



# PUBLISHING and EDUCATION COUNCIL (PEC)

Wednesday, June 8, 2011  
10:30 a.m. – 12:30 p.m. EDT  
Conference Call  
Minutes

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1. Call to Order

Ms. Hayter called the meeting to order at 10:31a.m.

2. Introduction of Members and Visitors

Sheila	Hayter	Chair		Renison	Tisdale	Historical Chair
David	Underwood	Vice Chair		Filza	Walters	PDC Chair
Charles	Gulledge	Member		John	Clark	Publications Chair
Karen	Thrasher	Member		Steve	Comstock	Staff Liaison
Thomas	Werkema	Member	absent	Amy	Musser	Certification Vice Chair
Larry	Fisher	Member		Heather	Nowakowski	ECC Vice Chair
Bruce	Billedeaux	Member		Rex	Nobel	HB Vice Chair
Cynthia	Callaway	Member		George	Menzies	Historical Vice Chair
Tim	McGinn	Member	absent	John	Nix	PDC Vice Chair
Mark	Fly	Member	absent	Tim	Wentz	PDC Vice Chair
Constantinos	Balaras	at Large		Bill	Fleming	Publications Vice Chair
Hugh	McMillan	at Large		Joyce	Abrams	staff
Darryl	Boyce	Certification Chair	absent	Joslyn	Radcliff	staff
Amy	Patenaude	ECC Chair	absent	Mark	Owen	staff
William	McCartney	HB Chair	absent	Sarah	Foster	staff

3. Review of Agenda

Ms. Hayter reviewed the agenda. No revisions were requested.

4. Approval of Previous Meeting Minutes

Mr. Underwood moved and Mr. Fisher seconded to approve the meeting minutes of February 1, 2011 in Las Vegas:

**(1) Approved the minutes of the meeting on February 1, 2011 as distributed.**

**MOTION (1) Passed 8-0-0 CNV**

5. Review of Major Motions

Ms. Hayter reviewed motions from previous meeting.

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6. Review of Action Items

Ms. Hayter reviewed the following action items from the February 1 meeting:

<b>No.</b>	<b>Responsibility</b>	<b>Action</b>
1	Staff	Post approved minutes of the Albuquerque meeting of June 29, 2010 on the PEC page of the ASHRAE website.  <i>Complete. Posted on ASHRAE Council information page.</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 of the Las Vegas Meeting minutes.</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: It was later determined this meeting would not be held.)</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 of the Las Vegas Meeting minutes.</i>
6	Fisher	Develop some further ideas for marketing/promotion of ASHRAE materials at HQ in Atlanta by the Annual Meeting in Montreal 2011.  <i>Completed. See Fisher's report below.</i>
7	Staff	Post approved PEC MOP on the website replaced with the MOP just approved.  <i>Completed. Posted on ASHRAE Council information page.</i>
8	ECC	Resubmit the ECC MOP at the Annual Meeting in Montreal, June 2011 for approval of changes.  <i>Completed. Submitted the Functional Planning Subcommittee for recommended approval to PEC at the Montreal Meeting.</i>
9	Staff	Expand the disclaimer on Handbook CD concerning advertising links.  <i>Completed.</i>

Mr. Fisher reported on Action Item 6 concerning marketing of ASHRAE products at the Headquarters building in Atlanta.  
Specific actions that were considered are:

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- Promotion of ASHRAE works at HQ **STATUS 6-8-11 Below (Thank you to Steve Comstock)**
  - Purchase of two display units for display of ASHRAE's most popular/important new items.
  - Offering of publications at discount pricing to attendees at events held at the ASHRAE Foundation Learning Center and offer of free shipping (such as has been done for the Essentials workshop)
  - Follow up promotions to attendees at major events held at ASHRAE Foundation Learning Center.
  - Procedures established for purchasing of publications at ASHRAE Headquarters during operating hours with selected inventory on premises for publication pick up.
  - Distribution of promotional materials for ALI courses, eLearning and Publications at all events held at ASHRAE Headquarters.
  
- Promotions within the chapters by volunteers and consideration of awarding PAOE points to promote this. **STATUS 6-8-11 Below (Thanks for help from Hugh McMillan)**
  - 50 points for ASHRAE marketing training for chapter officers and future leaders (minimum 1 hour of training) – 100 points maximum)
  - 50 points for chapter promotion of ASHRAE products in chapter newsletters and communications (using ASHRAE staff produced materials) – 100 points maximum.
  - 300 points for each 3-hour segment of an ASHRAE Learning Institute (ALI) course presented to a student group by the sponsored/hosted chapter – 600 points maximum.
  - 200 points for each 3-hour segment of an ASHRAE Learning Institute (ALI) course presented to ASHRAE members and sponsored/hosted by the chapter – 600 points maximum.
  - PEC/Staff actions to help grassroots achieve these PAOE points
    - **Marketing Training**

PEC will prepare a one hour PowerPoint presentation on marketing training for chapter officers and future leaders. This presentation will describe the ASHRAE products and services that are tools allowing members and other professionals impact the quality of life within local communities. The value of the chapter having a presence in the local community will be emphasized. The presentation will describe the impact that key ASHRAE publications – like 90.1, 62.1, 55, Fundamentals Handbook, 170, 189.1 – have on the public. Why these products are valuable, why the public should know about them, and what groups of related professionals should be consumers will be covered. This presentation will be made available by July 15.
    - **New Product or Service Slides and Script**

Three to five PowerPoint slides will be sent monthly (September to June) to chapter presidents and to CTTC chairs highlighting a new ASHRAE product or course. The intent is for chapters to use these at chapter meetings as a prelude to the monthly speaker or other suitable time. The first mailing will be August 15.
    - **ASHRAE Ads for Chapter Digital Newsletters**

ASHRAE staff will prepare a digital file that can be inserted in chapter electronic newsletters and in HTML messages. These ads will

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highlight a new product our course on a monthly basis from September to June. Distribution will be chapter newsletter editors and to chapter ECC chairs/webmasters. The first mailing will be August 15.

- 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.

### **UPDATE 6-8-11 Below (Thanks to Cert Comm)**

- Instead of creating more new programs, the Committee now is focusing on two main initiatives, both of which will improve the financial outlook for ASHRAE's certifications:
  - Marketing our existing programs to increase participation, recognition, and visibility
  - Integrating education and certification to provide materials (publications and courses) that support the certification programs without compromising their integrity or credibility
- Encouragement of members to reach out to the back office engineers and to actively encourage members to make that outreach effort. **No Action**

Ms. Hayter reported all action items from the Las Vegas meeting now complete.

### 7. Items Referred from Other Councils to PEC

7.1 Members Council referral – That ASHRAE review current shipping methods for international chapters and develop a new process to ensure timely delivery of periodicals and handbooks to international members.

Mr. Comstock reported this referral is on the Fiscal Planning Subcommittee agenda for Montreal and will be discussed during the council meeting.

Ms. Hayter assigned an action item to staff to discuss when during the Members Council meeting in Montreal the discussion will occur related to the MC referral to PEC from the Las Vegas meeting. If a time has not been set, staff will request the discussion occur during the Monday morning MC meeting time. (**ACTION ITEM 1**) *Complete.*

*(Secretary's Note: Mr. Comstock sent a message to Members Council staff liaison and will inform members of the council when Members Council would like to meet to discuss this referral.)*

Mr. Hayter to coordinate with staff and PEC members about who will attend the MC meeting to be able to answer questions about the MC referral to PEC once it is known when this discussion is scheduled to occur.

### 8. Committee Reports: MBO Status and Actions Requiring PEC Action

8.1 Certification

Ms. Musser gave the report for the committee.

The Certification Committee continues to make good progress toward completing our MBOs. Of particular significance are:

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- ASHRAE’s sixth certification program – the Building Energy Assessment Professional – launched in conjunction with the Winter Conference earlier this year. Launching 6 high-quality programs in about 4 years is a testament to the dedication and support of many subject matter expert volunteers.
- Instead of creating more new programs, the Committee now is focusing on two main initiatives, both of which will improve the financial outlook for ASHRAE’s certifications:
  - Marketing our existing programs to increase participation, recognition, and visibility
  - Integrating education and certification to provide materials (publications and courses) that support the certification programs without compromising their integrity or credibility

The committee MBOs for the society year 2010-2011 were discussed.

<b>Objective</b>	<b>Compl Date</b>	<b>Fiscal Impact</b>	<b>Responsibility</b>	<b>Program Approved</b>	<b>Cost Budgeted</b>	<b>Status</b>	<b>Compliance with ASHRAE Strategic Plan</b>
Identify ways to leverage ALI courses without compromising the integrity of ASHRAE’s certification programs	January 2011	\$5,000	Certification Committee	Yes	Yes	Ongoing. 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.	<b>2.3</b> Develop and promote certification programs for the HVAC&R industry.
Oversee the development and launch of a new certification program in energy assessment	Feb 2, 2011 program launch	\$70,000	B. Austin	Yes	Yes	The Building Energy Assessment Professional (title not yet finalized) certification examination on schedule to launch in conjunction with 2011 Winter Conference Program created in collaboration with IESNA, NIBS, SMACNA, and	<b>2.3</b> Develop and promote certification programs for the HVAC&R industry. <b>2.5</b> Partner with organizations that have expertise in the development and delivery of education and certification programs.

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<b>Objective</b>	<b>Compl Date</b>	<b>Fiscal Impact</b>	<b>Responsibility</b>	<b>Program Approved</b>	<b>Cost Budgeted</b>	<b>Status</b>	<b>Compliance with ASHRAE Strategic Plan</b>
						TABB and will support bEQ programs	
Oversee the revision/update of the High-Performance Building Design Professional (HBDP) program	By January , 2011 – New Exam forms A & B launch	\$62,250	B. Lynch/J. Abrams	Yes	Yes	Exam team will meet July 10 - 11.	<b>2.2</b> Expand and sustain ASHRAE’s education and certification delivery infrastructure. <b>2.3</b> Develop and promote certification programs for the HVAC&R industry. <b>2.5</b> Partner with organizations that have expertise in the development and delivery of education and certification programs.
Review proposals for and report to PEC decisions on at least 2 specialty areas for new certification programs	June 2011	\$75,000 (thro the end of this FY)	Certification Committee	N/A	N/A	Have not yet received formal proposals, but have received information that proposals for programs in geothermal design and in controls may be forth-coming.	<b>2.3</b> Develop and promote certification programs for the HVAC&R industry. <b>2.5</b> Partner with organizations that have expertise in the development and delivery of education and certification programs.
Interface with Marketing staff and develop relevant marketing programs for Certification	June 2011	None	Certification Committee	N/A	N/A	Ongoing. E.g., Committee will provide names and contact information for testimonials. Committee is communicating with USGBC about approving ASHRAE	<b>2.3</b> Develop and promote certification programs for the HVAC&R industry.

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<b>Objective</b>	<b>Compl Date</b>	<b>Fiscal Impact</b>	<b>Responsibility</b>	<b>Program Approved</b>	<b>Cost Budgeted</b>	<b>Status</b>	<b>Compliance with ASHRAE Strategic Plan</b>
						certifications for points toward LEED building label and/or for LEED AP continuing education credits.	

8.2 Electronic Communications (ECC)

Ms. Nowakowski gave the report for the committee.

The below list of items is an overview of current activities for the Electronic Communications Committee:

- Electronic collaboration tool support for other ASHRAE committees, primarily TC, SPC and SSPC’s. ECC has provided guidance and support to these and other committees regarding software applications and tools that support collaboration, non-secure and secure file sharing. (e.g. Google Groups, Sites, Documents; Sharepoint; FTP sites, etc.) ECC anticipates continuing efforts to maintain current list of recommended applications to enable committees to select the tools that best fit their specific needs.
- Chapter Hot Topix Ad Hoc Committee participation – ECC member and co-chair Coy Brandenburg assisted in the effort to develop and roll out a technical topic webinar series for Chapter use. Coy specifically assisted with the development of a “User Manual” detailing how to configure and execute a chapter webinar using one of the Hot Topix recordings.
- ASHRAE Wiki Ad Hoc Committee participation – ECC member Heather Nowakowski is currently assisting with the development of a specification and solicitation of a sub consultant to implement a wiki based database of ASHRAE defined industry terminology. Currently at the stage of looking for a wiki management consultant to help with implementation and maintenance.
- Development of Spanish instructional videos for New Member and Membership Renewal processes. ECC member Gildardo Yanez and Staff Liaison Jef Meulemans worked together to develop and roll out instructional videos to aid Spanish speaking individuals with membership functions. Videos have been posted to the ASHRAE.org website. Gildardo reported that they had a significant increase in new enrollment and improvement in renewals in the Mexico City chapter as a result. Additionally the Mexico City chapter received the Green Ribbon Award for their efforts to improve membership transactions.
- Development and maintenance of Regional Electronic Communications Chair Google Group/Site. This site was developed as a mechanism to disseminate information to the RECC’s and provides them with a forum to share information with each other.
- TC’s website review report – ECC member Ron Westbrook has performed multiple reviews of the TC websites to verify accuracy, policy compliance, up-to-date, etc. Ron provided copies of the report to his TC Section head at the Albuquerque meeting to be forwarded to the TAC chair. Ron updated the report for the Las Vegas meeting and copies have been forwarded by ECC

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chair to the TAC Chair and CTTC chair, with no response. Additionally Chuck Gullidge has offered to forward these documents along to the chairs to see if he is able to obtain a response and feedback.

- ECC has provided support for Chapter Awards tracking/reporting tools such that chapters can obtain accurate reports as to which of their members are eligible for ASHRAE awards and which awards their members have already received. ECC commends ASHRAE on rolling out the tracking for Exceptional and Distinguished Service awards. However it is our goal that all honors and awards could be tracked and reported in a similar manner such that Chapter Officers and chairs could be aware of their member’s awards.
- Webinar Workshops for CRC – ECC member Benny Skelton is assessing the challenges that Regions face regarding electronic committee chair workshops at CRC. Benny has been the RECC for his region and executed electronic workshops previously. However there continue to be chronic barriers for the implementation of electronic CRC workshops. Benny is working on a list of recommendations/guidelines to aid regions that desire to offer electronic workshops.
- Guide to ECC – ECC member Mark Hydeman, with assistance from the whole of ECC, is developing a guideline document for posting to the ASHRAE.org website that will provide an overview of ECC’s activities and scope of services. This document is intended to assist other committees, members, regions and chapters when seeking assistance from ECC.

The committee MBOs for the society year 2010-2011 were discussed.

<b>Objective</b>	<b>Planned Completion</b>	<b>Fiscal Impact</b>	<b>Responsibility</b>	<b>Cost Budgeted</b>	<b>Strategic Plan Link</b>	<b>Status</b>
Announce and implement Google Groups for ASHRAE TCs by October 31, 2009	COMPLETED 2009		Mike Pouchak & Jef Meulmans	None	E1 & E2	Completed - send notification to TC chairs and created template GG site for TC's to use as starting point
Create GoTo meeting-investigate and prototype for regions ASHRAE regions by March 2010.	COMPLETED 2009		Team A - Chapter/Regional Support	None	E2	Completed - rolled out notification to DRC's of service availability through Headquarters
Motion 10 from Members Council: Members Council requests ECC to develop policies, logistics, equipment needs and address ways to resolve technical issues, such as, poor reception, types of cables needed, etc., for host chapters of CRCs. The council will include the information you provide in the CRC	COMPLETED 2010	Not known at this time - minimal cost impacts to be part evaluation for recommendations	Team A - Chapter/Regional Support - Coy Brandenburg Lead	None		COMPLETED: Reports submitted to PEC and posted to ECC Google Groups Team A section 5/12/10

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Manual.						
Motion 18 from Members Council: That all email communications between the RAL and Society be unified. Background: It will be better follow up for tracking actions and deadlines (see example below). This motion is a Society motion because it deals with the way we write emails in order to search for previous correspondence.	COMPLETED 2010 - MOTION DEFEATED	None expected	Dan Pettway	None		COMPLETED: Reports submitted to PEC and posted to ECC Google Groups Team A section 1/19/10. Amy updated Email Etiquette doc. to address motion.
Assess electronic communication needs of ASHRAE committees	On-going	None	Each ECC member is assigned to a Team and acts as a liaison to related standing committees	N/A	E1 & E2	On-going. Liaisons have been assigned and are coordinating with their charges
Work with staff to develop tools to address electronic communication needs of ASHRAE committees.	On-going	None	Assigned on a case-by-case basis.	N/A	E2	On-going
Provide oversight on development of electronic communication tools to best leverage ASHRAE resources to meet the needs of committees and membership.	On-going	None	ECC - assigned on case by case basis	N/A	E2	On-going
Work with staff to develop cost estimates for conversion of handbook to XML format.	COMPLETED	TBD	Hitchcock	TBD		Completed - this approach is obsolete. This topic was addressed by the Handbook committee.

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Develop report process for regional ECC positions to ECC.	COM- PLETED	None	Larson; 11/09 Brandenburg & Patenaude		E2	11/09 Created RECC Google Groups Page for coordination and outreach to RECC's
Develop chapter program "Hot Topics" videos to support chapter outreach	In Progress	CTTC Budget: \$800-3000 depending if using studio or not	Art Hallstrom -		E2	In Progress: Art to present concept to CTTC at Albuquerque mtg. to gain approval to move forward
Re-work ECC Whitepaper for Google Groups to clarify usage risks	COM- PLETED	None	Jef Meulmans	N/A	E1 & E2	Complete: Jef has re-worked the ECC White Paper on Google Groups to clarify risks regarding potential for reposting copyrighted materials. Posted on ECC Google Groups page and on public ECC web page.

8.3 Handbook

Mr. Nobel reviewed the Handbook MBOs for the society year 2010-2011.

Objective	SP Dir	Com 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

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						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.
<b>Recommendations for Strategic Planning:</b>						
None at this time.						

Mr. Nobel reported that items 4 and 7 are complete and all the others will be complete in Montreal.

8.4 Historical

Mr. Tisdale gave an update on committee activities from 7-1-2010 thru 6-30-2011:

- Organized and chaired a seminar on “History of Air Conditioning in Casinos” at the winter meeting in Las Vegas.
- Prepared “Historical Minute” articles for monthly publication in Insights.
- Evaluated five candidates and selected the best historical presentation for the Lou Flagg award, which will be given in Montreal for the “History of Radiant Heating and Cooling Systems” which was published in the Journal last year.
- Updated the “Regional and Chapter Historian’s Guide” which had not been updated since 1998 and posted it on the committee’s website.
- Updated and posted on the website the power-point template for use by regional historian’s at the “Historian’s Workshop” at CRC including the 2011-2012 PAOE criteria.
- Added two more Regional History’s on the committee’s website (total 8 of 13 to date).
- Currently there are only 33 Leadership Recall interviews of past ASHRAE presidents and other distinguished members posted on our website. During this past year, staff has reformatted another 38 interviews, which will be posted later this month. In addition, the very first interviews that were transcriptions only will be scanned and uploaded in July. That leaves about 12 older videos that have not been reformatted due to difficulty in retrieving the files from the original CDs. We are looking into how these can be retrieved and hope to have everything complete in the next six months.

Mr. Tisdale reported that all the committee’s MBOs are complete and they are still working on developing a plan for the committee’s inclusion and participation the Society’s Strategic Plan.

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The Historical Committee MBOs for the Society year 2010-2011

<b>Objective</b>	<b>SP Dir</b>	<b>Compl Date</b>	<b>Fiscal Impact</b>	<b>Responsible Party</b>	<b>Status</b>
Review Society Strategic Plan for recommendations of additions or changes.	1,2,3,4	June 2011	None	Tisdale	Ongoing
Assign members to subcommittees	n/a	June 2010	None	Tisdale	Complete
Assign mentors to new members	n/a	June 2010	None	Tisdale	Complete
Continue input to Insights for the historical minute	n/a	June 2011	None	Nagengast	Ongoing
Review Committee MOP and Reference manuals and propose changes if necessary	n/a	June 2011	None	Administrative Subcommittee	Ongoing
Hold seminar at 2011 winter meeting in Las Vegas	n/a	January 2011	None	Communications Subcommittee	Working
Develop program for presentation during 2011-2012	n/a	June 2011	None	Communications Subcommittee	Working
Review criteria for Gold Ribbon Award and update Regional and Chapter's Guide	n/a	January 2011	None	Communications Subcommittee	Working
Review submissions for the Lou Flagg Award and determine	n/a	January 2011	None	Awards Subcommittee	Working
Review list of Leadership Recall interviews completed and recommend candidates for interviews in 2011 □ 2012	n/a	June 2011	None	Leadership Recall Subcommittee	Working

8.5 Professional Development (PDC)

Ms. Walters gave the committee report.

The PDC continues to make good progress toward completing our MBOs. Of particular significance are the following:

- The first HVAC Essentials 3-day workshop was held in the HQ Learning Center May 18 – 20 and was a huge success. The workshop sold out during “early bird” registration and over 60 individuals asked to be placed on a “follow up list” for when the workshop is offered again. The dates for the next presentation are August 15 – 17 and the registration form is currently available; about 10 people have already registered. We believe much of the success of and interest in the workshop was generated by active marketing and promotion by PEC and PDC members, as well as other industry professionals. Thank you to those of you who spread the word! Please help us get the word out about the August presentation, too. In addition, staff has already scheduled the third presentation of the workshop for January 11 – 13, 2012. The ad can be found on the homepage, as well as on the Education homepage or through <http://www.ashrae.org/education/page/hvacdesignessentials>. This is another opportunity for us to market not only the educational component, but also our certification programs and our publications to this audience.
- The PDC approved the presentation of 9 courses at the 2011 Annual Conference.
- In addition to our regular meetings at the two ASHRAE conferences and our fall and spring conference calls, the Committee continues to work in real-time speed by reviewing and approving projects by e-mail ballot, which speeds up the course approval and development process significantly.
- The ASHRAE Learning Institute has been presenting many in-company and chapter courses this year, mostly through local governments or military installations, including

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in Puerto Rico and Japan. Discussion and brainstorming continues at each of our physical meetings to continue to explore other potential markets for all our offerings.

- The Committee setup and has been actively involved in the ad hoc committee on the integration of education and certification, which is making good progress on providing materials in support of ASHRAE’s certification programs. The draft copies of two 'Desk References (DR)'s are targeted for late summer. During the Las Vegas meeting, spring conference call, and again scheduled for the June meeting, the PDC will continue to discuss and formalize ways to embed integration into the Committee’s ongoing process and culture.
- We continue to be grateful for our wonderful staff partners at HQ's.

The committee MBOs for the Society year 2010-2011

Objective	SP Dir	Comp Date	Fiscal Impact	Responsible Party	Status
Develop or update <b>course materials in support of ASHRAE certification</b> 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.
Oversee at least 6 <b>presentations of ALI courses to chapters</b> , 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 12 course presentations outside of ASHRAE conferences.
Oversee the selection & presentation of a minimum of 7 <b>online seminars each in the fall and spring</b>	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 10 <b>courses at the Winter Conference</b> and 6 at the <b>Summer Conference</b>	2, 3	June 2011	\$100K	Staff/PDC	20 courses will be offered at 2011 Winter Conf; as many as 10 courses will be offered at 2011 Annual Conf.
Oversee the creation of at least 4 <b>new courses</b> to support ASHRAE’s Strategic Plan and Vision 20/20	1, 2, 3	June 2011	\$20K	Operations Subcommittee / Staff	New courses for this year include 2 on high performance building design and 1 on project management using the new IAQ Guide.
Develop a <b>curriculum for the ASHRAE Foundation Learning Center (AFLC)</b>	2, 3	June 2011	TBD	Ms. Walters	HVAC Boot Camp/HVAC Design Essentials in development for presentation May 2011.

8.6 Publications

Mr. Clark gave the report for the committee.

Status summary of Publication Committee activities Feb 1, 2011 to July 1, 2011:

- ASHRAE staff to serve the Publication Committee will be coordinated between Mark Owen and Fred Turner. This is due to conflicts on meeting time and agenda.

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- According to discussion with PC members and staff about Action Items of February 1, 2011, the ASHRAE Staff has completed all assignments. In addition, Mr. Mills will have a first meeting of the International Subcommittee and Mr. Fleming or Mr. Clark have completed (or are in final stages) of their assignments.
- The Publications Committee is in final stages of creating a formal Subcommittee for International Development, Communications and Cooperation. This Subcommittee will make a concerted support & advisory effort towards worldwide markets of ASHRAE Publications and materials. There is a series of anticipated Subcommittee activities that will be discussed in Montreal. These activities include, but are not limited to; Pub Committee policy &/or procedure, marketing materials/activity, cost control, pricing, assurance that ASHRAE’s text & publications are technically correct, proper language(s) for ASHRAE’s global membership - and other HVAC&R technical and professional service persons
- Direction 4.5 of the Strategic Plan is only for “sustainable design and sustainable HVAC&R technology”. The PEC may be requested to consider a similar direction within the ASHRAE Strategic Plan for “all technically correct design(s) and technical/cost beneficial HVAC&R technologies”
- An effort may be approved in Montreal to “Create Improvements and Specifications for the Content of all Publications Proposal(s)”. This effort will; create the same source(s) and information requirements for all Publication proposals, create common information requirements for a proposals author(s), create a simple form that includes all items required within a proposal, require a proposal be submitted 60 days prior to a summer/winter meeting, place the improved Publication proposal procedure on PC Committee MPO/web site, and insure that proposals will be complete - no matter the internal or external source.
- Continue work with Staff to identify stalled Publications - and current Publications that need updating.
- After Montreal a short power point presentation may be developed for use by ASHRAE chapters.

Publications Committee MBOs for the society year of 2010-2011:

<b>Objective</b>	<b>SP Dir.</b>	<b>Compl Date</b>	<b>Fiscal Impact</b>	<b>Responsible Party</b>	<b>Status</b>	<b>Comment</b>
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	1, 3	6/11	TBD	McQuade, Clark	Publications identified. Liaison with TCs under way. Preparing “how to” info for TCs.	

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funding for the revised publications.						
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.
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	
<b>Recommendations for Strategic Planning:</b> None at this time.						

Mr. Clark also noted the committee would be discussing the Wiki terminology tool during its Montreal meeting in preparation for a discussion about the tool during the PEC meeting in Montreal.

9. PEC MBO Status

Ms. Hayter gave the final update on PEC MBOs for the society year 2010-2011.

Objective	SP Dir.	Compl. Date	Fiscal Impact	Responsible Party	Lead	Comment
Develop and implement strategy to leverage	2	Jan 2011	\$5K for working group meeting	PEC Ad Hoc for Education & Certification – Darryl Boyce	Hayter	Complete. Strategy developed to create desk reference guides in support of certification programs (2 initiated in SY 10/11)

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ASHRAE education and certification programs			attendee travel	chair, members from Certification, PDC, and e-Learning		
Kick-off effort to create an ASHRAE Education Strategic Plan (ESP)	2	June 2011	\$0	Functional	Balaras	Complete. PEC subgroup formed to recommend next steps. Will be PEC ad hoc in SY 11/12 to initiate ESP
Recommend PEC's role in the BeQ program	2, 3	June 2011	\$0	PEC Vice Chair	Underwood	Complete. bEQ program business case created/PEC role defined
Improve PEC cross-committee communication and coordination	2,3	June 2011	\$0	PEC Standing Committee chairs	Standing Committees	Complete. PDC and Certification committees proposed MOP revisions for continued cross-committee communication
Develop new strategies to "market" PEC products to ASHRAE members and non-members	3	June 2011	\$0	Fiscal	Fisher	Complete. Recommendations reported to PEC at Winter meeting are being implemented.
Develop strategy for increasing the usability of the ASHRAE website	3	June 2011	\$0 to PEC budget, cost accrued by staff	Staff	Comstock	Complete. PEC working group created represents user perspective for the user interface redesign

10. Old Business

10.1 Education Strategic Plan

Mr. Balaras reported on the progress of the PEC AD Hoc Committee for developing an Educational Strategic Plan. Mr. Balaras has contacted the other councils and reported they responded well to the idea of developing an Educational Strategic Plan but gave no concrete requests, information or suggestions at this time.

Mr. Gulledge has received reports from ECC, Historical, PDC and Publications committees. He still would like Certification and Handbook committees to contribute to the matrix he is developing of the current educational products ASHRAE has.

Ms. Hayter assigned an action item to Certification and Handbook committees to provide the information Mr. Gulledge requested for the PEC Educational Strategic Plan Ad Hoc committee. **(ACTION ITEM 2)**

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Tim McGinn is developing a report of educational trends in the industry. The ad hoc will finalize its report in Montreal for the council to discuss.

Mr. Understand also stated he allocated money in the next's year's PEC budget to continue this ad hoc committee and the development of an Education Strategic Plan.

### 10.2 bEQ business case

Mr. Underwood reported the bEQ Committee has finished developing a business plan for the bEQ program and ECC will soon be working with that committee as they go forward.

### 10.3 Education/Certification ad hoc committee

Ms. Walters reported on the council's Ad Hoc Education/Certification Integration committee activities.

**HISTORY:** In June 2010, the Certification Committee 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 certification programs. The goal of this effort is to investigate and 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 to ultimately gain ASHRAE certification.

The PEC created an ad hoc committee to provide leadership for the integration initiative. The current members of the committee include:

- Filza Walters: PDC Chair and Chair of the Ad Hoc Committee up to Annual meeting
- John Nix: PDC Vice Chair
- Tim Wentz: PDC Vice Chair (also Past CC Chair)
- Darryl Boyce: CC Chair and Chair of the Ad Hoc Committee through Winter meeting
- Amy Musser: CC Vice Chair
- Sheila Hayter: PEC Chair and eLearning Subcommittee Chair
- David Underwood: PEC Vice Chair
- Joyce Abrams: Staff Liaison to the PDC and CC

The committee met in Atlanta on August 16, 2010 and has participated in bi-weekly conference calls to continue the momentum towards the development of a new product line – The Desk Reference.

### **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
- As needed, create **new courses** to support certification
- Embed integration into the procedures and culture of the CC and the PDC

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### STATUS UPDATE

- Desk Reference for Energy Modeling: Authors and reviewers have been identified; authors have completed first draft; final draft, with reviewer comments incorporated, to be completed by August 31, 2011
- Desk Reference for Commissioning Process Management: Author and reviewers have been identified; final draft, with reviewer comments incorporated, to be completed by September 30, 2011
- Desk Reference for Energy Assessment: Target completion date is January 2012, if PEC approves funding for development
- CC and PDC each have approved changes to their respective Manual of Procedure, adding a charge to integrate education and certification into their procedures
- CC and PDC each have discussed and will continue to discuss ways to embed integration of education and certification into their respective procedures and cultures
- Ad hoc committee strongly recommends that it be continued through the next Society Year to ensure that the initiative started this year does not lose momentum and continuous dialogue takes hold as the new culture for both committees

### 11. New Business

- 11.1 Ms. Hayter reminded everyone of the dates and times of the council and subcommittee meetings in Montreal.
- 11.2 Mr. Underwood thanked the Ms. Hayter and all the out-going council members for their efforts over the society year of 2010-2011
- Ms. Hayter thanked all the council for the last year's work and dedication.
- 11.3 Ms. Callaway reminded Mr. Underwood that since she is rolling off the council he would need to appoint another Society Rules Committee liaison from the council for the 11/12 society year.

### 12. Adjourn

Ms. Hayter adjourned the meeting at 12:17 p.m.