personnel, an estimated 40,000 individuals. The initiative is being led by the Office of Federal High Performance Green Buildings and John Simpson john.simpson@gsa.gov (in Southern California) is spearheading the effort. This action must be taken with a sense of urgency to take advantage of the opportunity.

Fiscal Impact: estimated \$1,000 travel expenses with the potential for thousands of dollars in revenues.

Mr. Werkema commented that this motion should be more specific and recommend that Excomm should be made aware of the importance of this opportunity. Mr. Underwood suggested amending the motion. Mr. Boyce agreed.

Mr. McGinn moved and Ms. Thasher seconded amending the motion as follows:

that ASHRAE Executive Committee follow up with GSA based on U.S. Federal Buildings Training Act that GSA must create a program for education, training, licensure, and certifications for building operations personnel.

Mr. Gullede and Mr. McMillian agreed to amend their motion.

MOTION (3) PASSED 11-0-0 CNV

Mr. Boyce reported the committee continues to investigate ways to make the certification programs more globally relevant and has undertaken the following activities:

- Working with AICAAR to bring ASHRAE certification examinations to Italy.
- Investigating ways to maintain program quality and integrity while possibly regionalizing/customizing examination content.
- Investigating ways to maintain program quality and integrity while offering courses that relate relevant ASHRAE standards and guidelines to local/regional practices and terminology.

11.2 Electronic Communications (ECC) (Attachment P)

Ms. Patenaude gave the committee report and reported on a referral from Members Council.

Motion 18 (10/24/10) – Argentina Chapter: That ASHRAE have its main page, www.ashrae.org in Spanish as well as it's original in English, and that the original in English would have a Spanish option for the "Renew Membership" link. This way it would be easier for Spanish speakers to join and renew their membership. Effective June 30, 2011.

Background: It has been proved that many ASHRAE members, at least in Argentina, are not too familiar with the English language, except for the technical issues.

Fiscal Impact: These changes should have a minimal fiscal impact and will improve the dues payment by Spanish speaking members.

ECC response: ECC has already been working on video instructions for membership enrollment and renewal with Spanish translation. This has been completed and ASHRAE staff has these files for incorporation on the ASHRAE.org website. Therefore ECC considers this motion to be complete. ECC did note during our 1/29/11 meeting that a reoccurring item be added to our action item list to review these instructional videos annual to verify that they remain up to date with the current ASHRAE.org membership enrollment/renewal screens and process.

11.3 Handbook (Attachment Q)

Mr. Noble gave the committee report.

Mr. McMillian moved and Mr. Fly seconded:

- (4) **Change the title of the advertising links in the CD and online chapters of the Handbook from “Related Commercial Resources” to “Commercial Links” and add a disclaimer that the advertising content found at the links is not necessarily endorsed by ASHRAE or the chapter’s responsible technical committee (TC).**

Background: The motion stems from concerns voiced by one or more TCs that users might think that ASHRAE or the TC is endorsing the commercial ad content found at the links’ ends.

Fiscal impact: \$1500. This is uncertain; figure is estimated charge for vendor services.

Steve asked the council to consider that these links are used as a value added incentive to advertisers. Mr. McGinn suggested just expanding the disclaimer located on the product as a compromise. An action item was assigned to staff to expand the disclaimer.
(ACTION ITEM 9) *Completed.*

MOTION (4) FAILED 1-0-10 CNV

11.4 Historical (Attachment R)

Mr. Tisdale gave the committee report.

Mr. Tisdale reported “History of Radiant Heating & Cooling Systems, Parts 1 and 2” by Robert Bean, Bjarne W. Olesen, Ph.D., and Kwang Woo Kim, Arch.D., was selected for the 2011 Lou Flagg Award.

Mr. Tisdale reported the ASHRAE web team is converting the older Leadership Recall videos from the master DVDs created when the tapes were originally digitized. The videos will be posted on the ASHRAE website. This process should be completed by the 2011 ASHRAE Annual Conference.

Ms. Hayter also asked that cross-communications between committees continue and specially asked ECC and the Historical Committee to work together on posting the Leadership Recalled videos on the ASHRAE website

Mr. Tisdale reported Seminar 24 on “Historical Perspectives: Las Vegas Casino Design Past to Present” was prepared by the Historical Committee and took place Monday, January 31st and another seminar to be done jointly with TC 1.5 on modeling of historic buildings is planned for the Montreal meeting.

11.5 Professional Development (PDC) (Attachment S)

Ms. Walters gave the committee report.

Mr. McGinn moved and Mr. Werkema seconded:

- (5) **Promote the 3-day HVAC Design Essentials Workshop that will be held at Headquarters in Atlanta May 18-20, 2011.**

Fiscal Impact: No expenses, potential for additional revenues directly attributable to increased registrations.

Background: When the headquarters building was renovated, the ASHRAE Foundation Learning Center was added and the PDC was asked to oversee the development and presentation of educational courses that would make good use of the new facility. The HVAC Design Essentials Workshop is intended to address a long-identified industry need for intensive training in HVAC for young engineers or engineers new to this discipline. Bringing attendees to the headquarters building will allow it to be used as it was designed to be – a “living laboratory.” In addition, because the audience is expected to include many young engineers, bringing them to the headquarters building will help get them involved in ASHRAE early in their careers. This Workshop is different from other ALI courses, not only in the length of the instruction, but also in the need to provide “social events.”

Ms. Walters reported that the committee felt the marketing and promotion for the Workshop must be two-pronged: it must reach potential attendees and be appropriate for managers who make decisions about their staff members’ professional development. Having active support from the PEC and other Society members is crucial to building awareness of the program and to its success.

MOTION (5) PASSED 10-1-0 CNV

11.6 Publications (Attachment T)

Mr. Clark gave the committee report.

Mr. Clark reported a subcommittee on international development, communication, and cooperation was appointed to aid in developing publications that meet the needs of the international ASHRAE community. The subcommittee will gather information to guide policy, identify opportunities, and facilitate development and marketing of publications to meet these needs. The committee will also submit an article for *Insights* on the publications needs of international members and efforts under way to try to meet those needs.

Mr. Clark reported the committee is developing material for a presentation, possibly a Webinar or podcast, to educate technical committees on how they can develop ASHRAE publications. The presentation is scheduled to be submitted for approval by the committee in June.

12. Old Business

None.

13. New Business

13.1 Plan for Web Site Improvement

Mr. Comstock reported on the new content management system. This system has the infrastructure to do analytics and reporting that will provide valuable information to staff and member leadership. This will require some redesign of the website based on Member needs and traffic patterns. An added feature with the new system will be the search ability of PDFs as well as HTML.

Mr. Comstock asked that a small subcommittee be formed from PEC members to help guide the redesign. Ms. Hayter assigned Mr. Billedeaux, Mr. McGinn and Mr. Brandenburg to a website redesign subcommittee.

Mr. Werkema asked when the website would go live and Mr. Comstock reported it would be six months after the BOD funds the project. This will be a capital asset and is not in the current budget.

13.2 Continuous Strategic Planning

Ms. Hayter reported that webinar for chapter chairs and vice chairs is being developed by the Planning Committee concerning the chapters role in ASHRAE's continuous strategic planning.

13.3 Ad Hoc - Development of Materials in Support of Certification Programs

Mr. Boyce gave the report for the ad hoc committee. (**Attachment U**)

Mr. Werkema moved and Ms. Thrasher seconded:

(6) Fund the development of Desk References for individuals interested in topics related to Energy Modeling and related to Commissioning.

Fiscal Impact: \$4,000 per topic for a total of \$8,000 this fiscal year.

Background: In June 2010, the PEC created this ad hoc committee to find ways to integrate education and certification with the result of creating additional materials in support of ASHRAE's certification programs. The ad hoc committee met at ASHRAE HQ in Atlanta in August; an important result of this meeting was the decision to move forward with the development of a Desk Reference on topics covered by the certification programs. The ad hoc committee believes that these References will generate revenue by appealing to a broad audience that encompasses not only individuals who are interested in each of the certification programs but also individuals who are interested in the topics generally.

To ensure that each Reference meets the needs of those individuals who are interested in pursuing an ASHRAE certification, someone with knowledge of the subject matter will need to devote time and focused energy to explain the relevance of each identified resource. To ensure that this work is completed in a timely fashion and with a high quality, the ad hoc committee strongly recommends that funding be made available for these projects.

The price of each Desk Reference is expected to be \$125 for non-members and \$105 for members.

We estimate that 120 people will purchase the Building Energy Modeling Desk Reference in the first year, which would provide a conservative estimate of \$12,600 in revenues. We estimate that 100 people will purchase the Commissioning Process Management Desk Reference in the first year, which would provide a conservative estimate of \$12,000 in revenues.

Mr. Billedeaux asked if these would be new publications and Mr. Boyce explained that they would be new publications. Desk references would be to assist individuals in what they will need to know to be successful with ASHRAE certification programs and encouraging them to become certified.

Mr. Gulledge was concerned that material from standards and other ASHRAE publications would be reused to produce these publications. Mr. Boyce explained that these publications would be similar to a manual and a quality product like all ASHRAE publications.

MOTION (6) PASSED 11-0-0 CNV

14. Adjourn

Ms. Hayter adjourned the meeting at 12:00 p.m.



Respectfully submitted,
W. Stephen Comstock

List of Attachments

- Attachment A Major Motions Passed at meeting on June 29, 2010 - Albuquerque, NM
- Attachment B Action Items at meeting on June 29, 2010 - Albuquerque, NM
- Attachment C 2010-2011 PEC MBOs
- Attachment D Draft Educational Strategic Plan
- Attachment E PEC Product Marketing Strategies
- Attachment F Journal Advertising Sales Subcommittee Report to PEC
- Attachment G eLearning Subcommittee Report to PEC
- Attachment H Fiscal Planning Subcommittee Report to PEC
- Attachment I Outline for a Desk Reference for Building Energy Modeling
- Attachment J Functional Planning Subcommittee Report to PEC
- Attachment K PEC MOP
- Attachment L Research Journal Subcommittee Report to PEC
- Attachment M Taylor & Francis Report 2011
- Attachment N Taylor & Francis Marketing Plan
- Attachment O Certification Committee Report to PEC
- Attachment P Electronic Communications Committee Report to PEC
- Attachment Q Handbook Committee Report to PEC
- Attachment R Historical Committee Report to PEC
- Attachment S Professional Development Committee Report to PEC
- Attachment T Publications Committee Report to PEC
- Attachment U Ad Hoc - Development of Materials in Support of Certification Programs

Attachment A
Major Motions Passed
at meeting on June 29, 2010
Albuquerque, NM

MAJOR PASSED MOTIONS
Meeting of June 29, 2010

No.	Page	Motion
3	7	<p>Approved providing a complimentary Fundamentals Handbook CD to recipients of ASHRAE Scholarships in support of promotion of ASHRAE membership to scholarship recipients.</p> <p><i>(Passed 11-0-0 CNV)</i></p>
4	7	<p>Approved, as requested by the BOD, changes to each of the PEC standing committees' Manual of Procedures to improve continuous strategic planning for committees.</p> <p><i>(Attachments A-F of the Functional Planning Subcommittee Report to PEC) (Passed 11-0-0 CNV)</i></p>
5	8	<p>Approved, as requested by the BOD, changes to the PEC Manual of Procedures to improve continuous strategic planning for councils.</p> <p><i>(Attachment G of the Functional Planning Subcommittee Report to PEC) (Passed 11-0-0 CNV)</i></p>
6	8	<p>Approved for recommendation to the BOD changes to the ROB to improve communication and fiscal awareness between ASHRAE groups in the development of new publications and products.</p> <p><u>From: 2.302.002 Special Publications</u> This council is authorized to fund development of special publications when requested to do so by TCs, TGs, and TRGs with such approvals contingent upon: (a) recognized need; (b) potential for sales income; and (c) budget constraints. This Council will inform the Technology Council of its intent to approve such requests.</p> <p><u>To: 2.302.002 Special Publications</u> This council is authorized to fund development of special publications when requested to do so by TCs, TGs, and TRGs with such approvals contingent upon: <u>responsible for the manufacturing, delivery and fiscal impact of all ASHRAE publications and products with consideration given to (a) recognized need; (b) potential for sales income; and (c) budget constraints and (d) joint funding agreements. Using established guidelines and procedure, this council shall work with the managing groups of special publications at project inception, during execution, and upon completion to ensure a balance of the above considerations is achieved. This Council will inform the Technology Council of its intent to approve such requests.</u></p> <p><i>(Passed 11-0-0 CNV)</i></p>
7	9	<p>Approved creation of a working group comprised of representatives of the Certification Committee, the Professional Development Committee, the eLearning Subcommittee, and relevant staff to create an integrated process for developing the outlines for future certification programs, as well as education/training in support of those programs.</p> <p><i>(Passed 11-0-0 CNV)</i></p>

Attachment B
Action Items
at meeting on June 29, 2010
Albuquerque, NM

INDEX OF ACTION ITEMS
Meeting of June 29, 2010

No.	Responsibility	Action
1	ECC	Forward ECC Team E reports and Technical Committee Website status report to TAC for review and comment.
2	ECC	Forward to TCs ECC recommendation for creation of an award for TCs making the best use of ASHRAE provided electronic communication tools and approved protocols to promote improved Electronic Communication among the Technical Committees.
3	Staff	Send a referral to Members Council to promote Handbook Online, eLearning, the new iPhone application and the new online bookstore with chapter newsletters.
4	Staff	Send referral to CTTC requesting that chapter requests for multi-hour workshops to be conducted by DL's, on topics for which the ALI already offers one or more courses be directed to the ALI.
5	Staff	Send out to the council the Certification Training plan with Mr. Wentz's comments incorporated
6	ECC	Send collected comments on website improvement to Mr. Comstock.

Attachment C
2010-2011 PEC MBOs

**Publishing and Education Council – MBOs – Society Year 2010-2011
Sheila Hayter, Chair – July 2010**

ASHRAE Strategic Plan (SP) Directions:

Direction 1: ASHRAE will lead the advancement of sustainable building design and operations.

Direction 2: ASHRAE will be a world-class provider of education and certification programs.

Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.

Direction 4: ASHRAE will be a global leader in the HVAC&R community.

Objective	S P Di r.	Compl. Date	Fiscal Impact	Responsible Party	Lead	Comment
Develop and implement strategy to leverage ASHRAE education and certification programs	2	Jan 2011	\$5K for working group meeting attendee travel	PEC Ad Hoc for Education & Certification – Darryl Boyce chair, members from Certification, PDC, and e-Learning	Hayter	Initial strategy developed, to be reported at ExCom fall meeting.
Kick-off effort to create an ASHRAE Education Strategic Plan (ESP)	2	June 2011	\$0	Functional	Balaras	Complete. Report included as Attachment X
Recommend PEC's role in the BeQ program	2, 3	June 2011	\$0	PEC Vice Chair	Underwood	BeQ program still in development
Improve PEC cross-committee communication and coordination	2, 3	June 2011	\$0	PEC Standing Committee chairs	Standing Committees	On-going
Develop new strategies to "market" PEC products to ASHRAE members and non-members	3	June 2011	\$0	Fiscal	Fisher	Complete. Report included as Attachment X
Develop strategy for increasing the usability of the ASHRAE website	3	June 2011	\$0 to PEC budget, cost accrued by ASHRAE	Staff	Comstock	On-going

Attachment D
Draft Educational Strategic Plan

A Road Map for Developing an

ASHRAE EDUCATION STRATEGIC PLAN

The **Education Strategic Plan (ESP)**, along with the other functional supporting documents of the Society will support ASHRAE's Strategic Plan (see Appendix) and its ability to achieve its mission and vision.

ASHRAE Mission

To advance the arts and sciences of heating, ventilating, air conditioning and refrigerating to serve humanity and promote a sustainable world.

ASHRAE Vision

ASHRAE will be the global leader, the foremost source of technical and educational information, and the primary provider of opportunity for professional growth in the arts and sciences of heating, ventilating, air conditioning and refrigerating.

A brief history ...

1. The idea to create an Education Strategic Plan was proposed during the Fall 2010 BOD planning session
2. The idea was introduced to PEC by Sheila Hayter, PEC Chair during the PEC teleconference in November 2010
3. The proposal was accepted by PEC

Short term actions ...

4. The goal is to start developing the ESP this year
 - Work on a general plan on how to move forward
 - Functional SubCom to foster the effort and laydown the ground work
 - Brainstorming during the **Functional SubCom** meeting in Las Vegas (Mon., 1/31, 3:30 p.m.- 5:00 p.m.):
 - formulate main ideas,
 - define a vision,
 - organizational issues,
 - structure and nominations for members of an adhoc committee
 - Brief report to PEC on Tuesday 2/1

Long term plan ...

5. Prepare the general structure ESP by midsummer 2011
6. Implementation 2011-12; David Underwood, PEC Chair and PEC to decide whether to move forward

Define Purpose and Objective:

Strategically place ASHRAE's educational programs along the lines of the Strategic Plan to serve our members and the society at large.

Basic stages of ASHRAE's Educational Services:

1. Analysis,
2. Planning,
3. Implementation,
4. Evaluation

The VISION: what to do, why, and how to do it

1. Analysis

- List current programs/achievements
What are the current areas of focus ?
- Identify critical issues, strengths and weaknesses
What are the most and least successful programs ? Why ?

2. Planning

- Identify areas of continued and increased need
What are the members looking for ?
- Identify new opportunities and timelines
What will the members need in the coming years ?
- Identify innovation and effectiveness for delivering
What are the most successful traditional means for delivering educational programs and the new ideas or means for delivering ?
- Identify operational needs and roles
What are the available resources and/or additional (possibly external) resources that will be necessary, and specific roles ?
- Identify financial resources
What financial resources will be required ?

3. Implementation

- Identify management and monitoring needs

Who will coordinate/overlook implementation at operational level and What will be monitored (e.g. timetable, lessons learnt at early stages of implementation) ?

- Identify possible adjustments and corrective measures

What kind of adjustments may be anticipated in view of new developments ?

4. Evaluation

- Identify the measurable means for evaluating effectiveness

What kind of benchmarks will be used for implementation, monitoring and evaluation ?

Appendix
Some relevant information

ASHRAE's Strategic Plan

Direction 2:

ASHRAE will be a world class provider of education and certification programs.

Direction 1:

ASHRAE will lead the advancement of sustainable building design and operations.

Strategy 1.2 *Lead the drive toward the design, construction and operation of net-zero-energy buildings through research, publications and education.*

Direction 3:

ASHRAE will position itself as a premier provider of HVAC&R expertise.

Strategy 3.4 *Provide tools to enable chapters to become a local focus for education and community outreach.*

Direction 4:

ASHRAE will be a global leader in the HVAC&R community.

Strategy 4.4 *Publications and educational products will be priced so they are within reach of ASHRAE's global membership but will not be priced at less than the cost of providing them.*

Strategy 4.5 *ASHRAE will develop its expertise in HVAC&R technologies to embrace whole building sustainable design and be one of the most valuable global resources for publications and educational products related to sustainable HVAC&R technology.*

Strategy 4.6 *ASHRAE will pursue opportunities and processes along with translation to publish its literature in various languages.*

Strategies and Actions for Vision 2020

Producing Net Zero Energy Buildings

2. Facilitate use of new technologies through publishing and education

3. Use public relations and marketing to energize the ASHRAE membership and to communicate NZEB technology and benefits to the global community of designers, builders, owners, and regulators.

Products & Programs Needed for NZEBs

A plan to reach NZEBs requires that good information be made available to motivated practitioners. Development of publications, research topics, and education programs identified below will promote this effort.

- Publications
- Education
- Certification

Incentives & Restructuring Relationships

Alleviate Constraints Imposed by Current Industry Structure and Incentives

B. Educate current students about emerging standards and issues

C. Educate developers and financiers

Marketing Communications Plan

Promote the sale of NZEB-related publications and educational products

Promote Publications and Educational Products

A full suite of publications and educational products will be developed in support on NZEB technology.

Build Public Awareness

Development of educational programming for secondary schools, perhaps based on adaptation of the ASHRAE Learning module for NZEBs

ASHRAE Research Strategic Plan 2010-2015

ASHRAE's Research Vision

ASHRAE will conduct timely research to remain the foremost, authoritative and responsive international source of technical and educational information, standards and guides on the interaction between people and the indoor and outdoor environment through the operation of HVAC&R systems in buildings and other applications.

Needed Research: Sample research projects that address these challenges include:

2) Education and outreach to understand decision-makers' perspectives on investments in energy efficiency and in design features that enhance building performance. (Coordinate with (U.S. Department of Energy) DOE Energy Alliances).

Goal 2: Progress toward Advanced Energy Design Guides (AEDG) and cost-effective net-zero-energy (NZE) buildings

6) Publish design approach for energy reduction by retrofitting buildings by 2015.

Goal 3: To reduce significantly the energy consumption for HVAC&R, water heating and lighting in existing homes.

This includes educating and motivating homeowners, facilitating the identification of appropriate measures and properly training contractors to install them and financing retrofit energy efficiency.

Deployment improvements:

4) Publicity and education campaigns (including K-12) to inform the public about energy efficiency and what they can do to implement energy saving measures in the home.

Goal 10: Significantly increase the understanding of energy efficiency, environmental quality and the design of buildings in engineering and architectural education.

The objectives for the education goal of the strategic research plan period will support the development of research activities and training to lay the groundwork for achieving net zero energy buildings

Technical Challenges:

To address this barrier, activities are needed that foster "closing the loop" between education and practice.

Consequently, with such a large gap between education and practice, teaching and topical offerings potentially lack needed tools, software expertise, trained faculty and systems integration.

Needed Research:

3) Survey and white paper of current state of engineering and architectural education, in terms of tools, equipment, textbooks, resources, faculty training and preparation, principles, concepts and topics taught related to building systems.

ASHRAE's Sustainability Roadmap

The Roadmap makes several key recommendations

Develop educational products that assist in sustainable building design, building operation and evaluation

Promote and provide education on sustainability to its members and society through the ASHRAE Learning Institute and grassroots chapter activities.

In the years since adoption of the position statement, ASHRAE has made significant progress in achieving these objectives. Advanced Energy Design Guides have been initiated, sustainability-focused educational programs have been developed, and partnerships with building sustainability groups have been initiated.

ASHRAE Handbook,

Advanced Energy Design Guides, and

ASHRAE GreenGuide,

are indispensable resources in engineering offices.

ASHRAE's Relationship to Other Organizations

Some of the recommended activities with other organizations are:

- Develop standards, guidelines, and publications in areas of mutual interest.*
- Enlist assistance to develop regional versions of ASHRAE Handbook, ASHRAE Journal, and other publications as appropriate, particularly for non-English speaking regions.*

Walk the talk

Sustainable Products: For printing, the Society can take a leadership position in working with its printers and paper suppliers to find sources and types of papers and inks which will minimize impacts on the environment. It can also accelerate the path it is already pursuing to offer its publications in digital form, thereby eliminating the need for paper and inks.

Deliver educational products that assist in sustainable building design, operation and evaluation

eLearning and seminars

Provide chapters with sustainability programming

Satellite broadcasts

Attachment E
PEC Product Marketing Strategies

1-27-11

Submitted to Sheila Hater by Larry Fisher for PEC MBO

Background:

PEC Chair MBO to "Discuss with ASHRAE staff on ideas to develop new strategies to market PEC". Ideas were discussed on conference call with PEC Chair and it was decided that visiting ASHRAE HQ's, touring the facility and discussion with Publishing staff in person may better serve to develop ideas for the MBO.

Thoughts prior to visit were two fold.

1. Since ASHRAE HQ now promotes use of its new learning center for other groups (AIA, USGBC), and regularly hosts dignitaries, how are we promoting ourselves on what we do and what are we displaying that could possibly be seen as products available. Some historical perspective would be nice too. Should some of the many monitors be used to display this information? At this time it is not being discussed on what is to be displayed, just if one or more of these should be used.

On entering the HQ building you are greeted by beautiful spacious corridors with fixed art leading to the new Learning Center. It is here that could be considered to dedicate some space for showing a historical perspective of ASHRAE. The problem is the space is now finished and would require some funding to accomplish this. The lobby outside of the Learning Center has some display cases showcasing gifts given to ASHRAE over the years. There are several monitors located in this area too (If I remember correctly). This is an ideal place to display some of our work, but more importantly, use the available space to state, "Because of ASHRAE....." or Did you know that ASHRAE" etc. These would be short and sweet "eye grabbers" for new visitors to the facility.

Further discussion on this matter can be generated with the PEC Chair and the Publisher.

1. What can ASHRAE staff and membership do to better promote our products within and outside of ASHRAE? Can we (staff and volunteers) collaborate on good ideas for getting information to the grassroots on what ASHRAE is doing related to PEC and even to help promote these items.

Steve had me meet with 2 different groups.

Group 1 was PEC Products and Promotions Group and consisted of 4 individuals. I opened with comments about the MBO and my charge was to have open dialogue to discuss current practices and to generate ideas for future practices.

We discussed when publications initially came from and how editorial content is developed and how the target audience and users are defined. Currently the department goes to market by utilizing web blurbs, Landing Page, e-mail, catalogs, press releases, and on items with broad interest post cards. Occasionally

a pub idea will come to staff that is not defined very well, but to serve membership, the efforts are put forth to publish as good of document as possible. I asked what membership could do to help and possibly PEC could ensure topics are well defined and scopes complete prior to reaching staff. Again, this is the exception, not the norm.

For each publication, there is a marketing questionnaire sent out, a good example of that would be for the AEDGs during their development. It was stated that more author involvement in promoting their work could help get the word out better (does that mean a limited book tour (one or two events) that is noted in Insights, website and Journal for exposure?

The new online bookstore is operated through a partnership with Techstreet, a division of Thomson Reuters. Their database on sales and ability to track marketing efforts is much better than previously used by ASHRAE. Through Google Analytics they can drill down and filter certain information i.e. number of visits to the store, then follow that all the way through to see how many convert to an actual sale. I was given an example of a report that tracked the results of an HTML mailing to promote The IAQ Guide from last quarter. The report showed 217 visits with a sale of 77 transactions for a conversion rate of 35.48% (the site average during that same time period was 8.72%) Through Google Analytics, staff can also see financial data related to these sales. Since the relationship with Techstreet is still relatively new, staff continues to finding useful ways to use these tools.

Staff also has the ability to segment e-mail addresses based on past purchasers, and use these for initial announcements of new pubs or re-introducing an existing pub.

One comment related to an author not providing content in a timely manner, but the deadline did not move. This could result in some quality issues. PEC should be contacted when this happens to help make a decision to delay the pub or continue with the original date.

When suggested that grass roots get involved to help promote, I discussed the PAOE system to staff, and if there were points awarded for promoting pubs (the promotion would be generated by staff) and be different every month, but every chapter would be giving the same message for consistency. This could be in the form a handout (send PDF let chapter print), or better, a short power point with verbiage for the host to speak. In addition, the push could be to the Chapter's newsletter editor for insertion in the Chapter newsletter. All newsletters are electronic. This would require for the PEC to get with the incoming President and request PAOE for a formalization of this idea. Staff indicated they could pull this off.

Lastly, the discussion turned to the "back office engineers". This is a reference to non-ASHRAE members in a firm where the principle or a few principles are members. There is a problem where the promotions got these principles and for the most part do not get pushed down to the book room group. This group many times are engineering, but may not be degreed or PE status, but utilize our products daily in their work. If there was a way to identify these (by e-mail) we would be adding quality names to the e-mail data base vs. just increasing the e-mail list with just names.

This concluded the conversation with Group 1. Brief summary is at the end of report.

Group 2 consisted of Education and Certification folks and consisted of 5 individuals. I again opened with comments about the MBO and my charge was to have open dialogue to discuss current practices and to generate ideas for future practices.

This group had good information available to them as ALI and Certifications are easy to track. For the upcoming winter meeting, the ALI registration is actually up from previous years. This can be attributed to a combination of content, marketing, economy, and location of the meeting. All agreed this is good for the conference, but are we utilizing that captive audience to promote our publications? This could be done in a slide show prior to the meeting just like they do at the movies, some will pay attention and some will learn more about our products.

It was discussed the HQ Learning Center is underutilized and there was not an area for promotion of pubs.

ALI and Certification attempt to go outside ASHRAE membership for sales. Staff agrees that this is an area of potential growth, particularly for non-ASHRAE members at the AHR Exposition Is the promotion lists used for this the same as used for Publications? Steve has verified this is a yes.

The thoughts of PAOE for marketing promotion at Grassroots level was supported, from a presentation at the beginning of a Chapter meeting, to insertion into the Chapter Newsletter. Again, this has to be pushed down to staff for consistency throughout Society.

Certifications were discussed. Greater penetration of ASHRAE's programs would be realized and added value perceived if local, state, federal governments and other authorities or organizations required (or at least recognized/recommended) the certification. These efforts typically require grassroots involvement, with Staff support.

The interaction proved valuable. ASHRAE staff who attended the sessions commented on the value of a member explaining how they interact with the Society – chapter meetings, website, conferences – so that the staff could gain a better understanding of marketing potential.

Specific actions that could be considered are:

- Promotion of ASHRAE works at HQ
- Promotions within the chapters by volunteers and consideration of awarding PAOE points to promote this.
- Encouragement of members to reach out to the back office engineers and to activity encourage members to make that outreach effort.

Attachment F
Journal Advertising Sales
Subcommittee Report to PEC



**Journal Advertising Sales Subcommittee
Report to Publishing and Education Council
Meeting of Sunday, June 27, 2011**

Action Items:

None

Information Items:

1. Year to date ASHRAE Journal advertising revenue performance for ASHRAE is approximately \$200,000 better than previous year actual.
2. Year to date Online advertising performance is approximately \$100,000 better than last year actual.
3. High Performing Buildings magazine is tracking well against budget but shows a substantial negative net for the current year. Several initiatives were discussed to improve performance including the introduction of new product pages such as appear in ASHRAE Journal, improved media kit, sponsored supplier webcasts, and improved media kit.

Attachment G
eLearning
Subcommittee Report to PEC

Report to Publishing and Education Council

Meeting of eLearning Subcommittee, January 29, 2011

Action Items:

None

Information Items:

(1) The subcommittee reported substantial improvement to eLearning's revenue picture and net performance. Year to date revenue is \$161,400 compared to \$139,000 budget. Net performance is \$93,700 compared to \$73,400.

(2) The subcommittee considered the following referred motion from Members Council:

Motion 40 (10/24/10) – Argentina Chapter: That ASHRAE would provide e-learning courses in other languages other than English.

Background: Again, many ASHRAE members and nonmembers are not absolutely comfortable with the English language; it would be another tool to capture more members.

Fiscal Impact: The costs generated by this implementation would be paid by the assistants, as it is done with the original e-learning courses these days.

The subcommittee will respond to Members Council as follows:

It is the goal of Publishing and Education Council to offer educational opportunities in multiple languages when business models allow. While translations of publications into Spanish are proceeding with volunteer effort by Spanish speaking members and therefore little development cost to the Society, eLearning translation is more complex.

The translation of the text upon which eLearning is based is far longer than the Standards that are currently being translated. But more importantly, the web-based infrastructure of examinations – including registration, animations, reporting of test scores, explanation of right and wrong answers for course exercises, and other course interaction -- would also need to be translated. This translation would need to be performed in conjunction with the vendor with whom ASHRAE contracts to deliver its eLearning program. In effect, a new web infrastructure would need to be created that was entirely in Spanish.

It is estimated that the vendor cost of translation for a single course and doing the instructional design work that would place the course on the web would be \$15,000. In addition, ASHRAE would incur an estimated fee of \$20,000 for infrastructure development. This is in addition to the ongoing costs that are incurred for each course registrant. It should be pointed out that the eLearning vendor's capability in Spanish is also unknown.

While there is great interest in translation of ASHRAE publications into Spanish, few sales of available materials materialize. (For example, fiscal year to date of 14 Spanish language Standards have totaled 173 copies for \$2750.) Therefore it seems unlikely that ASHRAE would recover its investment in a reasonable time period.

PEC is committed to working with ASHRAE volunteers to translate standards, books and educational materials and will certainly work with chapters on the translation of eLearning texts as standalone publications if chapters in Spanish speaking countries so desire. If sales of those stand alone texts exceed expectations, development of Spanish language eLearning courses can be further investigated.

- (3) The subcommittee approved an implementation plan to begin work on 7 new eLearning courses that will be released during the 10-11 and 11-12 Society years. These courses are planned to cover Standard 189.1, Standard 62.1, and BIM. Funds for course development are included in the current year budget. The proposed 11-12 budget will be adjusted based on this approval showing an improvement in net performance.

Attachment H
Fiscal Planning
Subcommittee Report to PEC



Fiscal Planning Subcommittee Report to Publishing & Education Council

Meeting of Monday, January 31, 2011

Information Items

1. The subcommittee voted (7-0-0 CV) to accept the staff recommendation to reduce the optional air mail postage cost to members outside North America to \$10 from \$50 and instructed staff to promote this service as means of offering improved Journal delivery to those affected members.

Background. Staff was asked to analyze centralized distribution of monthly ASHRAE Journals and yearly Handbooks in bulk by FedEx to Pakistan Chapter for chapter delivery. Staff analysis determined the cost to the Society was greater than was estimated by the Pakistan Chapter and that many logistical problems would result. It is believed that reducing this fee for optional service can be sustained by the Society (loss of \$5,000 in revenue) while offering members a lower cost opportunity for improved service. As part of this recommendation, a process of sending replacement issues by air mail instead of via Fed Ex will also be implemented which will produce an estimated savings of \$6,000 per year.

2. The subcommittee voted (7-0-0) to endorse the following motion from the Certification and PDC Ad Hoc Committee:

Motion

The ad hoc committee on the Integration of Education and Certification requests funding for the development of Desk References for individuals interested in topics related to Energy Modeling and related to Commissioning.

Fiscal Impact: \$4,000 per topic for a total of \$8,000 this fiscal year.

Background

In June 2010, the PEC created this ad hoc committee to find ways to integrate education and certification with the result of creating additional materials in support of ASHRAE's certification programs. The ad hoc committee met at ASHRAE HQ in Atlanta in August; an important result of this meeting was the decision to move forward with the development of a Desk Reference on topics covered by the certification programs. The ad hoc committee believes that these References will generate revenue by appealing to a broad audience that encompasses not only individuals who are interested in each of

the certification programs but also individuals who are interested in the topics generally. The outline for a Desk Reference for Building Energy Modeling is attached as an Appendix.

To ensure that each Reference meets the needs of those individuals who are interested in pursuing an ASHRAE certification, someone with knowledge of the subject matter will need to devote time and focused energy to explain the relevance of each identified resource. To ensure that this work is completed in a timely fashion and with a high quality, the ad hoc committee strongly recommends that funding be made available for these projects.

The price of each Desk Reference is expected to be \$125 for non-members and \$105 for members.

We estimate that 120 people will purchase the Building Energy Modeling Desk Reference in the first year, which would provide a conservative estimate of \$12,600 in revenues. We estimate that 100 people will purchase the Commissioning Process Management Desk Reference in the first year, which would provide a conservative estimate of \$12,000 in revenues.

Information Items:

1. The subcommittee revised the fiscal performance of its various committees and programs. Please see summary below.

<i>Committee</i>	<i>Thru Dec Last Yr</i>	<i>Thru Dec This Yr</i>	<i>Forecast This Yr</i>	<i>This Yr Budget</i>	<i>Next Yr Budget</i>
Certification	-141.5	-136.3	-264.8	-255.2	-296.8
Handbook	-12.3	-18	-444.3	-320.1	-450.6
Journal	-46.2	64	289.4	-4.6	99.1
Special Pubs	511.3	955.0	1858.3	1605.1	1760.6
Insights	-35.9	-35.9	-69.2	-73.4	-73.1
Research Jrnl	8.6	-10.1	-41.1	-18.5	-30.1
Elec Communications	-16	-14.5	-38.3	-38.4	-40.2
Historical	-15.1	-18.4	-42.2	-42.7	-44.5
Prof Development	-38.1	-35.8	-92.9	-75.2	-48.1
Council Combined	284.0	749.8	1322.8	947	972.9

The subcommittee will appoint individuals to work with Mr. Comstock to develop a business plan for certification that will meet the request of Finance Committee that net performance of certification be improved. This plan will be completed by the June meeting.

Attachment I
Outline for a Desk Reference for
Building Energy Modeling

Building Energy Modeling Desk Reference

Introduction

ASHRAE, founded in 1894, is an international organization of 51,000 individuals committed to fulfilling its mission of advancing heating, ventilation, air conditioning and refrigeration to serve humanity and promote a sustainable world through research, standards writing, publishing and continuing education.

Publications

ASHRAE offers a wide variety of publications, including Standards, Guidelines, Design Manuals and Handbooks to meet the needs of ASHRAE's membership and the industry as a whole. These materials are peer-reviewed and meet the Society's high-quality standards.

ASHRAE is developing a Desk Reference series of publications on various topic areas. The purposes of the Desk References are to provide useful information and to identify key resources for individuals who are interested in a given topic area. When feasible, relevant sections or excerpts of other publications are included within the Desk Reference. However, in those instances in which either a whole publication or a significant amount of published material is relevant to a topic, the Desk Reference will provide an explanation of the publication's relevance, as well as direction on how to obtain the publication, but the publication will not be republished in its entirety.

Although the information and materials provided in ASHRAE publications have been prepared and selected with care, ASHRAE has not investigated, and ASHRAE expressly disclaims any duty to investigate any product, service, process, procedure, design, or similar aspects of a system that may be described therein. The appearance of any technical data or editorial material in a publication does not constitute endorsement, warranty, or guaranty by ASHRAE of any product, service, process, procedure, design, or the like. ASHRAE does not warrant that the information in a publication is free of errors, and ASHRAE does not necessarily agree with any statement or opinion in a publication. The entire risk of the use of any information in a publication is assumed by the user. Further, no Desk Reference can include all relevant resources; ASHRAE's intent is to provide a useful sample of relevant resources.

For more information about publications available through ASHRAE, visit www.ashrae.org/bookstore.

Educational Courses

The ASHRAE Learning Institute (ALI) and ASHRAE's Professional Development Committee (PDC) work with subject matter experts to design, develop and present educational materials for ASHRAE's membership and for the building industry. These materials are peer-reviewed and meet the Society's standards for high-quality presentations. For more information about the ALI and ASHRAE's educational programs, please visit www.ashrae.org/education.

Certification Programs

ASHRAE's certification programs are designed and developed by subject matter experts and other stakeholders to assess an individual's mastery of a body of knowledge reflecting best practices that a competent professional would have obtained through education and experience.

Often, the best "teacher" of best practices in a field of endeavor is hands-on work experience. However, even the most seasoned professional may want additional resources to support his or her knowledge

base. For each certification program, ASHRAE provides a list of ASHRAE-owned and non-ASHRAE-owned publications and courses that may be helpful to those individuals who are interested in supporting their academic and work experience as they prepare to sit for a certification examination.

Each program has its own Candidate Guidebook, which includes that program's eligibility criteria and Detailed Content Outline (DCO), which is a "blueprint" for the certification examination.

In addition, all ASHRAE certification programs have renewal requirements of 45 ASHRAE Continuing Education credits (ACEs) every 3 years. The ACEs must be directly related to the topic of the certification and can be obtained from ASHRAE or other providers. The ACEs may also be acceptable for other purposes, such as renewal of Professional Engineer or Registered Architect licenses or LEED AP® credentials.

For more information about ASHRAE's certification programs, visit www.ashrae.org/certification.

Resources for Building Energy Modeling

As interest in building sustainability has increased, so has interest in energy modeling as a tool for achieving building energy savings. ASHRAE recognizes the importance of energy modeling to the processes for designing, building, operating and maintaining buildings and facilities and has attempted to create a comprehensive “package” that includes Publications, Educational Courses and a Certification Program related to this topic.

Desk Reference

This Desk Reference identifies resources that anyone interested in building energy modeling may want to reference. In addition, it may be useful for those individuals who are interested in earning ASHRAE’s Building Energy Modeling Professional (BEMP) certification. However, purchasing this publication is not required for participation in the BEMP or any other ASHRAE certification program and studying the materials in this publication will not guarantee that a BEMP candidate will earn the certification.

Furthermore, no part of any ASHRAE-owned publication may be reproduced without permission in writing from ASHRAE, nor may any part of a publication be reproduced, stored in a retrieval system, or transmitted in any way or by any means without permission in writing from ASHRAE.

Course

In collaboration with the U.S. Affiliate of the International Building Performance Simulation Association (IBPSA-USA), ASHRAE offers an all-day seminar focusing on the HVAC/Thermal implications of building energy modeling. This course is offered at ASHRAE and IBPSA-USA conferences, other industry conferences, and other venues. In addition, the course is available for presentation (for a fee) by ASHRAE and IBPSA-USA chapters and by companies. For more information about this course and other ASHRAE courses, visit www.ashrae.org/education. In addition, this course may be useful for individuals who are interested in earning ASHRAE’s Building Energy Modeling Professional (BEMP) certification. However, attending this course is not required for participation in the BEMP or any other ASHRAE certification program and will not guarantee that a BEMP candidate will earn the certification.

Certification Program

ASHRAE’s Building Energy Modeling Professional (BEMP) certification program was developed in collaboration with the U.S. affiliate of the International Building Performance Simulation Association (IBPSA-USA) and the Illuminating Engineering Society of North America (IESNA). The purpose of this program is to certify individuals’ ability to evaluate, choose, use, calibrate, and interpret the results of energy modeling software when applied to building and systems energy performance and economics and to certify individuals’ competence to model new and existing buildings and systems with their full range of physics/operations.

Appendix A provides the Detailed Content Outline (DCO) for the BEMP program’s examination. The DCO identifies not only the tasks that a competent energy modeler should have mastered but also how many examination items (out of 100) covering each task area will appear on the examination.

Of course, each certification candidate has a combination of academic and work experience that is unique to him or her. ASHRAE encourages each candidate to review the DCO to:

1. Determine which task areas he or she is most comfortable with and which ones the candidate wants to “brush up” on.
2. Decide how much time and effort to expend on studying each topic area, based on the relative “weight” of the topic area and the individual’s experience and comfort level.

As much as possible, this Desk Reference identifies the specific areas on the program’s DCO that each reference helps support.

Resources for Energy Modeling

Immediately below is a list of available resources that individuals interested in energy modeling may find useful. Following the list is a description of each resource, plus an explanation of its relevance to the topic of energy modeling.

Standards and Guidelines Available through ASHRAE

- ANSI/ASHRAE Standard 55-2010: Thermal Environmental Conditions for Human Occupancy
- ANSI/ASHRAE Standard 62.1-2010: Ventilation for Acceptable Indoor Air Quality
- Standard 90.1-2010: Energy Standard for Buildings Except Low-Rise Residential Buildings (ANSI Approved; IESNA Co-sponsored) and User's Manual
- ANSI/ASHRAE/IESNA Standard 100-2006: Energy Conservation in Existing Buildings
- ANSI/ASHRAE Standard 140-2007: Standard Method of Test for the Evaluation of Building Energy Analysis Computer Programs
- ASHRAE Guideline 14-2002: Measurement of Energy and Demand Savings
- 2009 ASHRAE Handbook - Fundamentals

Resources Available from Other Organizations

- CIBSE Applications Manual AM11: 1998, Building energy and environmental modelling
- IESNA Lighting Handbook, 9th Edition
- Solar Radiation and Daylight Models by T. Muneer
- Heat and Mass Transfer in Building Services Design by Keith J. Moss
- Mechanical and Electrical Equipment for Buildings by Walter T. Grondzik, Alison G. Kwok, John S. Reynolds, Benjamin Stein

ANSI/ASHRAE Standard 55-2010: Thermal Environmental Conditions for Human Occupancy

The 2010 edition of ANSI/ASHRAE Standard 55 combines Standard 55-2004 and the ten approved and published addenda to the 2004 edition into one easy-to-use, consolidated standard. The standard outlines conditions for environmental thermal acceptability. It is intended for use in design, commissioning, and testing of buildings and other occupied spaces and HVAC systems and for the evaluation of thermal environments.

ASHRAE Bookstore Product Code(s): D-86150, 86150

[Explanation of relevance to energy modeling]

[DCO Reference]

ANSI/ASHRAE Standard 62.1-2010: Ventilation for Acceptable Indoor Air Quality

Standard 62.1-2010 is ASHRAE's standard for indoor air quality for commercial buildings. The 2010 revision adds new minimum filtration/air-cleaning requirements, minimum requirements for when ventilation systems must be operated, and a Natural Ventilation Procedure. Other revisions include a more robust IAQ procedure, demand-controlled ventilation system design requirements, requirements for separation of intakes and exhausts, and ventilation rates and occupancy categories.

Related Application: ASHRAE 62.1 iPhone application now available

The ASHRAE 62.1 iPhone, iPod touch, and iPad application allows you to perform ventilation calculations for commercial buildings based upon Standard 62.1

<http://www.ashrae.org/iphone>

ASHRAE Bookstore Product Code(s): 86152,D-86152

[Explanation of relevance to energy modeling]

[DCO Reference]

Standard 90.1-2010: Energy Standard for Buildings Except Low-Rise Residential Buildings (ANSI Approved; IESNA Co-sponsored) and User's Manual

Standard 90.1 has been a benchmark for commercial building energy codes in the United States and a key basis for codes and standards around the world for more than 35 years. This standard provides the minimum requirements for the energy-efficient design of most buildings and offers, in detail, the minimum energy-efficient requirements for the design and construction of new buildings and their systems, new portions of buildings and their systems, and new systems and equipment in existing buildings as well as the criteria for determining compliance with these requirements. It is an indispensable reference for engineers and other professionals involved in the design of buildings and building systems.

The 2010 edition has been expanded to include new features, an expanded scope, and more detailed requirements, as well as incorporating changes from more than 100 addenda. Here's what's new in the 2010 edition:

- Coverage of receptacles and process loads
- More precise building envelope requirements and mechanical equipment efficiencies
- Lower interior lighting power densities
- Additional occupant-sensing controls
- Mandatory daylighting requirements for specific spaces
- A new, five-zone exterior lighting power density table
- Clarified and expanded modeling requirements

[Description of User's Manual]

ASHRAE Bookstore Product Code(s): 86267,D-86267

[Explanation of relevance to energy modeling]

[DCO Reference]

ANSI/ASHRAE/IESNA Standard 100-2006: Energy Conservation in Existing Buildings

This standard provides criteria that will result in the conservation of energy resources in existing buildings.

ASHRAE Bookstore Product Code(s): D-86297,86297

[Explanation of relevance to energy modeling]

[DCO Reference]

ANSI/ASHRAE Standard 140-2007: Standard Method of Test for the Evaluation of Building Energy Analysis Computer Programs

This standard specifies test procedures for evaluating the technical capabilities and ranges of applicability of computer programs that calculate the thermal performance of buildings and their HVAC systems.

This Standard Method of Test can be used for identifying and diagnosing predictive differences from whole building energy simulation software that may possibly be caused by algorithmic differences, modeling limitations, input differences, or coding errors. The current set of tests included consists of 1) comparative tests that focus on building thermal envelope and fabric loads and mechanical equipment performance and 2) analytical verification tests that focus on mechanical equipment performance. This procedure tests software over a broad range of parametric interactions and for a number of different output types, thus minimizing the concealment of algorithmic differences by compensating errors. Different building energy simulation programs, representing different degrees of modeling complexity, can be tested. However, some of the tests may be incompatible with some building energy simulation programs.

ASHRAE Bookstore Product Code(s): D-86471,86471

[Explanation of relevance to energy modeling]

[DCO Reference]

ASHRAE Guideline 14-2002: Measurement of Energy and Demand Savings

This document provides guidelines for reliably measuring energy and demand savings of commercial equipment. Energy service companies (ESCOs), ESCO customers, utilities and others can use these measurements before the sale or lease of energy-efficient equipment to determine post-transaction savings. These measurements can also be used to document energy savings for various credit programs, such as emission reduction credits associated with energy efficiency activities.

ASHRAE Bookstore Product Code(s): 86825,D-86825

[Explanation of relevance to energy modeling]

[DCO Reference]

2009 ASHRAE Handbook - Fundamentals

The 2009 *ASHRAE Handbook - Fundamentals* covers basic principles and data used in the HVAC&R industry. Updated with research sponsored by ASHRAE and others, this volume includes 1,000 pages and 39 chapters covering general engineering information, basic materials, climate data, load and energy calculations, duct and pipe design, and sustainability, plus reference tables for abbreviations and symbols, I-P to SI conversions, and physical properties of materials.

ASHRAE Bookstore Product Code(s): 81090, 81091,81092

[Explanation of relevance to energy modeling]

[DCO Reference]

CIBSE Applications Manual AM11: 1998, Building Energy and Environmental Modelling

[publication description]

[Explanation of relevance to energy modeling]

[DCO Reference]

IESNA Lighting Handbook, 9th Edition

[publication description]

[Explanation of relevance to energy modeling]

[DCO Reference]

Solar Radiation and Daylight Models by T. Muneer

[publication description]

[Explanation of relevance to energy modeling]

[DCO Reference]

Heat and Mass Transfer in Building Services Design by Keith J. Moss

[publication description]

[Explanation of relevance to energy modeling]

[DCO Reference]

Mechanical and Electrical Equipment for Buildings by Walter T. Grondzik, Alison G. Kwok, John S. Reynolds, Benjamin Stein


This book addresses mechanical and electrical systems for buildings of all sizes, it provides design guidelines and detailed design procedures for each topic covered. Thoroughly updated to cover the latest technologies, new and emerging design trends, and relevant codes, this latest edition features more than 2,200 illustrations--200 new to this edition--and a companion Website with additional resources.

ASHRAE Bookstore Product Code(s): 96287

[Explanation of relevance to energy modeling]

[DCO Reference]

APPENDIX A: Detailed Content Outline for the Building Energy Modeling Professional program

 American Society of Heating, Refrigerating and Air-Conditioning Engineers Energy Modeling Professional Examination Detailed Content Outline¹ <small>Open cells show an examination could include items from indicated cognitive levels. Shaded cells prevent appearance of items on examinations.</small>	Items			
	Cognitive Level			Totals
	Recall	Application	Analysis	
I. ESTABLISHING THE MODELING SCOPE	3	7	7	17
A. Modeling Objectives	0	1	2	3
1. Define the purpose of the modeling study				
2. Interpret the design intent of the building project				
3. Evaluate the completeness of the design and operation information				
4. Link required project deliverables to goals of the modeling study				
B. Analysis Methodologies	2	3	3	8
1. Differentiate among calculation methods within available software and tools e.g.,				
a. time-neutral e.g.,				
<ul style="list-style-type: none"> • bin method • degree day 				
b. time-sequencing e.g.,				
<ul style="list-style-type: none"> • heat balance • thermal network • weighting factor • parametric 				
2. Evaluate mathematical modeling methods for building components e.g.,				
<ul style="list-style-type: none"> • empirical • first-principle of thermodynamics • regression 				
3. Translate a building project into an energy model				
a. simplify building physics to a mathematical model				
b. anticipate the impact of simplification and model deficiencies				



**American Society of Heating, Refrigerating and
Air-Conditioning Engineers**

**Energy Modeling Professional Examination
Detailed Content Outline¹**

Open cells show an examination could include items from indicated cognitive levels.
Shaded cells prevent appearance of items on examinations.

	Items			
	Cognitive Level			Totals
	Recall	Application	Analysis	
C. Software and Tool Selection	1	2	1	4
1. Evaluate the appropriateness of the methodology by characteristics of the project e.g., <ul style="list-style-type: none"> • project phase • building type • climate 				
2. Select the optimal software and tools to meet output data needs of the project e.g., <ul style="list-style-type: none"> • life-cycle cost analysis • energy use and demand • individual component performance 				
D. Project Scheduling and Budget Considerations	0	1	1	2
1. Tailor the modeling strategy to the design phase e.g., <ul style="list-style-type: none"> • conceptual • mid-design • design benchmarking 				
2. Recognize budget implications of and on modeling methodology				
3. Make approximations targeted toward specific model limitations				
II. COMPONENTS OF BUILDING AND ENERGY SYSTEMS	14	19	17	50
A. Location and Climate Definition	2	1	1	4
1. Use commonly available data about the local climate e.g., <ul style="list-style-type: none"> • temperature • humidity • precipitation • solar • elevation • wind 				
2. Choose the best source of weather data for a project e.g., <ul style="list-style-type: none"> • long-term representative • constructed • geographically equivalent • historical for a time period 				



**American Society of Heating, Refrigerating and
Air-Conditioning Engineers**

**Energy Modeling Professional Examination
Detailed Content Outline¹**

Open cells show an examination could include items from indicated cognitive levels.
Shaded cells prevent appearance of items on examinations.

	Items			
	Cognitive Level			Totals
	Recall	Application	Analysis	
3. Identify site characteristics e.g., <ul style="list-style-type: none"> • microclimates • orientation • adjacent buildings • shading • reflectance • vegetation effects • local wind • solar effects 				
B. Building Envelope and Partitions	1	3	2	6
1. Model exterior and interior opaque surface performance e.g., <ul style="list-style-type: none"> • geometry • boundary conditions • thermal transmission and capacitance 				
2. Model ground-coupled surface performance				
3. Model fenestrations e.g., <ul style="list-style-type: none"> • solar heat gain • shading • reflectance • glazing • framing • spectral 				
4. Model building airflow e.g., <ul style="list-style-type: none"> • psychrometrics • air-tightness • driving forces of infiltration 				
C. Building HVAC Systems	3	3	3	9
1. Model terminal equipment in each zone e.g., <ul style="list-style-type: none"> • perimeter heating • fan coil units • heated / chilled radiant slabs • VAV / CAV boxes 				
2. Model secondary distribution systems e.g., <ul style="list-style-type: none"> • air • water • refrigerant 				
3. Model primary energy systems e.g.,				



**American Society of Heating, Refrigerating and
Air-Conditioning Engineers**

Energy Modeling Professional Examination

Detailed Content Outline¹

Open cells show an examination could include items from indicated cognitive levels.
Shaded cells prevent appearance of items on examinations.

	Items			
	Cognitive Level			Totals
	Recall	Application	Analysis	
<ul style="list-style-type: none"> • chillers • boilers • heat rejection 			<ul style="list-style-type: none"> • thermal storage • combined heat and power 	
<p>4. Model packaged systems e.g.,</p> <ul style="list-style-type: none"> • split • roof-top 			<ul style="list-style-type: none"> • packaged terminal air-conditioner 	
<p>5. Model ventilation e.g.,</p> <ul style="list-style-type: none"> • mechanical • natural 				
D. Lighting Systems	1	1	1	3
1. Model artificial lighting power				
2. Model daylighting e.g.,				
<ul style="list-style-type: none"> • glare • illuminance 				
3. Distribute lighting heat gain among room, return, and plenum				
E. Other Internal and Process Loads	2	2	3	7
1. Differentiate between space loads and building loads				
2. Model loads as sensible, latent, or radiant fractions and thermal distribution e.g.,				
<ul style="list-style-type: none"> • occupants • water heating • plug loads • appliances 			<ul style="list-style-type: none"> • vertical transportation • commercial refrigeration • external lighting • special processes 	
F. District Energy Systems	0	1	1	2
1. Model purchased energy				
2. Model shared energy systems				



**American Society of Heating, Refrigerating and
Air-Conditioning Engineers**

**Energy Modeling Professional Examination
Detailed Content Outline¹**

Open cells show an examination could include items from indicated cognitive levels.
Shaded cells prevent appearance of items on examinations.

	Items			
	Cognitive Level			Totals
	Recall	Application	Analysis	
G. Renewable Energy Systems	1	1	1	3
1. Model solar thermal systems				
2. Model onsite power generation e.g., <ul style="list-style-type: none"> <li style="width: 50%;">• photovoltaic <li style="width: 50%;">• micro-hydro <li style="width: 50%;">• wind 				
H. Controls	4	6	4	14
1. Model HVAC controls for				
a. temperature				
b. humidification and de-humidification				
c. pressure				
d. outside air ventilation e.g., <ul style="list-style-type: none"> <li style="width: 50%;">• quantity <li style="width: 50%;">• temperature <li style="width: 50%;">• quality <li style="width: 50%;">• demand-control <li style="width: 50%;">• humidity 				
e. supply and return flow e.g., <ul style="list-style-type: none"> <li style="width: 50%;">• economizers <li style="width: 50%;">• maximum and minimum <li style="width: 50%;">• exhaust <li style="width: 50%;">• capacity control 				
2. Model lighting controls e.g., <ul style="list-style-type: none"> <li style="width: 50%;">• illuminance <li style="width: 50%;">• energy-rate based <li style="width: 50%;">• occupancy <li style="width: 50%;">• glare considerations <li style="width: 50%;">• time-based <li style="width: 50%;">• dimming 				



**American Society of Heating, Refrigerating and
Air-Conditioning Engineers**

**Energy Modeling Professional Examination
Detailed Content Outline¹**

Open cells show an examination could include items from indicated cognitive levels.
Shaded cells prevent appearance of items on examinations.

	Items			
	Cognitive Level			Totals
	Recall	Application	Analysis	
3. Model controls for miscellaneous equipment e.g., <ul style="list-style-type: none"> • service hot water • process equipment • vertical transportation 				
4. Describe basic control sequences e.g., <ul style="list-style-type: none"> • 2-position • scheduled • proportional integral derivative 				
5. Sequence equipment to manage loads e.g., <ul style="list-style-type: none"> • pumps • fans • large plant equipment 				
III. APPLICATIONS OF ENERGY MODELS FOR BUILDINGS	3	6	3	12
A. Simulation Comparisons	1	2	1	4
1. Compare alternative simulation results e.g., <ul style="list-style-type: none"> • code compliance • parametric studies • performance relative to standards • equipment and component selection 				
2. Compare a simulation to measured data				
a. statistical models				
b. calibrated building-specific data e.g., <ul style="list-style-type: none"> • forensics • utility bills • measurement and verification 				
B. Modeling Energy Performance	2	3	1	6
1. Choose whole-building metrics e.g., <ul style="list-style-type: none"> • cost • emissions • demand • source energy consumption • site energy consumption 				



**American Society of Heating, Refrigerating and
Air-Conditioning Engineers**

**Energy Modeling Professional Examination
Detailed Content Outlineⁱ**

Open cells show an examination could include items from indicated cognitive levels.
Shaded cells prevent appearance of items on examinations.

	Items			
	Cognitive Level			Totals
	Recall	Application	Analysis	
2. Choose component metrics e.g., <ul style="list-style-type: none"> • equipment usage • equipment sizes • component performance 				
3. Choose metrics for indoor environmental performance e.g., <ul style="list-style-type: none"> • temperature • humidity • ventilation rate • daylighting 				
C. Evolution of Simulation Techniques to Meet Project Methods and Objectives	0	1	1	2
1. Adapt simulations to the project phase				
2. Customize simulations for changes in building use				
IV. INTERPRETATIONS OF ENERGY MODEL RESULTS	5	9	7	21
A. Verification and Troubleshooting of Simulation Results	1	3	3	7
1. Perform reality check e.g., <ul style="list-style-type: none"> • hand calculations • mass and energy balance • conformance with expected values 				
2. Perform software check e.g., <ul style="list-style-type: none"> • metering • input files • hourly reports 				
3. Perform parametric bracketing to verify model sensitivity				
4. Review data for anomalies				
5. Reconcile anomalies using single time-step reports				
6. Resolve loads not met and hours outside of control range				
B. Analyzing and Comparing Modeling Results	2	4	2	8
1. Analyze simulation outputs e.g.,				



**American Society of Heating, Refrigerating and
Air-Conditioning Engineers**

**Energy Modeling Professional Examination
Detailed Content Outline¹**

Open cells show an examination could include items from indicated cognitive levels.
Shaded cells prevent appearance of items on examinations.

	Items			
	Cognitive Level			Totals
	Recall	Application	Analysis	
<ul style="list-style-type: none"> • component metrics • energy use intensity • whole building metric 				
2. Compare outputs to targets e.g., <ul style="list-style-type: none"> • rating programs • codes • building labelling programs 				
C. Economic Analyses	1	1	1	3
1. Determine effects of utility rate structures and regulations on costs				
2. Calculate financial metrics e.g., <ul style="list-style-type: none"> • life-cycle costing • cash flow • investment performance • client financing needs 				
3. Estimate the effects of incentives				
D. Sensitivity Analyses	0	1	1	2
1. Perform a sensitivity analysis on modeling assumptions				
2. Identify critical synergistic interactions of building components				
E. Project Deliverable	1	1	1	3
1. Communicate results				
2. Communicate methodology and assumptions on which results are based				
3. Submit documentation that affirms the accuracy and completeness of results				
4. Recommend actions				
Totals	25	41	34	100

Attachment J
Functional Planning
Subcommittee Report to PEC



FUNCTIONAL PLANNING SUBCOMMITTEE Report to PEC

Meeting of Monday, January 31, 2011
Las Vegas Hilton

ACTION ITEMS

1. Functional Planning Subcommittee recommends PEC approve changes to the PEC MOP as shown in attached.

Background:

- The BOD tasked the PEC to change their MOP to include a list of acronyms and their definition as seen on page 3.
- Item 4.4.2 discusses oversight of the eLearning Elsevier contract which no longer exists and so was rephrased to include any eLearning vendor contracts as seen on page 6.

(These changes were unanimously approved by the Functional Planning Subcommittee.)

INFORMATION ITEMS

1. The subcommittee was asked to review and approve changes to the ECC MOP but the document contained conflicting comments by the committee in track changes and so will be returned to the ECC for clarification.
2. At the request of the BOD for the development of an Educational Strategic Plan, the subcommittee has tasked Mr. Balaras, Mr. McGinn, and Mr. Gulledge to communicate with the PEC standing committee chairs and others to collect information for an Ad Hoc committee to be developed by the PEC Chair and Vice Chair. The committee will be tasked with developing the Educational Strategic Plan for presentation to the PEC.

Attachment K
PEC MOP



PUBLISHING and EDUCATION COUNCIL

MANUAL OF PROCEDURES

Approved by Publishing and Education Council January 26, 2010

TABLE OF CONTENTS

Section 1:	Introduction.....	page 43
Section 2:	General Responsibilities of the Council.....	page 43
Section 3:	Appointment of Subcommittees	page 54
Section 4:	Responsibilities of Standing Council Subcommittees	page 54
Section 5:	Responsibilities of the Chair.....	page 76
Section 6:	Responsibilities of the Vice Chair.....	page 76
Section 7:	Responsibilities of the DALs.....	page 87
Section 8:	Responsibilities of Voting Members	page 98
Section 9:	Responsibilities of Non-Voting Members	page 98
Section 10:	Responsibilities of Director of Communications & Publications.....	page 98
Section 11:	Responsibilities of All Council Members.....	page 98
Section 12:	Fiscal Planning.....	page 98
Section 13:	Motions.....	page 109
Section 14:	Meetings	page 109

TABLE OF ACRONYMS

<u>BAR</u>	<u>Board-Approved Rules</u>
<u>BOD</u>	<u>Board of Directors</u>
<u>EC</u>	<u>electronic communications</u>
<u>ECC</u>	<u>Electronic Communications Committee</u>
<u>DAL</u>	<u>Director-at-Large</u>
<u>MBO</u>	<u>Management By Objectives</u>
<u>MOP</u>	<u>Manual of Procedures</u>
<u>PubEd - C</u>	<u>Publishing and Education Council</u>
<u>ROB</u>	<u>Rule(s) of the Board of Directors</u>
<u>RRO</u>	<u>Robert's Rules of Order</u>
<u>SBL</u>	<u>Society's Bylaw(s)</u>
<u>BOD</u>	<u>Board of Directors</u>
<u>DAL</u>	<u>Director-at-Large</u>
<u>ExCom</u>	<u>Executive Committee</u>
<u>ExO</u>	<u>Ex Officio</u>
<u>HVAC&R</u>	<u>Heating, Ventilating, Air-conditioning and Refrigerating</u>
<u>MOP</u>	<u>Manual of Procedures</u>
<u>PEC</u>	<u>Publishing and Education Council</u>
<u>ROB</u>	<u>Rules of Board</u>

**MANUAL OF PROCEDURES (MOP)
PUBLISHING AND EDUCATION COUNCIL**

1. INTRODUCTION

- 1.1. The Manual of Procedures (MOP) is an internal document of the Publishing and Education Council (PEC). It is subject to change from time to time as needed due to changes in the Society but requires only Council approval.
- 1.2. The MOP provides a description of some, but not all, of the duties and responsibilities of the Council Members, Chair, Vice Chair, and Directors at Large (DALs).

2. GENERAL RESPONSIBILITIES OF THE COUNCIL

- 2.1. Refer the following types of action to the Board for action:
 - 2.1.1. Approval of policy statements;
 - 2.1.2. Change fiscal limits;
 - 2.1.3. Change existing ASHRAE policy;
- 2.2. Act as a communications link between the Board of Directors (BOD) and committees.
 - 2.2.1. BOD to Council
 - The Council Chair designates one or more Directors to work with staff to distribute key BOD actions to Council members immediately following preparation of the Board minutes.
 - Communicating BOD actions to standing committees remains the responsibility of the BOD ExO.
 - 2.2.2. Council to BOD
 - The Council will report in writing to the BOD all principal motions immediately after each Council meeting. At the Winter and Annual Meetings the written reports shall be distributed to the BOD the day prior to BOD consideration.
 - Council reports and actions shall include summary support information provided to it by its standing committees.

Publishing & Education Council MOP · January 26, 2010 · Orlando, FL

- Council agendas shall be distributed to all BOD members.
- 2.2.3. Committees to BOD
- Society Bylaws requires all committees to report their activities to the BOD prior to each annual and winter meeting of the Society. This reporting shall be titled to include the council to which it reports, and distribution shall be made to council members.
- 2.2.4. Committees to Council
- Annual and Winter report to the BOD shall be distributed to members of the Council.
 - Reports at regular Council meetings shall be in writing, and include all principle motions requiring Council action, and supporting information.
 - Minutes of each standing committee shall be distributed to all members of the Council.
- 2.2.5. Council to Council
- Actions of the Council for which parallel or supporting action is required by another Council shall be communicated in writing to the Council chair for inclusion in the meeting agenda at the appropriate time. Where an oral presentation would be necessary, the Council chair will arrange for an appearance of a member of the Council wishing to report.
 - Minutes of all council meetings shall be sent to all council chair and vice chair.

3. APPOINTMENT OF SUBCOMMITTEES

- 3.1. The Chair shall establish subcommittees, as he/she deems appropriate, and make appointments from the Council members. Such subcommittees can be standing or ad hoc at the discretion of the Chair.
- 3.2. Responsibilities of subcommittees shall be delineated by the Chair at the time of establishment.
- 3.3. If a subcommittee is established as a standing subcommittee, that subcommittee chair shall recommend appropriate responsibilities to the Council for inclusion in Item 4 of the Council MOP.

4. RESPONSIBILITIES OF COUNCIL SUBCOMMITTEES

- 4.1. Fiscal Planning Subcommittee
 - 4.1.1. The subcommittee shall consist of:
 - One Council voting member designated as subcommittee chair by the Council chair
 - Chairs of committees and subcommittees reporting to Council
 - Two (2) voting members designated by the Council chair in addition to the chair of the subcommittee
 - 4.1.2. The subcommittee shall assist the Director of Communications & Publications in strategic planning, review and coordination of marketing activities.

Publishing & Education Council MOP · January 26, 2010 · Orlando, FL

- 4.1.3. The subcommittee shall assist the Director of Communications & Publications in preparation of the budget and four-year plan. The subcommittee shall evaluate budgets to determine compatibility with the aims and policies of the council and Society.
- 4.2. Functional Planning Subcommittee
 - 4.2.1. The subcommittee shall consist of members designated by the Council chair.
 - 4.2.2. The subcommittee shall continually review the operation of the council and shall prepare for submission to the council any suggested revisions or additions to the council's ROBs and MOP and standing committee's MOP.
 - 4.2.3. Review the status of all strategic plan objectives assigned to the council and recommend action.
 - 4.2.4. Review and recommend actions on motions from subcommittees and committees reporting to the Council.
- 4.3. Journal Advertising Sales Subcommittee
 - 4.3.1. The subcommittee shall consist of:
 - Council Chair
 - Fiscal Planning & Functional Planning Subcommittee Chairs
 - Publications Committee Chair
 - Chief Staff Officer
 - Publisher/Director of Publications & Education
 - 4.3.2. The subcommittee shall review the advertising sales program and make recommendations for advertising policy development.
 - 4.3.3. The subcommittee shall annually recommend a ratio of advertising pages to total pages in ASHRAE Journal.
 - 4.3.4. The subcommittee shall annually recommend the rates for advertising in ASHRAE Journal.
- 4.4. eLearning Subcommittee
 - 4.4.1. The subcommittee shall consist of:
 - Council Chair
 - Council Vice Chair
 - Professional Development Committee Chair
 - Publications Chair
 - DAL appointed by Council Chair
 - Consultants appointed by chair as needed.
 - 4.4.2. The subcommittee provides oversight of the Society's ~~contract with Elsevier contracts~~ with vendors for eLearning products and services.

Field Code Changed

Formatted: Strikethrough

Publishing & Education Council MOP · January 26, 2010 · Orlando, FL

4.5 Research Journal Subcommittee

4.5.1 The subcommittee consists of the following individuals:

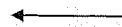
- Publishing and Education Council chair
- Publishing and Education Council vice chair
- Two ASHRAE Fellows
- *HVAC&R Research* editor (ex-officio member)
- Publications and Education Director (staff liaison)

4.5.1.1 The Publishing and Education Council chair shall serve as chair of the subcommittee.

4.5.1.2 The two ASHRAE Fellows serving on the subcommittee shall be appointed by the chair of PEC, serving staggered two-year terms. They shall be selected based upon having achieved prominence in the field or as researchers in the sciences of HVAC&R and shall have extensive lists of published research works to their credit. The Publications and Education director shall prepare annually a list of candidates meeting the qualifications for appointment.

4.5.2 The subcommittee has the following responsibilities:

- Appoint the editor acting upon recommendations and suggestions made by the Publications and Education director.
- Confirm the recommendations of the editor for persons to serve as associate editors.
- Recommend approval of the annual budget and four-year plan.



5. RESPONSIBILITIES OF THE CHAIR

- 5.1. Preside over meetings of the PEC.
- 5.2. Prepare meeting agendas, check meeting minutes, and prepare or approve designated reports to the BOD.
- 5.3. Establish standing and special ad hoc subcommittees as may be required and assign a chair and members.
- 5.4. Delineate responsibilities and duties of the subcommittees established.
- 5.5. Serve as the conduit between the Council and the BOD, bringing issues of the BOD to the Council for action and Council issues requiring BOD action forward.

6. RESPONSIBILITIES OF THE VICE CHAIR

- 6.1. Preside over Council meetings in the absence of the Chair, and assist the Chair with preparation of the agenda and supporting documentation.

Publishing & Education Council MOP · January 26, 2010 · Orlando, FL

- 6.2. Perform such other duties as may be assigned by the Chair.

7. RESPONSIBILITIES OF THE DALs

- 7.1. Each DAL will be a member of one of the Council standing subcommittees.
- 7.2. In the case of absence by the Chair and the Vice Chair, preside over the meeting of the Council.
- 7.3. The DAL is an advisor to, and an advocate for, the committees to which he/she has been assigned by the president-elect.
- 7.3.1. Serves as ex-Officio (EX-O) member (non-voting) of the committee, its subcommittees and its Excom.
- 7.3.2. Is invited to attend and participate in all committee, subcommittee and ExCom meetings. Attendance may be counted towards quorum requirements.
- 7.3.3. Moves committee motions to council, and acts as an advocate for the committee in all relevant discussions.
- 7.3.4. Assists committee in preparation of written motions. (Do they include answers to: Who, what, when, why and how much. Has the fiscal impact been budgeted by ASHRAE, and if so, in which fiscal year?)
- 7.3.5. Communicates committee plans to other DAL's to allow for inter-committee contribution and cooperation.
- 7.3.6. Conveys presidential goals to the committees.
- 7.3.7. Assists committee in preparation of "objectives" to satisfy committee scope, presidential goals and strategic plans.
- 7.3.8. Assists committee and staff liaison in the process of monitoring progress toward timely completion of objectives.
- 7.3.9. Assists committee in the ongoing review of operational guide, manual of procedures, relevant ROB and Strategic Plan objectives.
- 7.3.10. Suggests changes in assigned scope, function and personnel.
- 7.3.11. Receives copies of all committee correspondence, including invitations to all committee meetings.
- 7.3.12. Interprets Board and council actions to the committee.
- 7.4. Attends BOD meetings; acts as an advocate for committees to which he/she is Ex-O, in all relevant discussions.

Publishing & Education Council MOP · January 26, 2010 · Orlando, FL

8. RESPONSIBILITIES OF VOTING MEMBERS

8.1. Fully participate in all assigned subcommittees and complete assignments by the designated time.

9. RESPONSIBILITIES OF NON-VOTING MEMBERS

9.1. Each committee chair represents committee on the Council without vote. The chair reports actions and recommendations of the committee and seeks approval. Each committee chair is responsible for conveying to the committee those actions of the Council which may have an impact on the committee's activities.

10. RESPONSIBILITIES OF DIRECTOR OF COMMUNICATIONS & PUBLICATIONS

10.1. The Director of Communications & Publications serves as secretary to the council. The Director also advises the council on publishing matters and coordinates the activities of others assigned by the chief staff officer to support the operations of the council.

10.2. Prepare and submit to the council for approval an annual budget covering all publishing activities of the council.

10.3. Implement and administer on behalf of the council practices which fulfill the Society's publishing responsibilities, such as copyright protection, reprint permission, translation rights, etc.

11. RESPONSIBILITIES OF ALL COUNCIL MEMBERS

11.1. Review each issue of ASHRAE Journal. The Journal editor will provide a form each month that outlines the review material needed.

12. FISCAL PLANNING

12.1. Reports from Non-Publishing Council Committees

12.1.1. Committees not represented on the council who require publication of material shall submit each year, prior to the Fall meeting of the council, a report covering their plans for the following fiscal year. The Director of Communications and Publications shall notify all Society standing general committees of their need to submit such a report with sufficient time that the information is available to be incorporated in the PEC budget under preparation.

12.2. Preparation of Budget and Four Year Plan

12.2.1. The Director of Communications & Publications prepares, with the assistance of the Marketing and Fiscal Planning Subcommittee, a proposed budget for the following year and a four-year plan. This tentative budget is forwarded by the Director of Finance to

Field Code Changed

Field Code Changed

Publishing & Education Council MOP · January 26, 2010 · Orlando, FL

the Finance Committee. The Finance Committee includes the PEC budget, as approved or modified, in the overall budget submitted to the ExCom of the BOD.

- 12.2.2. The new budget and four-year plan, as approved by ExCom, are transmitted by the Director of Finance to the PEC and the Director of Communications & Publications for review and discussion at the winter meeting.
- 12.2.3. The PEC budget as approved or modified is incorporated by the Director of Finance in the overall budget for action by the Finance Committee prior to its submission by the Finance Committee to the BOD at the annual meeting for approval.
- 12.2.4. The council is supplied by the Director of Communications & Publications with monthly fiscal reports covering all publications. It is the duty of council members to review these reports and act on recommended changes, if needed, to keep publications within budget.

13. MOTIONS

- 13.1. Motions not involving Society policy or fiscal matters outside the council fiscal plan can be approved by a majority of the voting members in accordance with the quorum requirements outlined in the ROB.
- 13.2. Motions involving Society policy or fiscal matters outside the council fiscal plan can be approved by a majority of the voting members in accordance with the quorum requirements outlined in the ROB but must be submitted to the BOD for final approval.

14. MEETINGS

- 14.1. Meetings shall be called by the Chair in accordance with the ROB for the council.
- 14.2. Incoming members of the council shall be invited and strongly encouraged to attend the meeting of the council immediately preceding their term of office. When requested, they will be reimbursed for transportation costs in accordance with the approved travel reimbursement policy.
- 14.3. Conduct of meetings shall be governed by the current edition of Roberts Rules of Order.
- 14.4. Subcommittees of the council shall meet separately at least twice a year at the call of their chairs
- 14.5. Council Agenda
 - 14.5.1. The secretary of the council shall prepare under the direction of the chair an agenda including, but not limited to, the following items: call to order; approval of minutes; list of action items assigned by the chair at previous meeting; Committee reports and recommendations; subcommittee reports; old business; and new business.
 - 14.5.2. Any member of the council desiring that a subject be placed on the agenda for discussion shall notify the chair not less than thirty (30) days before such a meeting.

Publishing & Education Council MOP · January 26, 2010 · Orlando, FL

- 14.5.3. A preliminary agenda shall be circulated to council members by the secretary of the council so as to be in their possession no less than five (5) working days prior to the meeting. The chair may modify the items at any time prior to or during the meeting.

Attachment L
Research Journal
Subcommittee Report to PEC



RESEARCH JOURNAL SUBCOMMITTEE Report to PEC

Meeting of Monday, 31 January 2011
Las Vegas Hilton

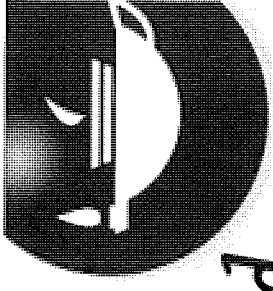
ACTION ITEMS

1. None.

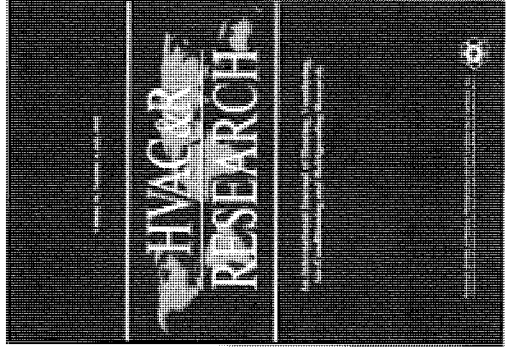
INFORMATION ITEMS

1. Mr. Radermacher will be provided a contact from the CEC to assist in the development of a program proposal for a Research Journal Session at the next ASHRAE meeting. The last two proposed were rejected by the CEC for not strongly expressing their value to the program as a whole or to potential authors for the research Journal.
2. The subcommittee was presented a report on the transition to Taylor & Francis publishing the Research Journal by Kayla Dedik of Taylor & Francis. **(Attachment N)**
3. Taylor & Francis also provided the subcommittee with marketing plan for subscriber sales. **(Attachment N)**
4. The first issue published by Taylor & Francis is scheduled for February 2011.
5. Mr. Radermacher reported to the subcommittee on four upcoming topical issues of the Research Journal High Performing Buildings, Optimization, Building & Indoor Air Quality and Ground Source Heat.

Attachment M
Taylor & Francis Report 2011



*Taylor & Francis, ASHRAE and
HVAC&R Research*

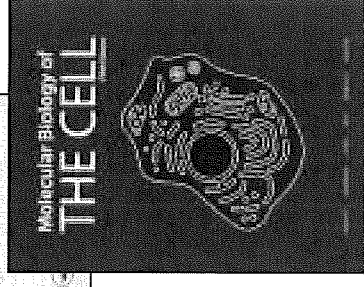
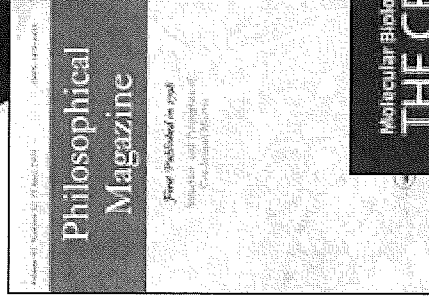
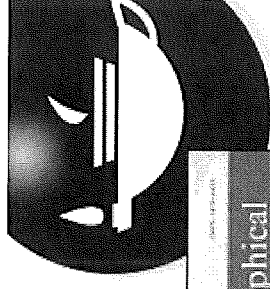


Presented by:
Kayla Dedik, Managing Editor, T&F
January 31, 2011

Taylor & Francis: Who We Are

- A leading scholarly publisher of 1,536 journals, 3,000 new books and 20,000 books backlog; established 1798
- A great society partner – 400+ society partners; 44 new society-owned titles joined us in 2010 alone
- A global business headquartered in Philadelphia and Oxford, with 20 offices worldwide, 1500 staff
- Part of Informa plc, a strong and growing knowledge business
- A large business that provides personal service through small teams

Taylor & Francis Group
an Informa business

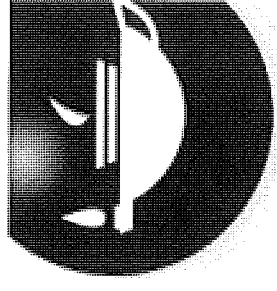


Your Taylor & Francis Team

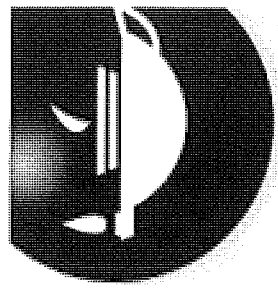
Our Philadelphia office manages and produces nearly 600 journals and magazines. Your dedicated in-house team consists of:

- **Beth Gallagher** – Publisher, Science & Technology
- **Holly Shaffer** – Associate Acquisitions Editor
- **Kayla Dedik**- Managing Editor
- **Julie Sikora**– Marketing Manager
- **Jess White**– Production Supervisor
- **Alex DiDonato & Jan Cohen**- ScholarOne Manuscripts
- **Customer Service**- Manages non-member subscriptions, subscriber queries and renewals, claims and back-issue requests, troubleshoots subscription and online access issues for both ASHRAE members and non-members

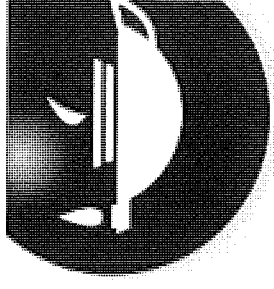
Taylor & Francis Group
an informa business



Strong & Significant Engineering Program: Where Do You Fit In?



How We Can Help You



- **Research is international**; we achieve publishing excellence while engaging a dynamic global audience
- **Our sales reach is extensive**, expanding toward Universal Access
- **Articles are published rapidly**, to high quality standards
- **informaworld is a powerful, user-friendly online platform**
- **Marketing is powered by sophisticated tools and analysis**

Taylor & Francis Group
an informa business



Sales Initiatives

Goals for HVAC&R Research:

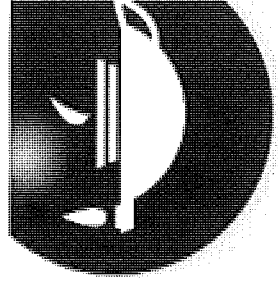
- Protect core subscriptions
- Protect and grow revenue stream for ASHRAE and T&F
- Expand circulation, readership, usage

How to accomplish these goals:

- **Collection & consortial sales**
- **Fixed price model** for national consortia
- **Archives – Standard Taylor & Francis Model**
 - Institutional subscribers and collection customers have access through 1997
 - Access to content from 1996 and earlier is made available through the archive
- **Participation in all major charitable initiatives**, making research available in the developing world free or at very low cost



Marketing



- **Marketing to libraries: subscription expansion and retention**
- **Marketing to readers and authors: submissions, usage, and citations**
- **Profile building: both ASHRAE and HVAC&R Research**

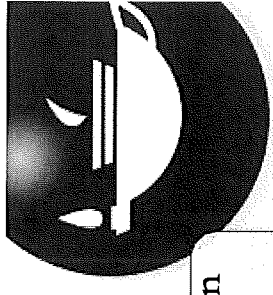


Marketing

- E-Marketing: Promotions to Taylor & Francis authors, journal content alert subscribers, and through rented email lists
- Direct Mail: Annual Brochures; Postcards for special issues and calls for papers
- Exhibits: Presence at international conferences
- Advertising
- Press Releases
- Cross-Marketing : Exposing ASHRAE and HVAC&R *Research* to new markets of potential authors and subscribers



Maximizing Citations, Enhancing Impact



Journal content must be:

High quality

Widely available

Visible

↑ Proportion
of quality
content
published

↑ Quality
submissions

↑ Number
of readers

Taylor & Francis Group
an informa business



How Can we Help?

- Identify and court high-impact authors
- Extend “citation window” with rapid publication
- Ensure that articles receive all possible citations
 - Set them free; analyze order of articles; consider publishing more review/survey articles; identify “hot” topics within highly cited papers
- Engage with the larger research community
 - Appoint well-connected editorial board members from all areas; affiliate with key conferences

↑ Impact
Factor

↑ Citations

Production Schedule & Workflows



Standard: Results in issues being published online and in print at approximately the same time

iFirst: Rapid publication model publishes complete articles online within 6 weeks of acceptance

Accepted Manuscripts Online (AMO):

facet of our iFirst rapid publication model, places accepted articles in HTML format online within 7 days of acceptance

Volume/Issue	Publication Online	Publication in Print
17(1)	February 22	February 28
17(2)	April 4	April 19
17(3)	June 6	June 21
17(4)	August 1	August 16
17(5)	September 30	October 17
17(6)	December 5	December 20



ASHRAE and Taylor & Francis: A Winning Collaboration!



Taylor & Francis is happy to have partnered with

ASHRAE to become a part of ASHRAE's mission "to advance the arts and sciences of heating, ventilating, air conditioning and refrigerating to serve humanity and promote a sustainable world".

Thank You.

Taylor & Francis Group
an informa business



Attachment N
Taylor & Francis Marketing Plan

HVAC&R Research

Contact: Julie Sikora, Marketing Manager
Email: julie.sikora@taylorandfrancis.com

Marketing Overview

During the 2011 calendar year, we will market *HVAC&R Research* through electronic promotion, direct mail, conferences, press releases, and advertising (print and online).

As always, we encourage the Editor and members of the Editorial Board to let us know about any promotional opportunities that may come up, conferences or meetings at which it would be appropriate to display materials for the journal, relevant societies and associations to target in promotion, etc. The more feedback we receive from the Editor and those involved directly with the discipline and the journal, the more effective our marketing will be, so please feel free to give us suggestions regarding potential promotional efforts. Please direct your marketing suggestions to Julie Sikora at julie.sikora@taylorandfrancis.com.

Messaging will focus on enhanced access to information and speed to publication that will be experienced with Taylor and Francis publication. This will require a reeducation of the ASHRAE membership.

That will be coupled with use of Taylor and Francis' already substantial knowledge of and experience tapping into the library and academic markets.

EBSCO

Taylor and Francis will continue to provide the journal to EBSCO (and as such Academic Search Premier). They will be set up to receive automatic content feeds. Thomson Reuters (formerly ISI) will also be set up with a similar feed for indexing purposes.

ASHRAE Membership Marketing

Taylor and Francis will put together emails for electronic distribution and send them to ASHRAE for distribution to members. Emails will link to articles that we can set free for a period of time to get

members who are not currently reading the journal to read it and then possibly want to subscribe. Also produced will be online access vouchers that can be sent by ASHRAE to targeted, academics and researchers to provide them with access for a limited period of time to the whole archive once it is live or some specific set of issues or volumes. Taylor and Francis will track how many vouchers were used and who used them and provide ASHRAE with that information for follow up. ASHRAE will feature advertisements in ASHARE Journal on a space available basis.

Electronic Marketing

Email campaigns can be sent through Thomson Reuters to recipients who currently publish articles in cited journals. These campaigns can be geared to a specific country or region especially where the discipline might be seeing growth. In addition, we can send emails through our in-house CATS database of authors from related T & F journals.

Examples of different types of campaigns:

- Call for papers, especially special issues
- Press releases
- Free online access to the entire journal (for a limited time)
- Free online access to highly cited articles or "hot topic" articles (for a limited time)
- Promotion of a reduced subscription rate to conference attendees
- Promotion in appropriate eUpdates, monthly e-newsletters sent to individuals who have registered to receive regular information from Taylor & Francis in specific subject areas.
www.informaworld.com/eupdates
- Promotion through informaworld™ Alerts, a free email contents alerting service designed to deliver tables of contents for over 1,100 journals of your choice in advance of the printed edition.
www.informaworld.com/alerting

Marketing will promote the following key aspects of the journal: *iFirst* journal with rapid review and publication process, free access to key articles, high quality articles, improved access to past articles, and T & F as the new publisher. We will also include a submissions welcome section.

1Q2010-2Q2010

Marketing will send email campaigns through Thomson Reuters, related T & F journal authors, and U.S. and international academics. For Thomson, marketing will make sure to email the authors from *International Journal of Refrigeration* and *Energy and Buildings*.

Direct Mail Campaigns

Taylor & Francis will conduct annual direct mail campaigns, in which a direct mail piece will be mailed to targeted lists selected in consultation with the Editor and Society. Lists will be drawn from across a broad spectrum aimed at attracting institutions as well as individuals and members of relevant societies. The direct mail piece will focus on the journal and will also feature a description of the Society and notice of its affiliation with the journal, along with website information and any other details to be decided by the society. We plan to use both domestic and international mailing lists that will include a variety of targets.

1Q2011 – A direct mail campaign for *HVAC&R Research* will mail March 2011. The direct mail promotional brochure will feature information detailing the Editorial Board, Aims and Scope, Recent Contents, and Subscription Information.

Quantity: 5,000

Possible Mailing Lists

- T & F Book buyers: HVAC (Heating, Ventilation & Air Conditioning), Fluid Dynamics, and Thermodynamics
- ASME
- IEEE
- AEE
- Refrigeration societies worldwide

Important to market the journal to the *ASHRAE "Associate Society Alliance"*. Marketing will research the society websites to try to obtain email addresses for each group. We will also compile a list of conferences and check to see if we can forward promotional flyers. Japan, China, Europe, and New Zealand are important societies that need to be approached.

Marketing will compare T & F institutional subscriber lists to the *HVAC&R Research* institutional subscriber list. We will then send a copy of journal and letter to those institutions who currently do not subscribe. Perhaps offer limited free access to the entire journal.

Press Releases

Press releases highlighting special or themed issues may be mailed to a select media list if needed. Events that can be promoted through a press release are special topic articles or issues.

Conferences

Copies of *HVAC&R Research* along with promotional materials will be displayed and distributed at the following conferences. We send materials to meetings that are organized by our US office and our UK office, along with any other relevant meetings that the editor or the editorial board members might attend. The editor and members of the editorial board are also encouraged to contact the marketing department to suggest meetings at which the journal's presence would be valuable.

Important Relevant Conferences

- *ASHRAE Annual Conference*
- American Society of Mechanical Engineers Annual Conference
- American Society of Mechanical Engineers International Design Engineering Technology Conference
- Brazilian Society of Mechanical Engineering Conference
- Building Simulation
- Heat Exchange Fouling and Cleaning
- International Conference on Applied Energy
- International Green Energy Conference

ASHRAE winter conference- possibly add flyers in the delegate bags?

Advertising

A space advertisement featuring *HVAC&R Research* will run on a space available basis in Taylor & Francis journals of related interest, including:

- *Experimental Heat Transfer*
- *Heat Transfer Engineering*
- *International Journal of Computational Fluid Dynamics*
- *Numerical Heat Transfer, Part A: Applications*
- *Numerical Heat Transfer, Part B: Fundamentals*
- *Energy Engineering*
- *International Journal of Sustainable Energy*

- *Strategic Planning for Energy and the Environment*

Misc. Notes

- Research orientated journal covering buildings, food transport, ventilation, indoor/outdoor quality, and energy in buildings. More basic research focus than applied.
- *ASHRAE* is composed of 51,000 members but about 4,000 academics would only be interested in the journal.
- *International Journal of Refrigeration* from the International Institute of Refrigeration is a main competitor.
- Bulk of authors are U.S. based but there are a large number of Canadian authors

Attachment O
Certification Committee
Report to PEC



Certification Committee Report to PEC Meeting of February 1, 2011

Motions

1. The Certification Committee recommends that top ASHRAE management follow up with GSA based on U.S. Federal Buildings Training Act that GSA must create a program for education, training, licensure, and certifications for building operations personnel.

Fiscal Impact: estimated \$1,000 travel expenses with the potential for thousands of dollars in revenues.

Background: Based on the June 2010, U.S. Federal Buildings Training Act, GSA must create a program for education, training, licensure, and certifications for building operations personnel, an estimated 40,000 individuals. The initiative is being led by the Office of Federal High Performance Green Buildings and John Simpson john.simpson@gsa.gov (in Southern California) is spearheading the effort. This action must be taken with a sense of urgency to take advantage of the opportunity.

Information Items

1. The Certification Committee has directed the development of six programs since the Committee's inception in 2006. Now the Committee will shift its focus to two primary objectives: integrating education and certification – while maintaining a “firewall” between the two – and marketing/promoting the existing programs. To further these initiatives, the Committee has created two Subcommittees:
 - a. Education – Mission is to integrate education into the certification development and administration processes and to oversee any other initiatives that involve education and training as they relate to ASHRAE's certification programs. In addition to working closely with the Professional Development Committee (PDC) on ALI courses that support the body of knowledge for individual certification programs, the Education Subcommittee will also work closely with international markets to determine the best way to meet their education and training needs. Dave Meredith is the Subcommittee Chair and members are Billy Austin and Robert Hu, International Consultant.
 - b. Marketing – Mission is to focus on ways to improve awareness, official recognition, and penetration of ASHRAE's certification programs. In addition to working with staff to continue to improve outreach through chapters, advertisements, press releases, and other traditional media, the Marketing Subcommittee also will investigate the use of social media, such as LinkedIn. Amy Musser is Subcommittee Chair and members are Billy Austin, Brian Lynch, Matt Nelson, and Shanta Tucker.
2. The Certification Committee continues to investigate ways to make ASHRAE certification programs as globally relevant and non-North American-centric as possible. To this end, the Committee has undertaken the following activities:
 - a. Working with AICAAR to bring ASHRAE certification examinations to Italy
 - b. Investigating ways to maintain program quality and integrity while possibly regionalizing/customizing examination content
 - c. Investigating ways to maintain program quality and integrity while offering courses that relate relevant ASHRAE standards and guidelines to local/regional practices and terminology.

3. MBOs Status report provided as a separate Attachment.

Respectfully submitted,

Darryl Boyce
Certification Committee Chair
January 29, 2011
CHAIR INITIALS: DB

Certification Committee – MBOs – Society Year 2010-2011
Darryl Boyce, Chair – January 2011

ASHRAE Strategic Plan (SP) Directions:

Direction 1: ASHRAE will lead the advancement of sustainable building design and operations.

Direction 2: ASHRAE will be a world-class provider of education and certification programs.

Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.

Direction 4: ASHRAE will be a global leader in the HVAC&R community.

Objective	SP Dir.	Compl. Date	Fiscal Impact	Responsible Party	Status	Comment
Identify ways to leverage ALL courses without compromising the integrity of ASHRAE's certification programs	2	January 2011	\$5,000	Chair/ Vice Chair/Staff (via ad hoc committee)	PEC has created an ad hoc Working Group to create integrated process for development of certification programs and education/ training. Group comprised of Chairs and Vice Chairs of CC, PDC, and eLearning, plus PEC Chair and Staff Liaison to CC and PDC.	
Oversee the development and launch of a new certification program in energy assessment	2	February 2, 2011 program launch	\$70,000	B. Austin/Staff	The Building Energy Assessment Professional certification exam will launch in conjunction with 2011	

					Winter Conf. Program created in collaboration with IES, NIBS, SMACNA, and TABB and will support bEQ program	
Oversee the revision/update of the High-Performance Building Design Professional (HBDP) program	2	By January , 2011 – New Exam forms A & B launch	\$62,250	B. Lynch/Staff	Updated Exam forms launched December 2010.	
Review proposals for and report to PEC decisions on at least 2 specialty areas for new certification programs	2	June 2011	\$75,000 (through the end of this FY)	Certification Committee	Have not yet received formal proposals, but have received info that proposals for programs in geothermal design and in controls may be forthcoming.	
Interface with Marketing staff and develop relevant marketing programs for Certification	2	June 2011	None	Certification Committee/Staff	Ongoing. Staff has collected testimonials from current certification-holders,	

					<p>which have been used in advertisements and other marketing materials. Staff has enhanced Welcome Kit for new certification-earners, developed new brochured, provided badge ribbons for certification-holders, and run targeted and general ads in industry periodicals.</p> <p>Staff has created a banner/stand for display to create presence at ASHRAE Conferences and other venues.</p>	

Attachment P
Electronic Communications Committee
Report to PEC

January 31, 2011

Electronic Communications Report to Publication Education Council
To be presented 2/1/11

Amy K C Patenaude, P.E.
2010-2011 Chair
amy.patenaude@mail.ashrae.net

PEC Referral:

During the 2010 Fall Meeting of Members Council in Atlanta, the motion listed below was referred to your committee for consideration. I would appreciate being advised of your actions concerning this motion. If you have any questions, please feel free to contact me. Thank you.

Motion 18 (10/24/10) – Argentina Chapter:

That ASHRAE have its main page, www.ashrae.org in Spanish as well as it's original in English, and that the original in English would have a Spanish option for the "Renew Membership" link. This way it would be easier for Spanish speakers to join and renew their membership. Effective June 30, 2011.

Background: It has been proved that many ASHRAE members, at least in Argentina, are not too familiar with the English language, except for the technical issues.

Fiscal Impact: These changes should have a minimal fiscal impact and will improve the dues payment by Spanish speaking members.

ECC Response:

ECC has already been working on video instructions for membership enrollment and renewal with Spanish translation. This has been completed and ASHRAE staff has these files for incorporation on the ASHRAE.org website. Therefore ECC considers this motion to be complete. ECC did note during our 1/29/11 meeting that a reoccurring item be added to our action item list to review these instructional videos annual to verify that they remain up to date with the current ASHRAE.org membership enrollment/renewal screens and process.

General Report:

Team Activity Updates:

Team A: Chapter/Regional Support – Work on the Chapter Hot Topix user manual is almost complete. The remainder of the year will include RECC outreach and review if a report provided by Art Hallstrom on the status of the Chapter Websites including distribution of the information through the RECC's to the regions and chapters. It was noted that the concept of utilizing YouTube to help distribute these presentations would not be possible due to file size. The presentation file size has turned out to be quite large.

Team B: Electronic Meetings – No new activities to report at this time

Team C: Electronic Presentations - See comments above regarding Motion 18 and development of bilingual membership instructional videos

Team D: Publications/Programs: The activities of this team overlap with the activities of Team E and therefore ECC may consider consolidating these teams. Further discussion on this will occur during our monthly conference calls.

Team E TC/SPC/SSPC Support: the team will be reviewing the electronic standards review process and polling participants for feedback. It was noted that there were a few issues with the

process. The team will also be developing an outreach piece to be distributed at the TC breakfast and used for outreach with the SPC's and SSPC's to help them understand the role of ECC and how we may be of assistance to them. It was noted by Art Hallstrom that CTTC was looking for information regarding the status of TC websites. Ron Westbrook (member) indicated that he had provided a TC website report to his TC Section head to be submitted to TAC in Albuquerque. This alerted ECC to a communications issue. It was agreed that the ECC Chair would submit the report to the chairs of CTTC and TAC to make sure the information was distributed.

A revised ECC Manual of Procedures was reviewed and approved for submission to PEC for their approval.

Social Networking Sites: ECC agreed on an action item to review our current web, commercialism and privacy policies to verify if they adequately cover use of ASHRAE logos and reference on social networking sites. The committee felt it important to make members aware that many of these sites are not endorsed by ASHRAE Society and therefore should probably utilize the same disclaimers that are required for newsletters and websites.

Google Groups/Sites/Docs: ECC agreed on an action item to develop a guideline document for members to advise on which of these freeware tools are best to use depending on what the member/committee is trying to accomplish. ECC acknowledged that while it would be ideal for ASHRAE to have an application of their own for committees to use; the expense of managing/administering such an application is not realistic. Therefore, committees will likely be using a variety of freeware applications and therefore be willing to adapt to changes made to the freeware by the manufacturer

ASHRAE Search Bar: Bruce Billedeaux presented on the need for ASHRAE to work to ensure that ASHRAE sites/publications become a top result for web searches on the topics related to the society. Bruce was simply looking for support from ECC for this concept and ECC wholly supports the need for this

Attachment Q
Handbook Committee
Report to PEC



Handbook Committee Report to PEC Meeting of Tuesday, February 1, 2011

Motions

1. To change the title of the advertising links in the CD and online chapters of the Handbook from “Related Commercial Resources” to “Commercial Links” and add a disclaimer that the advertising content found at the links is not necessarily endorsed by ASHRAE or the chapter’s responsible technical committee (TC).

Background: The motion stems from concerns voiced by one or more TCs that users might think that ASHRAE or the TC is endorsing the commercial ad content found at the links’ ends.

Fiscal impact: \$1500. This is uncertain; figure is estimated charge for vendor services.

Information Items

1. The committee voted unanimously to request a standing program slot at Annual and Winter Conferences to highlight the most recently published Handbook volume and the newest electronic features in ASHRAE Handbook Online+, respectively.
2. The committee plans to submit a program for the Annual Conference in Montreal to highlight aspects of the new 2011 *HVAC Applications* volume.
3. At one of its TC/volume meetings, the committee received a suggestion that ASHRAE climate data be divided into regional subsets of worldwide stations’ data for sale at a lower price, to increase access and possibly revenue.
4. The committee approved revisions to its Authors and Revisers Guide (ARG) to reflect the replacement of the HandbookCD+ with ASHRAE Handbook Online+.
5. The 2010-2011 MBOs status is shown in *Attachment A*.

Respectfully submitted,

William J. McCartney
Handbook Committee Chair
2/01/2011

WJM: mso

Handbook Committee
MBOs Society Year: 2010-2011

Chair: William McCartney Date: February 1, 2011

ASHRAE Strategic Plan (SP) Directions:

Direction 1: ASHRAE will lead the advancement of sustainable building design and operations.

Direction 2: ASHRAE will be a world-class provider of education and certification programs.

Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.

Direction 4: ASHRAE will be a global leader in the HVAC&R community.

Objective	SP Dir.	Compl. Date	Fiscal Impact	Responsible Party	Status	Comment
1. Coordinate with other technician, service engineer, and building owner/operator organizations for Handbook chapter reviews. Confer with TAC on implementation. Establish formal plan; implement.	1	6/11	None	Chair	1. Provide formal report to HBC 2. Review w/TAC 3. Make plan for implementation 4. HBC vote 5. Implement	1. January 2011 2. January 2011 3. January 2011 4. January 2011 5. June 2011
2. Request TCs to look at developing content on O&M and replacement strategy.	1,3	6/11	None	Volume liaisons	Liaisons communicate at Winter, Annual Conferences.	Intent: To continue improving usability of the Handbook.
3. Identify and include new electronic content for Handbook Online.	3	6/11	None	Volume liaisons; Elec. Media Subcom	Liaisons ask TCs to add at least one feature to Handbook Online.	Intent: To encourage expansion of Handbook Online. Encourage TCs to use off-cycle years to add enhanced content.
4. Evaluate effectiveness of HBC liaisons' and TC Handbook chairs' training sessions.	3	1/11	None	Training Subcom	Adjustments planned based on results. COMPLETE.	Intent: To foster continuous improvement in mentoring. Develop formal evaluation forms for sessions.
5. Develop and conduct at least one program session on Handbook-related topic.	1,3	6/11	None	Program Subcom	Conduct program at 2011 Annual Conference.	Intent: To increase awareness of new content in Handbook. Involve HBC, TAC, TCs.
6. Increase international application of the Handbook.	4	6/11	None	Volume liaisons	Liaisons communicate at Winter/Annual Conferences.	Intent: To increase data and examples applicable to systems worldwide.
7. Increase effectiveness of HBC subcommittees.	3	1/11	None	All Subcoms	Arrange for meeting times Sunday 8-9 a.m. COMPLETE.	Intent: To provide subcoms time to meet at conferences.

Recommendations for Strategic Planning:

None at this time.

WJM: mso 02/01/2011

Attachment R
Historical Committee
Report to PEC



Historical Committee Report to PEC

Meeting of Sunday, January 30, 2011, Las Vegas, NV

Action Items

None.

Information Items

Lou Flagg

The committee selected "History of Radiant Heating & Cooling Systems, Parts 1 and 2" by Robert Bean, Bjarne W. Olesen, Ph.D., and Kwang Woo Kim, Arch.D., to be the winner of the 2011 Lou Flagg Award. 6-0-0 CNV

Leadership Recall

The staff liaison reported that the ASHRAE web team is converting the older Leadership Recall videos from the master DVDs created when the tapes were originally digitized. The videos will be posted on the ASHRAE website. This process should be completed by the 2011 ASHRAE Annual Conference.

Reference Manual

The committee approved changes to its Reference Manual, including the addition of Leadership Recall Interview Questions and a change to affirm that the staff liaison will work with the web team to keep the committee's page up to date. 6-0-0 CNV

Regional & Chapter Historian's Guide

The committee approved changes to the Regional & Chapter Historian's Guide, including changing the criteria of the Gold Ribbon Award to updating a complete history every three years (rather than every year). 5-1-0 CNV

Seminar

Seminar 24 on "Historical Perspectives: Las Vegas Casino Design Past to Present" was prepared by the Historical Committee and takes place Monday, Jan. 31.

Another seminar to be done jointly with TC 1.5 on modeling of historic buildings is to be proposed for the Montreal meeting.

Respectfully submitted,
Renison Tisdale, Historical Committee, Chair

SHERIDAN BOOKS



Delivery Location
613 East Industrial Drive
Chelsea, MI. 48118

Customer Service
Ann Arbor, MI. 48103
734.662.3291

CONTACT PERSON: Jayne Jackson AUTHOR/BOOK TITLE: AEDG for Small and Medium Office

CUSTOMER: ASHRAE

CSR/SALES: Jean

QUOTE/JOB NUMBER: Q 558300

PAPERBACK COVER TEMPLATE

MATERIAL SPECIFICATIONS

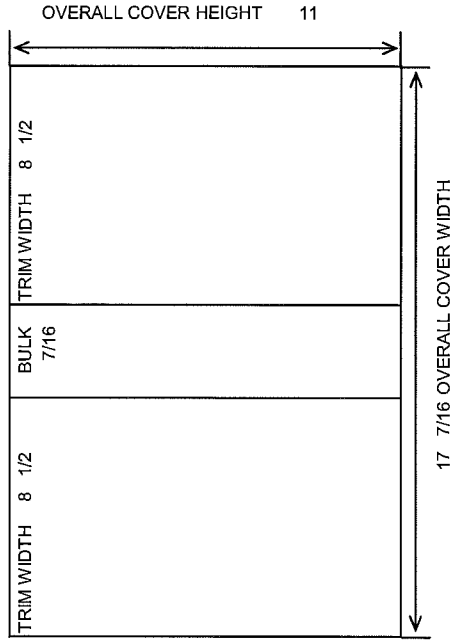
TEXT STOCK: 60# Matte white 572 ppi

PAGE COUNT: 240

TRIM WIDTH: 8 1/2

TRIM HEIGHT: 11

SBI requires that all bleeds extend 1/8" beyond trim edges (overall dimensions)
Grain must parallel to spine



IMPORTANT INFORMATION

The spine dimension is based on the average ppi of your stock which can vary plus or minus 15% based on industry standards. The machine tolerances of our binding equipment can also affect the horizontal and vertical spine placement. Therefore, having colorbreaks on the front and back cover where it butts up to the spine is not recommended. All type and other non-bleeding images should maintain at least 1/16" on each side of spine. Keep all type and non-bleeding images at least a 1/4" from all trim edges.

WHEN SUPPLYING PRINTED COVERS

Sheridan Books requires a minimum of 1/2" of non-printed area on all four sides of the sheet. This 1/2" is from the final trim edge to the edge of the sheet.

When multiple covers are printed head to foot on a single sheet there must be at least a 3/4" space between the trim marks of each cover.

When multiple cover are printed head to head on a single sheet there must be at least a 1 3/4" space between the trim marks of each cover.

Maximum sheet size is 20-1/2 x 28-1/2 and minimum sheet size is 14 x 23 when SB is to apply lamination.

Any changes in the materials above will impact these specifications. Contact your Customer Service Representative if you have any questions regarding this information or if any changes occur.

4/12/2011 11:06

5.4 Component Template

Attachment S
Professional Development Committee
Report to PEC



Professional Development Committee Report to PEC Meeting of February 1, 2011

Motions

1. The PDC respectfully requests that the members of the Publications and Education Council help promote the 3-day HVAC Design Essentials Workshop that will be held at Headquarters in Atlanta May 18 – 20.

Fiscal Impact: No expenses, potential for additional revenues directly attributable to increased registrations.

Background: When the headquarters building was renovated, the ASHRAE Foundation Learning Center was added and the PDC was asked to oversee the development and presentation of educational courses that would make good use of the new facility. The HVAC Design Essentials Workshop is intended to address a long-identified industry need for intensive training in HVAC for young engineers or engineers new to this discipline. Bringing attendees to the headquarters building will allow it to be used as it was designed to be – a “living laboratory.” In addition, because the audience is expected to include many young engineers, bringing them to the headquarters building will help get them involved in ASHRAE early in their careers. This Workshop is different from other ALI courses, not only in the length of the instruction, but also in the need to provide “social events.”

Marketing and promotion for the Workshop must be two-pronged: it must reach potential attendees and be appropriate for managers who make decisions about their staff members’ professional development. Having active support from the PEC and other Society members is crucial to building awareness of the program and to its success.

Information Items

1. As of Monday, February 1, at the 2011 Winter Conference, over 1,000 registrations have been received for 20 courses, which is a new record for number of registrations.
2. Thus far this FY, the ALI has supported course presentations at 5 industry conferences, including ones in Canada and Germany, reaching almost 280 individuals.
3. During the 2010 Fall online seminar series, 252 registrations were received for 8 courses.
4. Thus far this FY, the ALI has supported 9 in-company presentations reaching over 240 individuals and 1 chapter program reaching more than 10 individuals.
5. The PDC is committed to actively encouraging cooperative efforts across committees/councils and has appointed liaisons to spearhead communication with Certification, Membership Promotion, YEA, and Student Activities. In addition, the PDC Chair and Vice Chairs continue to fully support the work of the PEC ad hoc committee on integrating education and certification.
6. The PDC has approved the development of the following courses:

- a. A course or courses on energy auditing/energy assessing to support both the Building Energy Quotient (bEQ) labeling program and the Energy Assessor certification program.
 - b. A revision of the Self-Directed Learning Course *Fundamentals of Heating Systems*.
 - c. A new half-day course on Building Envelopes and Pressure Control for Improved IAQ based on ASHRAE's IAQ Guide.
7. The PDC has approved the following slate of courses for the 2011 Annual Conference in Montreal.

All-Day Seminars

Complying with Standard 90.1-2010

Data Center Energy Efficiency

Fundamental Requirements of ASHRAE Standard 62.1-2010 and

Application of ASHRAE Standard 62.1-2010: Multiple Spaces & Functions

(Two back-to-back short courses)

Half-Day Seminars

Energy Management in New & Existing Buildings

Basics of High-Performance Building Design – New at ACREX

Advanced High-Performance Building Design – New at ACREX

Using Standard 90.1 to Meet LEED Requirements

IAQ Guide Project Management – NEW for Montreal

8. MBOs Status report is shown in *Attachment A*.

Respectfully submitted,

Filza Walters
Professional Development Committee, Chair
January 31, 2011

CHAIR INITIALS: FW

Attachment A: 2010-2011 PDC MBOs

Objective	SP Dir.	Compl. Date	Fiscal Impact	Responsible Party	Status
Develop or update course materials in support of ASHRAE certification programs	2, 3	June 2011	\$20k	PDC/Staff	PDC has approved the concept of a course on energy assessing in support of the BEAP program; PDC Chair and Vice Chairs are participating on working group to integrate education and certification programs; content of of SDL on Building O&M has been completed and text on schedule for publication this Society year; two new courses on high-performance building design are in development
Oversee at least 6 presentations of ALLI courses to chapters, to companies, and at non-ASHRAE industry conferences	2, 3	June 2011	\$5k	Operations Subcommittee/ Staff	Thus far this Society year, the ALI has provided support for 15 course presentations outside of ASHRAE conferences.
Oversee the selection & presentation of a minimum of 7 online seminars each in the fall and spring	2, 3, 4	June 2011	\$30K	Staff/ Planning Subcommittee	8 seminars were presented during the 2010 Fall online series, reaching 250 registrants. Initially, 12 courses were scheduled, but 4 were cancelled for low registrations.
Oversee the selection & presentation of a minimum of	2, 3	June 2011	\$100K	Staff/PDC	20 courses will be offered at 2011 Winter Conf; 9 courses will be offered at 2011 Annual

10 courses at the Winter Conference and 6 at the Summer Conference					Conf.
--	--	--	--	--	-------

Attachment T
Publications Committee
Report to PEC



Publications Committee Report to PEC Meeting of February 1, 2011

Motions

None

Information Items

1. The chair appointed a subcommittee on international development, communication, and cooperation to aid in developing publications that meet the needs of the international ASHRAE community. The subcommittee will gather information to guide policy, identify opportunities, and facilitate development and marketing of publications to meet these needs.
2. The committee will submit an article for *Insights* on the publications needs of international members and efforts under way to try to meet those needs.
3. The committee is developing material for a presentation, possibly a Webinar or podcast, to educate technical committees on how they can develop ASHRAE publications. The presentation is scheduled to be submitted for approval by the committee in June.
4. Special publications completed since July 2010 are listed in *Attachment A*.
5. A status summary of upcoming publications is shown in *Attachment B*.
6. The 2010-2011 MBOs status is shown in *Attachment C*.

Respectfully submitted,

John A. Clark
Publications Committee Chair
2/01/2011

JAC: mso

**SPECIAL PUBLICATIONS PUBLISHED PROJECTS,
July 2010–January 2011**

JULY 2010

- July *HVAC&R Research*

AUGUST 2010

- Standard 189.1-2009, Spanish Edition
- Standard 63.2-1996 (RA 2010)
- Standard 94.1-2010
- Standard 26-2010
- Standard 111-2008, Chinese edition
- Standard 90.1-2007, Portuguese edition
- Guideline 2-2010
- Standard 94.3-2010
- September *HVAC&R Research*
- Standard 35-2010
- Standard 32.1-2010

SEPTEMBER 2010

- Addenda a and b to Standard 189.1-2009
- Guideline 20-2010
- Datacom CD, 2nd Edition
- Standard 34-2010
- Standard 15-2010

OCTOBER 2010

- November *HVAC&R Research*
- Standard 55-2010

NOVEMBER 2010

- *GreenGuide*, 3rd Edition
- *189.1-2009 User's Manual*
- Standard 90.1-2010 (I-P)
- Buildings XI Conference Proceedings CD

JANUARY 2011

- *Green Tips for Data Centers* (Datacom Series, Book 10)
- *Fundamentals of Air System Design* (I-P) SDL
- Las Vegas conference preprints/preprints CD
- 30% AEDG CD
- *Albuquerque Transactions*
- 2011 Standards and Guidelines CD
- Standard 170-2008, Spanish Edition
- 90.1-2010 User's Manual
- 62.1-2010 User's Manual

SPECIAL PUBLICATIONS PROJECTS

Grey boxes indicate projects expected to be published before the next conference.

Title	Responsible Committee	Date Exp to Receive	Current Status	Expected Publish Date	Comments
Books					
A Practical Guide to Noise & Vibration Control for HVAC Systems, 2 nd edition, SI edition	TC 2.6 (Schaffer)	Uncertain Jun 2009 Nov 2009 Dec 2009 Uncertain Nov 3, 2010	Editing	Oct 2009 Jan 2010 Uncertain Mar 1, 2011	
ASHRAE Laboratory Design Guide, Revision	TC 9.10	Fall 2010 Jan 2011	Planning	2010 Jun 2011	contact: Henry Hays, TC 9.10
62.2-2010 User's Manual	SP 302	Uncertain Jan 2011	Uncertain	Jan 2011	No edit; final prep only
Datacom Equipment Power Trends and Cooling Applications, Revision (Datacom Series)	TC 9.9	Winter 2009 Spring 2010 Uncertain Jan 2011	Revising	Spring 2010 Summer 2010 Uncertain May 2011	
A Practical Guide to Seismic Restraint, Revision	TC 2.7	Jul 2010 Oct 2010 Feb 2011	Revising	Oct 2010 Feb 2010 Jun 2011	contact: Jim Tauby, TC 2.7; per JT 10-5-10
50% AEDG, Small/Medium Office Buildings	SP 102	Jun 2010 Feb 1, 2011	Writing	Apr 30, 2011	Static download must be available April 30
Cleanroom Design Guide	TC 9.11	Uncertain Mar 2010 Jun 2010 Feb 2011	Writing	Jan 2010 Aug 2010 Nov 2010 Jun 2011	Manuscript ready for TC by Jun 2009 Jan 2010
Procedures for Commercial Building Energy Audits, 2 nd ed.	TC 7.6	March 2011	Planning/ Writing	June 2011	Comm wants it available at Montreal meeting
PMP Guide: Best Practices for Measurement and Improvement	SP 132	Apr 2011	Planning	Aug 2011	per L. Pratt, Jun 2010; possible with CD
AEDG-EB Technical Guide	SP102 AEG-EB Proj Comm	Jun 2010 Apr 2011 May 31, 2011		Summer 2010 Summer 2011 Jul 31, 2011	per L. Pratt, 11-8-10; dnld reqd Jul 31, 2011
Design Manual for District Cooling Systems	SP 97; TC 6.2 (RP-1267)	Uncertain Feb 2010 Uncertain Sep 2010 Jun 2011 Sep 2011	Writing	Jul 2009 Jun 2010 Uncertain Jan 2011 Oct 2011 Jan 2012	Ready for TC Jan 2010 Jun 2011 per Mike Vaughn 10-5-10, 12-15- 10
Design Guide for Duct Systems	TC 5.2; RP-1180	Uncertain Jun 2010 Jul 2011 Aug 2011	Writing	Jun 2004 Sep 2004 Uncertain Nov 2010 Oct 2011	contact: Herman Behls TC approval set for Montreal Conference
50% AEDG, K-12 Schools	SP 102	Uncertain May 2011? Jul 1, 2011	Planning	Aug 2011 Sep 30, 2011 (e) Oct 30, 2011 (p)	per L. Pratt, 12-8-10: download must be available Sep 30, 2011 and printed doc must be available Oct 30, 2011
Understanding Psychrometrics, Third Ed				Fall 2011	contact: Don Gatley
50% AEDG, Highway Lodging	SP 102	Sep 1, 2011	Planning	Dec 2011	per L. Pratt, 9-14-10

SPECIAL PUBLICATIONS PROJECTS

Grey boxes indicate projects expected to be published before the next conference.

Title	Responsible Committee	Date Exp to Receive	Current Status	Expected Publish Date	Comments
50% AEDG, Small/Medium Retail Facilities	SP 102	Sep 1, 2011	Planning	Dec 2011	per L. Pratt, 9-14-10
50% AEDG, Large Hospitals	SP 102	Sep 1, 2011	Planning	Dec 2011	per L. Pratt, 9-14-10
District Heating and Cooling Guide	SP 97; TC 6.2 (RP-1267)	Jun 2011 Sep 2011	Planning	Oct 2011 Jan 2012	per L. Pratt, Jun 2010 per Mike V on 12/15/10, approval not until June 2011
Datacom book on economizers (Datacom Series)	TC 9.9	Jul 2010 Uncertain	Planning	Jan 2011 Uncertain	>100 pp
Thermal Guidelines for Data Processing Environments, 3rd edition (Datacom Series)	TC 9.9	Jul 2010 Aug 2010 On hold	Planning	Jan 2011 Uncertain	per J. Glass, Jan 2010
50% AEDG, Grocery Stores/Supermarkets	SP 102	Sep 2011 Uncertain	Planning	Uncertain	Not on primary list per L. Pratt 9-14-10
Untitled Guide on Chilled Beams	TC 5.3/ RHEVA	Uncertain	Planning	Jan 2012	contact: Comstock Stockholm mtg Sep 2010
HVAC Design Manual	New Submittal	Jun 2008 Uncertain	Author contacted chairs of TCs 6.3 and 9.5	December 2008 Uncertain	Author: Dougherty
Datacom Facility TCO Analysis	TC 9.9	Uncertain	Uncertain	Uncertain	Per Fred Stack, Jan 2010, still uncertain
AEG-EB O&M Guide	SP126 AEG-EB Proj Comm	Uncertain		Uncertain	
AEG-EB Renewable Energy	SP102 AEG-EB Proj Comm	Uncertain		Uncertain	
HVAC Design Manual for Hospitals and Clinics, Revision	TC 9.6/ SP 91.2	Uncertain	Planning	Uncertain	contact: Comstock
Engineering Concepts in Supporting Community Containment Measures During Public Health Incidents	TC 9.6	Uncertain	Planning	Uncertain	
Refrigeration Guide	SP 131	Uncertain	Planning	Uncertain	contact: Hammerling
Manual of Practice for Integrated Building Design	TC 7.1	Jan 2009 Uncertain Jun 2010 Uncertain	Writing	January 2008 Jun 2008 Uncertain Sep 2010	Pub Comm to contact TC for update on status (done) Per C. Gulledge
Underfloor Air Distribution Design Guide	TRG7; SP 124	Early 2009 Uncertain Jun 2010 Uncertain	Revising	Nov 2010 Uncertain	contact: Hammerling
Self-Directed Learning Textbooks					
Fundamentals of Building Operation, Maintenance, and Management (dual units)	Brooks/Lewis	Jul 2010 Uncertain Aug 27, 2010		Nov 2010 Uncertain Jun 2011?	

SPECIAL PUBLICATIONS PROJECTS

Grey boxes indicate projects expected to be published before the next conference.

Title	Responsible Committee	Date Exp to Receive	Current Status	Expected Publish Date	Comments
Fundamentals of Water System Design (I-P)	D. Hegberg	Aug 2009 Uncertain	Uncertain	Uncertain	e-files not yet delivered
Fundamentals of Water System Design (SI)	D. Hegberg	Aug 2009 Uncertain	Uncertain	Uncertain	
Fundamentals of Refrigeration (SI)	D. Fenton	Uncertain	Uncertain	Nov 2009 Jan 2010 Uncertain	
Fundamentals of Psychrometrics (I-P) rev.	J. Means	Aug 2009 Nov 2009 Uncertain	Revising	Uncertain	per 10-5-10 Abrams email
Fundamentals of Heating and Cooling Loads (I-P)	J. Spitler	Aug 2009 Spring 2010 Uncertain	Uncertain	Uncertain	
Fundamentals of Heating and Cooling Loads (SI)	J. Spitler	Aug 2009 Spring 2010 Uncertain	Uncertain	Uncertain	
Fundamentals of Design and Control of Central Chilled Water Plants (I-P)	M. Hydeman	Nov 2009 Uncertain	Writing	Uncertain	
Fundamentals of Design and Control of Central Chilled Water Plants (SI)	M. Hydeman	Nov 2009 Uncertain	Writing	Uncertain	
Translations					
Standard 55-2010 (Spanish)	A TEAAR	Nov 2010	In hand	Uncertain Jun 2011	
62.1-2007 User's Manual (Spanish)	A TEAAR	Nov 2010	In hand	Uncertain Jun 2011	
Standard 15-2007 (Spanish)	APVARC	Dec 2008 Uncertain Jan 2011		Uncertain Jun 2011	
Standard 34-2007 (2010?) (Spanish)	ACAIRE	Dec 2010 Uncertain		Uncertain	
Standard 90.1-2007 (Spanish)	MERIC, Mexico City Chapter	Uncertain		Uncertain	
Guideline 0-2005 (Spanish)	DITAR	May 2011			
Guideline 1.1-2007 (Spanish)	DITAR	May 2011			
Fundamentals of HVAC Control Systems SDL, 2001 edition	ASHRAE Monterrey Chapter (MX)	Pending			
Thermal Guidelines for Data Processing Environments, 2nd edition	A TEARR	May 2011			
CDs					
30% AEDGs CD	SP 102/staff	Uncertain	Planning	Jan 2011	compilation of 30% AEDGs
Thermal Comfort Tool	TC 2.1/ C. Huizenga	Feb/Mar 2009 Uncertain Oct 2010 Uncertain	Uncertain Final programming?	Uncertain Nov 2010 Uncertain	RP-1332 to update In final review

SPECIAL PUBLICATIONS PROJECTS*Grey boxes indicate projects expected to be published before the next conference.*

Title	Responsible Committee	Date Exp to Receive	Current Status	Expected Publish Date	Comments
T-Method Duct Design Software	TC 5.2	Jul 2007 Uncertain	Undergoing further review as of Aug 2008 New proposal under review	Jan 2004 Jun 2004 Jun 2006 Jan 2008 Jun 2008 Uncertain	Awaiting approval TC did not approve Scope yet to be approved
IAQ papers on CD	TCs 2.3 and 2.4	Jan 2003 Uncertain Spring 2009 Uncertain	TC scanning papers Scanning completed Jan 2009; artwork being planned; more scans done Jan 2011	2007 Oct 2007 Oct 2008 Uncertain Jun 2009 Uncertain Jan 2010 Uncertain	Special Pubs is waiting on incorrect or missing papers as well as all of the front matter materials (introduction, table of contents, list of names, etc.) – per Marilyn L. Jan 2010, are trying to wrap it up in 6 mos.
Recurring Projects					
PHVAC and PHVAC Solutions Manual revisions	N/A	PHVAC: Jul Sol Man: Aug		PHVAC: Nov Sol Man: Dec	Every four years (2009, 2013, 2017)
Pocket Guide revision	N/A	I-P: Aug SI: Sep		I-P: Dec SI: Jan	Every four years (2009, 2013, 2017)
Revisions of Code-Intended Standards	Varies	Winter		Mar	Every three years (2010, 2013, 2016)
Buildings Conference papers/CD	N/A	Jun 21–25		Aug 31	Every three years (2010, 2013, 2016)
IAQ Conference papers/CD	N/A	Dec 1		Feb 1	Every three years (2010, 2013, 2016)
2011 Standards and Guidelines CD	N/A	Dec		Jan/Feb	
Standards/addenda drafts going for approval at Winter Conf	Varies	mid Oct		Nov 30	Publish = ready for comm review at conf
Winter Conf Papers	N/A	Sep–Dec	Begin layout after Annual Conf	Dec	
Winter Conf Preprints CD	N/A	Nov	Begin compiling in Nov	Dec	
Standards/addenda to be published after approval at Winter Conf	Varies	Mar		Apr	
Winter Conf. Seminar DVD	Staff	Feb/Mar		May	
Winter Conf Transactions (Pt 1)	Staff	Feb	Begin compiling in Mar	May	
Annual Conf Papers	N/A	Mar–May	Begin laying out after Winter Conf	May	
Annual Conf Preprints CD	N/A	Apr	Begin compiling in Apr	May	
Webcast DVD	CTTC	May		Jun	

SPECIAL PUBLICATIONS PROJECTS*Grey boxes indicate projects expected to be published before the next conference.*

Title	Responsible Committee	Date Exp to Receive	Current Status	Expected Publish Date	Comments
Standards/addenda drafts going for approval at Annual Conference	Varies	mid Apr		Jun 1	Publish = ready for comm review at conf
Standards/addenda to be published after approval at Annual Conf	Varies	Aug	Awaiting approval	Sep	
Annual Conf. Seminar DVD	Staff	Aug/Sep		Nov	
Annual Conf Transactions (Pt 2)	Staff	Aug	Editing/layout	Oct	

MSO/CM 01-25-2011

Publications Committee
MBOs for Society Year 2010-2011
Chair: John A. Clark Date: February 1, 2011

ASHRAE Strategic Plan (SP) Directions:

Direction 1: ASHRAE will lead the advancement of sustainable building design and operations.

Direction 2: ASHRAE will be a world-class provider of education and certification programs.

Direction 3: ASHRAE will position itself as a premier provider of HVAC&R expertise.

Direction 4: ASHRAE will be a global leader in the HVAC&R community.

Objective	SP Dir.	Compl. Date	Fiscal Impact	Responsible Party	Status	Comment
1. Prepare an article for <i>Insights</i> on how international reference publications can be used or integrated into ASHRAE publications.	1-4	6/11	None	Mills	Mills drafting	
2. Assist the TCs/ TGs/ TRGs and Standard Project Committees in developing new material for special publications.	3	6/11	Positive	Bilderbeck, Clark		Intent is to present a "road map" type of guide for TCs on how to get a special publication done.
3. Continue the review of current publications in need of updating. a. Set goals based on market potential of the material. b. Assist TCs in obtaining necessary funding for the revised publications.	1, 3	6/11	TBD	McQuade, Clark	Publications identified. Liaison with TCs under way. Preparing "how to" info for TCs.	
4. Work with ASHRAE staff and the Certification Committee to determine reference material to for Certification testing.	2	1/11	Positive	Brambley, Clark		
5. Committee members will review ASHRAE meeting programs (Orlando and Albuquerque) and develop a list of "Hot Topics" for future <i>ASHRAE Journal</i> articles.	3, 4	1/11	None	Gupta, Clark		The Chair will request a copy of the Editorial Program for 2011 from Fred Turner.
6. Improve the number of active reviewers of <i>ASHRAE Journal</i> articles for the purpose of selecting the best article annually.	1,3, 4	ASAP	None	Brambley, Clark	COMPLETE	Publications Committee and PEC members have the responsibility to cast votes as noted in their list of committee duties. The point ranking submitted (Albuquerque) by Mr. Maxwell will be considered for the final judging session.

Attachment C
Publications Committee Report to PEC

7. Form an Editorial Subcommittee to determine the use (sharing) of international engineering materials for ASHRAE members.	1-4	6/11	Positive	Mills, Jeong, Rakheja	COMPLETE	
Recommendations for Strategic Planning: None at this time.						

JAC: mso 02/01/2011

Attachment U
Ad Hoc Report
Development of Materials in Support
of Certification Programs

Ad Hoc Committee for Development of Materials in Support of Certification Programs

In 2006, ASHRAE's Board of Directors (BOD) approved funding for the creation of certification programs and formed the Certification Committee (CC) to oversee this initiative. The committee has been very successful in developing programs; the sixth program will launch in conjunction with the 2011 Winter Conference.

In June 2010, the CC was directed by the Publishing and Education Council (PEC), on behalf of the BOD, to collaborate with the Professional Development Committee (PDC), eLearning, and other committees and councils to ensure the development of appropriate materials and educational programs in support of the certification program. The goal of this effort is to provide a "full package" of resources for ASHRAE members and the rest of the building industry to support their efforts to increase competency in the certification topic areas and ultimately seek ASHRAE certification.

GETTING THE INITIATIVE UNDERWAY

The PEC created the following ad hoc committee to provide leadership for the integration initiative:

- Darryl Boyce: CC Chair and Chair of the Ad Hoc Committee through January 31, 2011.
- Amy Musser: CC Vice Chair
- Filza Walters: PDC Chair and Chair of the Ad Hoc Committee through June 30, 2011.
- John Nix: PDC Vice Chair
- Tim Wentz: PDC Vice Chair (also Past CC Chair)
- Sheila Hayter: PEC Chair and eLearning Subcommittee Chair
- Joyce Abrams: Staff Liaison to the PDC and CC

The committee met in Atlanta on August 16, 2011 and has conducted bi-weekly conference calls since.

STRATEGIC PLAN FOR INTEGRATION

- Integrate educational materials and course development with certification program development while maintaining the necessary firewall between education and certification
- Create a **Desk Reference** for each topic area addressed by a certification program
 - Provide a resource that will have general appeal for the topic area
 - Include sections of relevant publications (standards, guidelines, handbooks), or document why the entire publication is useful
 - Reference relevant ALI courses and determine gaps in current ALI "catalog"
 - Negotiate use agreements with other organizations whose materials are referenced (in part or whole)
 - Include the program's Detailed Content Outline (DCO) and identify related publications and courses
- As needed, create **new courses** to support certification
 - Provide education to improve the industry knowledge in certification topic areas (existing and future)
 - Help candidates identify gaps in their knowledge base, and guide them to available resources or create new resources
 - Help candidates gain a solid understanding of the topics areas, which will greatly assist them to prepare for certification examinations, and for their professional growth
 - Increase the generation of revenues associated with certification

DELIVERABLES

- Prepare Desk References for each certification program: Draft Desk Reference for Energy Modeling ready for 2011 Winter Conference; draft Desk Reference for Commissioning to be ready for 2011 Annual Conference
- Identify courses to be developed in support of certification programs

- Develop improved marketing materials that will assist candidates to better identify connections between existing courses and certification programs
- Develop a concept to track revenue generated by courses and publications in support of certification

SCHEDULE

- Draft Desk Reference for Energy Modeling ready for 2011 Winter Conference
- Draft Desk Reference for Commissioning to be ready for 2011 Annual Conference
- Others References to follow immediately there-after
- Ad Hoc committee to continue to shepherd process until Annual Conference 2011, after which time process will become a part of PDC and CC's operations