



PUBLISHING & EDUCATION COUNCIL (PEC)

Tuesday, June 28, 2011
Montreal, Quebec

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
William McCartney, Handbook Chair (absent)
Rennie Tisdale, Historical Chair
Filza Walters, PDC Chair
John Clark, Publications Chair
Steve Comstock, Staff Liaison

VISTORS

Tim Wentz
Richard Rose
Heather Nowakowski
John Nix
Mark Hydeman
Tom Watson
G.E. Menzies
Ron Jarnagin
Irene Reichart
Rex Noble

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

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.**

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PASSED MOTIONS

Meeting of June 28, 2011

<u>No.</u>	<u>Page</u>	<u>Motion</u>
1	1	Approved the draft minutes of June 8, 2011 Teleconference.
2	1	Approved the changes to the Certification Committee MOP as shown in <i>Attachment A</i> of the Functional Planning Subcommittee report.
3	1	Approved the changes to the ECC MOP as shown in <i>Attachment B</i> of the Functional Planning Subcommittee report.
4	1	Approved the changes to the PDC MOP as shown in <i>Attachment C</i> of the Functional Planning Subcommittee report.
7	1	Confirmed the ASHRAE Units Policy (ROB 1.201.002)

INDEX OF ACTION ITEMS

Meeting of June 28, 2011

<u>No.</u>	<u>Responsibility</u>	<u>Action</u>
1	Staff	Post approved minutes of June 8, 2011 Teleconference on the PEC page of the ASHRAE website. <i>Complete.</i>
2	Staff	Forward referred PEC Motion (6) to CEC for consideration. Montreal - June 28, 2011 - Motion (6) That ASHRAE provide free internet access (wifi) at the Winter and Annual Meetings for all ASHRAE Business Meetings. <i>(Attachment O) Complete.</i>
3	Staff	Attach 2010-2011 PEC MBOs (Attachment M) and the 2011-2012 PEC MBOs. (Attachment N) <i>Complete.</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**

2011-2012 PEC MBOs have been added to the agenda as Item 13.1

4. **Approval of Minutes**

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

(1) **Approve the draft minutes as distributed for the June 8, 2011 Teleconference.**

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) *Complete.*

5. **Review of Major Motions from June 8, 2011 Teleconference**

None.

6. **Review of Action Items from June 8, 2011 Teleconference**

Staff to contact Members Council to decide how to best explain PEC's response to the referral from Members Council regarding Journal and Handbook delivery internationally. *Complete.*

Certification and Handbook committees to provide the information Mr. Gullede requested for the PEC Educational Strategic Plan Ad Hoc committee. *Complete.*

Publications Committee to review impact on publishing activity if ASHRAEwiki is adopted by a Presidential Ad Hoc. *Complete.*

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

None.

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

Substitute Motion from Members Council Regarding Mailings to International Members

Staff was assigned an action item to refer the above approved motion to Publishing and Education Council with a request to "develop a new process to ensure timely delivery of the Journals and Handbooks."

(Fiscal Subcommittee will report on this referral.)

9. **Subcommittee Reports**

9.1 **Journal Advertising Sales**

Ms. Hayter gave the Journal Advertising Sales Subcommittee report. (**Attachment A**)

The subcommittee discussed display advertising revenue is forecast to complete the year at \$3,559,100; \$400,000 in excess of revenue budget for gross revenue and \$500,000 in excess of revenue last year. Online advertising revenue is forecast to complete the year at \$460,000; \$155,000 in excess of budget and \$120,000 in excess of last year. The opportunity for adding to online advertising inventory within the proposed ASHRAEwiki was discussed.

9.2 **eLearning**

Ms. Hayter gave the eLearning Sales Subcommittee report. (**Attachment B**)

Ms. Hayter highlighted the following items from the report:

- The eLearning asset is now hosted by a new service provider with all integration issues resolved and course corrections made.
- eLearning year end revenue is projected to be \$420,000 and net fiscal performance is expected to show a surplus of \$208,000.
- Three new courses are under development: BIM, 62.1, 189.1. It is anticipated that BIM will be released first (August) with all three released prior to the January 2012 meeting.
- ASHRAE has entered into a resale agreement with ISHRAE to make ASHRAE eLearning courses available in India with an India-only URL. ASHRAE will receive a percentage of all sales with no cost. Other resale agreements have recently been negotiated with commercial distributors, and discussions are underway with CIBSE to have reciprocal sales agreements for courses.

9.3 **Fiscal Planning**

Mr. McMillan gave the Fiscal Planning Subcommittee report. (**Attachment C**)

Members Council referred a motion to PEC concerning delivery of the Handbook to members in Pakistan:

“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.”

Background: Currently many mailings are lost in the mail or arrive months late.

Fiscal Impact: To be determined by Publishing and Education Council.

The Region-At-Large would like ASHRAE to come up with a solution that does not involve paying extra fees for a service that is part of their membership benefit. Mr. McMillan reported that he, Ms Hayter and Mr. Comstock met with Members Council to provide fiscal background associated with various options.

As a result of that discussion, an Interdisciplinary Multi-Council Ad Hoc has been appointed including the DRCs for the RAL, Region XIII.

Mr. McMillan reported that he met with Ms. Hayter, Chair of PEC, Mr. Comstock and Members Council to provide fiscal background and information associated with the various delivery options. An Interdisciplinary Multi-Council Ad Hoc has been appointed including the DRCs for the RAL and Region XIII and three in-coming PEC members - Mr. Rose, Mr. Brandemuehl and Mr. Fulk as chair.

9.4 Functional Planning

Mr. McGinn gave the Functional Planning Subcommittee report. (**Attachment D**)

Mr. McGinn moved and Mr. McMillan seconded:

- (2) That PEC approve the changes to the Certification Committee MOP as shown in Attachment A of the Functional Planning Subcommittee report.**

Background: One addition was made to formalize the continuing collaboration between the Certification Committee and other committees in an effort to incorporate other ASHRAE resources into the development of certification programs.
(*Functional Planning Subcommittee approved 9-0-0 CNV*)

Fiscal Impact: None.

MOTION (2) PASSED 11-0-0 CNV

Mr. McGinn moved and Mr. McMillan seconded:

- (3) That PEC approve the changes to the ECC MOP as shown in Attachment B of the Functional Planning Subcommittee report.**

Background: ECC made editorial changes to update and maintain accuracy and clarity of their MOP. (*Functional Planning Subcommittee approved 9-0-0 CNV*)

Fiscal Impact: None.

MOTION (3) PASSED 11-0-0 CNV

Mr. McGinn moved and Mr. Fisher seconded:

- (4) That PEC approve the changes to the PDC MOP as shown in Attachment C of Functional Planning Subcommittee report.**

Background: One addition was made to formalize the continuing collaboration between the PEC and the Certification Committee in an effort to incorporate other ASHRAE resources into the development of certification programs.
(*Functional Planning Subcommittee approved 9-0 CNV*)

Fiscal Impact: None.

MOTION (4) PASSED 11-0-0 CNV

Mr. Underwood appointed a new ad hoc to prepare a comprehensive Educational Strategic Plan (ESP) for use by Society for the next five years. It is expected this committee will report to PEC through the Functional Subcommittee with completion of the work scheduled for June 2012.

Mr. Balaras, Mr. McGinn and Mr. Gullidge developed the following documents to be a starting point in the creation of an Educational Strategic Plan.

- Strategic Education Plan
(Attachment D of the Functional Planning Subcommittee report)
- Activities Matrix
(Attachment E of the Functional Planning Subcommittee report)
- Trends in Adult Education
(Attachment F of the Functional Planning Subcommittee report)

9.5 Research Journal

Ms. Hayter gave the Research Journal Subcommittee report. (**Attachment E**)

Ms. Hayter reminded the council that Taylor & Francis has assumed publication responsibilities for HVAC&R Research Journal and that Mr. Reinhard Radermacher remains the journal's dedicated editor.

Ms. Hayter reported on the highlights of Mr. Radermacher's report:

- Submitted manuscripts for publication are increasing.
- Several topical issues are planned.
- CEC has agreed on two sessions for HVAC&R Research at the next two conferences.
- The value of more research papers at ASHRAE conferences was discussed. Mr. Underwood will have the Education Strategic Plan Ad Hoc Committee consider this issue. Ms. Harr will send to Mr. Radermacher that Ad Hoc Committee roster.
(Complete)
- Greg Nellis and Shengwei Wang were reappointed to three year terms as Associate Editors.

10. Ad Hoc Committee Report

Ms. Walters gave the Certification/Professional Development Integration Ad Hoc Committee report. (**Attachment F**)

Ms. Walters updated the council on the purpose and status of the proposed Desk References.

The Desk References are intended to provide guidance support to individuals interested in taking the certification exams. The cost will be approximately \$25 and will assist in identifying published materials and information to assist in preparing for certification and to increase knowledge in a specific area.

- 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. Ad Hoc Committee has reviewed the energy modeling desk reference manuscript and decided to publish this reference at this meeting in Montreal.

- 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.

11. Committee Reports

11.1 Certification

Mr. Boyce gave the committee report. (**Attachment G**)

Mr. Boyce gave an update of the current certification programs and reported committee will initiate the development of a publication explaining what questions to ask an HVAC&R engineer when considering whom to hire for a design project. The publication would discuss certification as a way for a customer to identify competent professionals.

11.2 Electronic Communications (ECC)

Ms. Patenaude gave the committee report Council. (**Attachment H**)

Mr. Gullede moved and Ms. Thrasher seconded:

- (5) That PEC assign liaisons from ECC to the other Councils for collaboration purposes.**

Background: ECC's liaison efforts in the past have been at the committee level and have not resulted in effective use of member's time and efforts. We believe that a council level liaison will be a more efficient and coordinated manner to enable collaboration of the Council's and their sub-committee's efforts as well as be a more practical use of the ECC members time considering the volume of meetings that occur at the Annual and Winter meetings. ECC has already identified individuals that will act as the liaisons to each council and simply requests the PEC's approval to do so.

Fiscal Impact: None

Ms. Hayter and Mr. Werkema commented that ECC did not need a motion from PEC to assign their own committee members duties as long as they fell within their MOP guidelines. The ECC is allowed to do so in their MOP. Ms. Patenaude asked to withdraw the motion; Mr. Gullede and Ms. Thrasher agreed.

MOTION (5) WITHDRAWN

Mr. McGinn moved and Mr. Werkema seconded:

- (6) That ASHRAE provide free internet access (wifi) at the Winter and Annual Meetings for all ASHRAE Business Meetings**

Background: Electronic Communications Committee recommends to Publishing and Education Council that the above motion be recommend to Members Council.

Many of the ASHRAE committees utilize website, data sharing sites and other applications to conduct the everyday business of the committee. When attending society meetings it is often necessary to have access to these resources during their meetings. For a variety of reasons, there are times when committee members are unable to attend the annual or winter meeting in person (e.g. rising travel cost, lack of employers financial support, personal conflicts, etc.) On an infrequent and unpredictable basis ECC has been able to gain internet access and the use of online meeting software and personal cell phones has allowed members to attend their business meetings in spite of these issues.

However the complexity and unreliability of this solution is not feasible for continued use. ECC recognizes that this has been an ongoing challenge for ASHRAE however we believe it to be an important enough issue that a resolution continue to be sought. One idea for consideration, from the ECC, would be to utilize corporate sponsorship to cover the cost of providing internet access at the meetings either by single or multiple sponsors. An additional consideration is to pilot this type of sponsorship/program for a limited number of the business meetings to allow for further refinement of the concept.

Fiscal Impact: ECC estimates the cost of internet access for the business meetings to be in the order of \$10,000 - \$20,000 and is highly depended on the meeting venue.

Mr. Comstock reminded ECC and the council that PEC did not have the authority to handle this request. This is the purview of CEC and will impact their budget. Members of ECC further explained the need for wifi access and personal experiences at other business meetings.

Ms. Hayter suggested this be referred to CEC and recommended that ECC members communicate directly with CEC members to highlight the value of wifi access as an important benefit to members attending ASHRAE meeting.

Mr. Werkema moved and Mr. Billedeaux seconded to refer Motion (6) to the CEC.

MOTION (6) REFERRED 11-0-0 CNV

Ms. Hayter assigned staff an action item to forward the motion and background to the CEC liaison. (**ACTION ITEM 2**) *Complete. (Attachment O)*

Ms. Patenaude highlighted several ECC projects:

- The bilingual (Spanish) instructional video for membership application and renewal has resulted in a significant increase in membership of the Mexico City chapter.
- A *Guide to ECC* will be distributed at the TC breakfast in Chicago and used for outreach with the SPC's and SSPC's to help them understand the role of ECC and help they can provide. ECC continues to evaluation and collaborate with TAC regarding TC websites to in improve TC website content.
- ECC reviewed ASHRAE's current web, commercialism and privacy policies and determined the a need to modify the language to adequately cover use of ASHRAE logos and reference on social networking sites to make members aware that many of these sites are not endorsed by ASHRAE.

11.3 Handbook

Mr. Noble gave the Handbook Committee report. (**Attachment I**)

Handbook Committee unanimously approved proposals from TC 7.5 for a new chapter on smart building systems for 2015 *HVAC Applications* and TC 8.10 for a new chapter on dedicated outdoor air systems (DOAS) for 2016 *HVAC Systems and Equipment* but voted to postpone until the 2012 Chicago meeting a final determination on the proposal from TC 7.4 for a new chapter on exergy for 2013 *Fundamentals*.

Handbook Committee rejected a proposal from TC 2.9 for a new chapter on ultraviolet air and surface treatment for 2013 *Fundamentals* was rejected on the grounds that the proposed content does not fit the guiding philosophy for the Fundamentals volume.

11.4 Historical

Mr. Tisdale gave the Historical Committee report. (**Attachment J**)

Mr. Tisdale highlighted the committee's efforts since January:

- Staff has added thirty-eight videos and audios to the new Leadership Recall page (www.ashrae.org/leadershiprecall)
- Bern Nagengast has written six Historical Minutes for the coming Society year to be published in *Insights*.
- The archives subcommittee will work with ASHRAE librarian Emily Sigman to improve the history pages on the website by organizing research materials available and prioritize what materials are available and possibly should be digitized.
- Seminar 50, "Modeling the Past to Maintain the Future: Sustaining Historic Buildings Through Computer Tools," is cosponsored by the Historical Committee and was presented on Wednesday, June 29 at 8 a.m.

11.5 Professional Development (PDC)

Ms. Walters gave the Professional Development Committee report. (**Attachment K**)

Ms. Walters reported as of June 27, 240 registrations have been received for none courses; approximately twice the number of the past two Annual Conferences. The 2011 Spring Online Seminar Series has 285 registrations for 11 courses. This Fiscal Year there have been 12 course presentations at industry meetings (957 individuals), 17 in-company presentations (455 individuals), nine chapter programs (359 individuals) and the first HVAC Essentials workshop was conducted at ASHRAE's Headquarters and very successful.

PDC is moving forward with the development of the following courses:

- A course or courses on energy auditing/energy assessing to support both the Building Energy Quotient (bEQ) labeling and the Energy Assessor certification programs.
- A course or courses on CHP systems
- A half-day course on Building Envelopes and Pressure Control for Improved IAQ based on ASHRAE's IAQ Guide.
- A half-day course on UVGI technology.
- A half-day course on Standard 90.2.

11.6 Publications

Mr. Clark gave the Publications Committee report. (**Attachment L**)

Publications Committee's new subcommittee on international publication needs met to gather information to guide policy, identify opportunities, and facilitate development and marketing of publications to meet these needs.

In an effort to improve response in committee and council members' review of *ASHRAE Journal* articles for Paper of the Year, three reminders will be sent to all reviewers by staff, timed to coincide more closely with the *Journal's* delivery times.

Publications Committee is working with the council's ad hoc committee developing a desk reference for each topic for which there is a certification program.

The committee is revising the online form and information for submitting a proposal for a publication to promote consistency, completeness, and clarity in the information collected as the basis for the committee's consideration of each proposal.

Attached to the committee's report are:

- special publications completed since January 2011
- a status summary of upcoming publications
- the status of 2010-2011 MBOs
- the 2011-2012 MBOs

12. Old Business

12.1 **Redesign of ASHRAE Website**

Mr. Comstock reported that redesign of the ASHRAE Website is underway with the assistance an ad hoc committee of the following members: Tim McGinn, Walid Chakrous, Mike Brandenmuehl, Tim Wentz, Bruce Billedeaux, Larry Fisher, David Underwood and Jeff Littleton.

12.2 **Units Policy**

Mr. Fisher moved and Mr. Billedeaux seconded:

(7) **That PEC confirm the ASHRAE Units Policy (ROB 1.201.002)**

1.201.002 Units Policy 100-113-001 82-07-01-30/84-06-21-39/85-06-27-41/87-01-19-28/
88-05-21-37/90-02-14-10/90-06-14-31/91-01-24-51B/
92-07-02-39/93-07-01-54/94-01-26-57/94-06-30-32B/
95-02-02-38/95-06-29-29/01-06-28-38C/04-06-30-13
07-06-27-22/08-06-25-14/09-06-24-14

- 1.201.002.1 The units use or application policy shall include, as a minimum, time-dated directions on the use of SI and I-P in all ASHRAE publications.
- 1.201.002.2 TC 1.6 shall serve as the authority on SI and I-P usage and application.
- 1.201.002.3 Research projects; codes, standards, guidelines and addenda thereto; special publications; Insights articles; Journal articles; and Handbooks shall be prepared using the International System of Units (SI) and/or inch-pound units (I-P) in formats approved by the Publishing and Education Council.

- 1.201.002.4 The Publishing and Education Council shall review annually the approved formats to be used in ASHRAE publications, considering suggestions from members and committees, and shall establish any changes in the approved formats.
- 1.201.002.5 The Publishing and Education Council shall consider this Units Policy annually and shall recommend to the Board of Directors the formats to be used in ASHRAE publications.
- A. The format for ASHRAE publications shall be dual units, except in cases determined by the Publishing and Education Council, where two separate versions are to be published, where one is rational SI and the other is rational I-P. For selected ASHRAE standards and guidelines, the Standards Committee may approve use of SI units only.
 - B. In dual unit publications, the units used in calculating the work being reported shall be listed first. The alternate system of units should follow in parentheses. Authors shall round off equivalents in the alternate system of units so that they imply the same accuracy as is implied with primary units.
 - C. Exceptions require the approval of the Director of Publishing and Education.
- 1.201.002.6 Handbook volumes shall be published in separate SI and I-P editions.

Background: The ASHRAE Units Policy is required by the PEC ROB to be reviewed and reconfirmed at the annually.

Fiscal Impact: None.

MOTION (7) PASSED 11-0-0 CNV

12.3 Appreciation to Outgoing Chairs

Ms. Hayter distributed Certificates of Appreciation and her personal thanks to all the outgoing standing committee chairs of PEC.

13. New Business

13.1 PEC MBOs

Mr. Underwood discussed the type and purpose of MBOs he would like to see the council and the committees have for the next year. There will be further discussion on MBOs at the orientation for new council members and committee chairs following this council meeting.

Mr. Underwood assigned an action item to staff to attach the 2010-2011 PEC MBOs (**Attachment M**), as well as, the 2011-2012 PEC MBOs. (**Attachment N**) (**ACTION ITEM 3**) *Complete.*

13.2 OnLine Handbook

Mr. Jarnagin, Mr. Watson and Ms. Kettering joined the PEC meeting to announce that Members Council approved new members to receive a one-year complimentary subscription to the Online Handbook upon joining. This would be for new members only and not for members renewing their membership. The purpose of offering this is to provide new members with immediate Handbook access so they do not have to wait for publication of the Handbook volume issued during their first membership year.

Based on the estimated negative impact on subscription sales (since new members are the primary market for the product), cost of infrastructure expansion, cost of order processing, and ongoing customer support, Members Council reported to PEC that if PEC approved the request, \$5 per new member subscriber would be charged to Members Council and credited to PEC to offset the fiscal impact on the PEC budget.

PEC discussed the negative impact on sales and the possibility that delinquent members would receive the benefit if they did not pay for lapsed membership; however, based on the transfer fee to PEC, and the potential for paid renewals during subsequent years, PEC agreed to implement the Members Council request effective July, 2011.

14. Adjourn

Ms. Hayter adjourned the meeting at 12:03 p.m.



Respectfully submitted,
W. Stephen Comstock

List of Attachments:

- Attachment A Journal Advertising Sales Subcommittee Report to PEC
Attachment B eLearning Subcommittee Report to PEC
Attachment C Fiscal Planning Subcommittee Report to PEC
Attachment A Chapter Library Pricing
- Attachment D Functional Planning Subcommittee Report to PEC
Attachment A Certification Committee MOP
Attachment B ECC MOP
Attachment C PDC MOP
Attachment D Roadmap ASHRAE Education Strategic Plan
Appendix A Draft ASHRAE's Strategic Plan
Attachment E Committee Activity Matrix
Attachment F Trends in Professional Development & Adult Education
- Attachment E Research Journal Subcommittee Report to PEC
Attachment F Ad Hoc - Development of Materials in Support of Certification Programs
Appendix A Ad Hoc Meeting Minutes
- Attachment G Certification Committee Report to PEC
Attachment A Certification Committee MBOs 2010-2011
- Attachment H Electronic Communications Committee Report to PEC
Attachment I Handbook Committee Report to PEC
Attachment A Handbook Committee MBOs 2010-2011
Attachment B Handbook Committee MBOs 2011-2012
- Attachment J Historical Committee Report to PEC
Attachment A Historical Committee MBOs 2010-2011
- Attachment K Professional Development Committee Report to PEC
Attachment A PDC MBOs 2010-2011
- Attachment L Publications Committee Report to PEC
Attachment A Special Publications Published Projects Jan-Jun 2011
Attachment B On-going Special Publications Projects
Attachment C Publications Committee MBOs 2011-2011
Attachment D Publications Committee MBOs 2010-2012
- Attachment M 2010-2011 PEC MBOs
Attachment N 2011-2012 PEC MBOs
Attachment O PEC Referral Memo to CEC

Attachment A

Journal Advertising Sales Subcommittee Report to PEC

Report to Publishing and Education Council

Advertising Sales Subcommittee

Meeting of June 26, 2011

The following was reported to the subcommittee:

1. Display advertising revenue is forecast to complete the year at \$3,559,100. This is \$400,000 in excess of revenue budget for gross revenue and \$500,000 in excess of revenue last year.
2. Online advertising revenue is forecast to complete the year at \$460,000. This is \$155,000 in excess of budget and \$120,000 in excess of last year.
3. One issue discussed by subcommittee was need for additional inventory of online advertising space. The opportunity for adding to online advertising inventory within the proposed ASHRAEwiki was discussed.
4. Staff reported to the subcommittee that a change in advertising representation in the Southeast will take place in the fall due to the retirement of a long-standing representative. The new representation is especially strong in online sales. A similar change was made to the Ohio Valley territory last fall.
5. The subcommittee reviewed pages sold in industry for calendar year, market share by publication and territory, and exclusive and missing advertising reports. Such data is provided by a commercial firm which makes competitive sales data available online.
6. Sales performance of HPB magazine was reviewed. Staff will modify the business plan for the publication with the intent of improving fiscal performance, looking at circulation, changes in ad sales procedures, and modifications to the HPB website to present more revenue generating possibilities.
7. Trends for preference of digital circulations were discussed. Current planning is to continue print publication to meet demands of advertising; however, online capabilities for advertising are being expanded and sold as part of integrated advertising packages.

Attachment B

eLearning Subcommittee Report to PEC

Report to Publishing and Education Council

eLearning Subcommittee

Meeting of June 25, 2011

The following was reported to the subcommittee:

1. Year end revenue is projected to be \$420,000.
2. Year end net fiscal performance is expected to show a surplus of \$208,000.
3. The eLearning asset is now hosted by a new service provider with all integration issues resolved and course corrections made.
4. The performance of the hosting provider will be monitored to ensure acceptable quality is provided to customers.
5. Staff tracks sales based on member/nonmember; geography; corporate/individual customer.
6. Staff tracks website activity for bounce rate, pages visited, time spent on site, source of visit.
7. Business model is based on:
 - a. Corporate sales calls and follow up.
 - b. Pushing sales to complete library purchases.
 - c. Target new members.
 - d. Target expiring customers for renewal sales.
 - e. Development in the future of 1.5 to 3 hour stand alone modules.
8. Three new courses are under development: BIM, 62.1, 189.1. It is anticipated that BIM will be released first (August) with all three released prior to the January 2012 meeting. These new courses are being development by a new vendor. Once completed courses will be loaded into the existing Learning Management System.
9. ASHRAE has entered into a resale agreement with ISHRAE to make ASHRAE eLearning courses available in India with an India-only URL. ASHRAE will receive a percentage of all sales with no cost. Other resale agreements have recently been negotiated with commercial distributors, and discussions are underway with CIBSE to have reciprocal sales agreements for courses.

Attachment C

Fiscal Planning Subcommittee Report to PEC



**Report from Fiscal Planning Subcommittee
Publishing & Education Council
Meeting of
Monday, June 27, 2011
Montreal, Quebec**

1. The subcommittee reviewed the PEC Financial Statements. Net performance year end for PEC prior to overhead is forecast to be at \$1,433,400 compared to budget of \$947,000 and last year actual of \$830,800. Budget for next year is set at \$1,233,400 net. Mr. Comstock indicated that all ongoing council programs are included in the budget with the exception that no new certification program is planned for next year.
2. The subcommittee reviewed the Program Summary of Net Fiscal Performance Prior to Overhead.

<i>Committee</i>	<i>Thru Apr Last Yr</i>	<i>Thru Apr This Yr</i>	<i>Forecast This Yr</i>	<i>This Yr Budget</i>	<i>Next Yr Budget</i>
Certification (roll up)	(215.6)	(200.5)	(229.8)	(255.2)	(202.2)
Handbook (roll up)	130.9	14.6	(396.2)	(320.1)	(373.2)
Journal (roll up)	1.3	415.8	517.7	(4.8)	264.3
High Performing Bldgs	(196.9)	(193.3)	(259.3)	(270.1)	(303.5)
Advertising Online	189.1	305.4	401.1	254.3	398.0
Special Pubs (roll up)	1274.5	1623.2	1755.4	1605.1	1645.1
Document Download	533.3	470.0	590.0	639.3	600.0
Insights (roll up)	(57.0)	(57.0)	(68.3)	(73.4)	(70.6)
Research Jrnl (roll up)	(7.3)	(9.7)	(19.1)	(18.5)	(37.9)
Elec Communications (roll up)	(29.7)	(25.6)	(38.3)	(38.4)	(39.9)
Historical (roll up)	(28.9)	(31.8)	(41.2)	(42.7)	(44.0)
Prof Development (roll up)	71.2	192.1	100.4	95.6	158.5
SDLs	45.8	25.9	8.4	25.3	16.8
Online Courses	15.6	(7.2)	7.7	0.4	21.6
PDS	99.6	28.9	(10.3)	(15.2)	11.1
Short Courses	(20.7)	(3.8)	(13.7)	12.4	9.1
Chapter/InCompany	24.6	10.9	57.6	22.4	70.3
eLearning	14.0	190.7	153.8	196.4	138.0
Learning Ctr Courses	(0.1)	58.8	33.8	0.0	40.0
Council Combined (roll up)	1139.5	1920.8	1580.1	947.0	1300.0

3. Mr. McMillan reported on a referral from Members Council regarding delivery of Handbook to members in Pakistan and on a substitute motion from Members Council: "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."

Background: Currently many of the mailing are lost in the mail or arrive months later than the publishing of the periodical and handbook. Would also reduce hard costs and staff time for re-sending periodicals and Handbooks to members who contact Society and report that they have not received the mailings.

Fiscal Impact: To be determined by Publishing and Education Council.

Mr. McMillan reported that he, Ms Hayter and Mr. Comstock met with Members Council to provide fiscal background associated with various options. As a result of that discussion, a Interdisciplinary Multi-Council Ad Hoc has been appointed including the DRCs for the RAL and Region XIII and Messrs. Rose, Fulk, and Brandemuehl (current Members Council members who will be move to PEC next year). Mr. Fulk is to chair.

4. Mr. Comstock reviewed Attachment A which was a request from an international chapter to receive special pricing available at the ACREX trade fair to purchase publications for a library. Discussion noted the difficulties of administering a chapter library. The subcommittee took no action to establish a chapter library policy, suggesting that normal library discounts be applied when appropriate and members and chapters should take advantage of the special pricing at the ACREX fair in the future if they so desire.
5. Mr. Underwood explained that he had appointed an Education Strategic Plan Ad Hoc in the next fiscal year and that he requested \$8,000 in transportation costs be added to the budget to allow for an interim meeting. Mr. Comstock confirmed such funds had been added to the budget.
6. Mr. Comstock reported that Members Council might refer a motion to PEC that would ask for international new members be given immediate access when joining to the Handbook Online.
7. Mr. Gullledge reported that Technology Council might be referring a motion to PEC that would ask for members to SPCs to be provided with free access to all standards.

Attachment A
Fiscal Planning Subcommittee Report to PEC

Chapter Library Pricing

Question of Chapter Library Pricing

Steve Comstock / May 2, 2011

A request was made by the Hyderabad Chapter to purchase publications at a special discount price that was offered at the ACREX trade fair.

The Issue:

ASHRAE does not offer a chapter library discount. When ASHRAE exhibits at trade fairs in countries with developing countries, ASHRAE typically offers discounted pricing in order to be marketable in developing economy countries and to avoid costs and damage associated with return shipment of publications. Experience proves that discounts of generally 60% from list need to apply to have market impact.

Background Points:

1. ASHRAE offers a school and public library discount of 20%. This is industry practice
2. However, chapter libraries are not afforded this discount, typically because chapter libraries are not generally open to the public, such a library would be most likely be operated in a member's office, and members should be encouraged to purchase publications since members represent ASHRAE's main market for products.
3. ASHRAE needs to continue to offer discounted pricing at trade fairs in countries with developing economies. Otherwise display of inventory cannot be justified. Such displays and pricing create "buzz" about ASHRAE. But then again, such pricing does set a precedent.
4. ASHRAE Strategic Plan includes as objective 4.4 the following: "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." It is extremely difficult to administer this through the ASHRAE online store. The offering of special prices at trade fairs helps to satisfy this objective in a manageable way.

Recommendation:

Based on the above, the following is recommended for Publishing and Education Council consideration:

"To respond to strategic plan objective 4.4, ASHRAE offer discounted pricing for chapter managed libraries in developing economy countries creating under the following terms and conditions:

- The library is in a permanent location that is accessible to members and nonmembers during normal business operations.
- The library is not used in a manner which unduly benefits any one member or one firm.
- Appropriate safeguards to prevent against unauthorized photocopying, digital distribution and other forms of intellectual property abuse are in place, including the posting of rules in the library disallowing photocopying and electronic distribution.
- Use of publications in the library is supervised.
- Publications and products are not to be removed from the library location.
- ASHRAE Publications Catalog is available to encourage library users to order publications from for their personal use.

- Products that do not have member pricing, such as ASHRAE Handbook and titles from other publishers, are excluded from the chapter library discount program.
- Discounts shall be consistently applied to all chapters in countries with developing economies, and shall be applied at the discretion of the director of publications and education following other current discounting levels.
- Requests for the chapter library discount be made by the respective chapter president to the ASHRAE Publishing Services Department.
- Additional shipping charges apply.

Additional Points for Consideration:

1. Who will police the conditions enumerated above? As with discount and consignment programs, staff will administer the program relying on PEC policy.
2. What constitutes a library? A library has a minimum of ten ASHRAE publications (meaning that to be created a chapter must make an initial purchase of ten or more individual titles). A record of the library establishment will be maintained by staff.
3. To be able to continue to benefit from chapter library discount pricing, should chapters be required to submit a yearend report on library usage

Note:

It is proposed that the discount to be applied be 60% plus shipping. An alternative would be to simply offer the public and school library discount rate to chapters in countries with developing economies.

Attachment D

Functional Planning Subcommittee Report to PEC



FUNCTIONAL PLANNING SUBCOMMITTEE of PEC

Meeting of Monday, June 27, 2011
Fairmont Queen Elizabeth Hotel – Montreal Quebec

ACTION ITEMS

Functional Planning Subcommittee moves that PEC approve the changes to the Certification Committee MOP as shown in *Attachment A*.

Background: One addition was made to formalize the continuing collaboration between the Certification Committee and other committees in an effort to incorporate other ASHRAE resources into the development of certification programs.

(Functional Planning Subcommittee approved 9-0-0 CNV)

Fiscal Impact: None.

Functional Planning Subcommittee moves that PEC approve the changes to the ECC MOP as shown in *Attachment B*.

Background: ECC made editorial changes to update and maintain accuracy and clarity of their MOP.

(Functional Planning Subcommittee approved 9-0-0 CNV)

Fiscal Impact: None.

Functional Planning Subcommittee moves that PEC approve the changes to the PDC MOP as shown in *Attachment C*.

Background: One addition was made to formalize the continuing collaboration between the PEC and the Certification Committee in an effort to incorporate other ASHRAE resources into the development of certification programs.

(Functional Planning Subcommittee approved 9-0 CNV)

Fiscal Impact: None.

INFORMATION ITEMS

1. Mr. Gulledge, Mr. McGinn and Mr. Balaras were appoint to an ad hoc and have developed the attached documents to be a starting point in the creation of an Educational Strategic Plan.
 - Strategic Education Plan - *Attachment D*
 - Activities Matrix - *Attachment E*
 - Trends in Adult Education - *Attachment F*
2. Mr. Underwood has appointed a new ad hoc to prepare a comprehensive Educational Strategic Plan (ESP) for use by Society for th next five years. It is expected this committee will report to PEC through the Functional Subcommittee with completion of the work scheduled for June 2012.
3. Mr. Underwood asked the subcommittee to be responsible for PEC's continuing strategic planning efforts. The DALs will bring the BOD's recommended changes and modifications for the Society's Strategic Plan and the PEC standing committees will submit the MBOs to the subcommittee. The subcommittee will review and make recommendations to the committees and the council on ways to connect committee objectives to the Strategic

Attachment A
Functional Planning Subcommittee Report to PEC

Certification Committee MOP

Certification Committee Manual of Procedures

1. INTRODUCTION

- 1.1 The Rules of the Board for the Certification Committee defines its authority, organization, and general responsibilities. The Manual of Procedures (MOP) details the operating procedures followed in carrying out the general responsibilities of the committee as prescribed in its Board-Approved Rules.
- 1.2 The MOP provides a description of some, but not all, of the duties and responsibilities of the Certification Committee Chair, Vice Chair, members, and staff liaison.

2. GENERAL RESPONSIBILITIES OF THE CERTIFICATION COMMITTEE

- 2.1 Develop and implement credentialing programs for those persons pursuing and enhancing careers related to the HVAC&R industry.
- 2.2 Develop and provide the products that position ASHRAE as a recognized source of credentialing for the HVAC&R industry.
- 2.3 Maintain an operations plan for the CC.
- 2.4 This committee shall develop procedures for recommending updates to the strategic plan on a continuous basis. As a minimum the committee shall submit a report to the council at a time determined by the Planning Committee. The report includes the current status of each activity which supports the fulfillment of the committee's assignments under the strategic plan. The committee shall report to the council all recommendations for changes to the strategic plan as provided by the committee's constituents prior to the Annual Meeting.

2.5 Collaborate with other committees — such as the Professional Development Committee, the eLearning subcommittee of the Publications & Education Council, and the Publications Committee — to integrate courses and other resources into the development of ASHRAE certification programs.

3. APPOINTMENT OF SUBCOMMITTEES

- 3.1 The Chair shall establish subcommittees, to accomplish the mission of the CC, and make appointments from CC members or others.
- 3.2 Ad hoc subcommittees can be formed at the discretion of the Chair.
- 3.3 Responsibilities of subcommittees shall be delineated by the Chair of the CC.
- 3.4 If a subcommittee is established as a standing subcommittee, that subcommittee chair shall recommend appropriate responsibilities for subcommittee members for inclusion in **the Reference Manual** of the CC.

4. RESPONSIBILITIES OF THE CHAIR

- 4.1 Preside over meetings of the CC.
- 4.2 Prepare reports for CC's Council as required.
- 4.3 In conjunction with the staff liaison, prepare reports on program success and fiscal matters for distribution to the CC and its Council at each meeting.

Attachment B
Functional Planning Subcommittee Report to PEC

Electronic Communications Committee MOP

MANUAL OF PROCEDURES

for

ELECTRONIC COMMUNICATIONS COMMITTEE

REVISED: 10-07-06

**MANUAL OF PROCEDURES
FOR
ELECTRONIC COMMUNICATIONS COMMITTEE**

FOREWORD

The Electronic Communications Committee (ECC) is a General Standing Committee of the Society and operates under the direction of the Board of Directors and Publishing and Education Council. The Rules of the Board (ROB) for the ECC is the constitution of the committee. Proposed changes to the ROB and its appendices must be approved by the Board of Directors.

This Manual of Procedures (MOP) is a supplement to the ROB that describes the methods and procedures by which ECC accomplishes the duties and responsibilities assigned to it. The MOP is an internal document of the committee for its own guidance. The MOP, and revision thereto, following approval by the committee, shall be submitted to Publishing and Education Council or designated council subcommittee for approval. (ROB 2.400.005)

Proposed ECC MOP and ROB changes shall normally only be presented to Publishing Council for approval once a year for consideration at their fall meeting. Proposed changes that ECC believes require more immediate attention shall first be presented to the chair of Publishing Council for permission to submit to Publishing and Education Council.

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Part 2 Responsibilities of the Chair

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Part 5 Responsibilities of ECC Members

SECTION C – SUBCOMMITTEES (“Teams”)

SECTION D – REVISIONS TO RULES AND PROCEDURES

TABLE OF ACRONYMS

BAR	Board-Approved Rules
BOD	Board of Directors
EC	electronic communications
ECC	Electronic Communications Committee
DAL	Director-at-Large
MBO	Management By Objectives
MOP	Manual of Procedures
PubEd C	Publishing and Education Council
ROB	Rule(s) of the Board of Directors
RRO	Robert's Rules of Order
SBL	Society's Bylaw(s)

SECTION A – ELECTRONIC COMMUNICATIONS COMMITTEE (ECC) - GENERAL

Part 1 Responsibilities/Duties

- A.1.1. Identify the electronic communication needs of the membership and staff, recommend and maintain policies, and ensure that the implementation of information technologies meets the objectives and needs of the Society.
- A.1.2. The ECC is not responsible for developing the content that is distributed through the website or through other EC functions.
- A.1.3. Assist the Councils with defining, budgeting and prioritizing requests for new electronic communications services. The Councils manage electronic communications development as any other resource. The ECC reviews proposals for adequate definition, justification of need, technical feasibility, consistency with related EC functions, and conformance with Society policies.
- A.1.4. Work with staff to oversee organization, usability, and quality control of the website, and helps staff define and prioritize needed improvements.
- A.1.5. ECC members regularly and systematically review sections of the website to ensure that all parts of the site function together according to the design intent.
- A.1.6. Recommend and maintain policy and procedures for managing ASHRAE's electronic communication (EC) infrastructure. Develop and maintain a continually evolving vision for the future of ASHRAE electronic communications. Maintain and update the following documents or their successors:
- Key Principles for the ASHRAE Website
 - Roadmap for the ASHRAE Website
 - Policy and Procedures for Format and Content of Websites for ASHRAE Groups
- A.1.7. Review and, if necessary, recommend changes and interpret the following policies:
- WEB site Policies
 - ASHRAE List Server Rules
 - Contact Data Availability Policy
 - Policy on Computer Algorithms

~~A.1.8. Ensure that electronic communications policies balance the multiple goals of generating revenue, promoting ASHRAE's public image, providing services to members, and assisting volunteers in their service to the Society.~~

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~~A.1.9. Review current Society activities for conformance with existing EC policy.~~

~~A.1.10. Provide oversight of staff activities in electronic communications.~~

~~A.1.11. Regularly communicate with members about the capabilities of ASHRAE's electronic communications infrastructure.~~

A.1.12. Plan for future enhancements to the ASHRAE electronic communications infrastructure. Maintain a prioritized list of capabilities to be added.

A.1.13. Recommend and maintain policies governing data access, security, and privacy protection for electronic communications.

A.1.14. Provide assistance to staff to ensure coordination of electronic databases so that data managed within the Society can be made available as necessary for the appropriate functions.

A.1.15. Define and maintain a process for evaluating and prioritizing requests for new electronic communications services that can be used by the councils. The execution of an approved request is a staff function.

A.1.16. Develop and maintain guidelines on how to prepare an electronic communications request.

A.1.17. Provide assistance to those preparing proposals. The councils may use the Electronic Communications Committee to review proposals for completeness. The review criteria should include considerations such as adequate definition, justification of need, technical feasibility, etc.

A.1.18. A.1.8. ECC shall maintain and keep current a Reference Manual describing the other procedures followed by ECC that are not covered in the MOP. Changes to the Reference Manual may be approved by a majority of ECC voting members.

A.1.19. Develop policies and procedures to ensure that ASHRAE electronic communications and Web pages adhere to the Society's Commercialism Policy.

Part 2 Membership

A.2.1 The Electronic Communications Committee (ECC) shall consist of 8 voting members as described in ROB 2.405.002.

A.2.2 ECC membership also includes two non-voting ex-officio members: a member of the ASHRAE Board of Directors (BOD) and a Coordinating Officer.

Part 3 Meetings

A.3.1 The ECC is authorized to meet three (3) times per year: at the Annual and Winter Meetings of the Society and at Technology Weekend in the fall. At the discretion of the ECC Chair, the ECC may elect to meet more often. ECC meetings other than at Society Annual and Winter Meetings may be held via teleconference and/or Internet, at the discretion of the ECC chair.

A.3.2 Notice of meetings shall be given to all ECC members at least 104 days. [put a number here] in advance. Notice may be given electronically, by e-mail.

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A.3.3 A quorum shall consist of a majority of the ECC, present in person for face-to-face meetings or by telephone or Web for electronic meetings.

- A.3.4 The following Ex-Officio members of the ECC may participate in the discussions but are not eligible to vote:
ASHRAE Manager of Electronic Communications and Applications
Board Ex-Officio
Coordinating Officer
- A.3.5 Meetings are open to all members of the ECC, all Society members, all registered guests at scheduled Society meetings, and those invited by the Chair.

Part 4 Operations

- A.4.1 Any member of ECC is eligible to introduce motions or items for consideration.
- A.4.2 All non-fiscal matters shall be decided by a majority of those voting. Approval of fiscal matters requires a two-thirds majority and a majority of the voting members. For letter or e-mail ballots, all committee members are considered present.
- A.4.3 All meetings shall be conducted according to Parliamentary Procedure as specified in *Robert's Rules of Order* (RRO).

SECTION B - CHAIR AND VICE CHAIRS AND MEMBERS

Part 1 Selection

- B.1.1 ECC Members are appointed annually by the President-elect of the Society to serve for one year commencing at the close of the next Annual Meeting of the Society. The intention, however, is for ECC members to serve three (3) years on ECC. (ROB 2.405.002.3)
- | B.1.2 The Chair and ~~two~~one (12) Vice Chairs of the ECC are appointed by the President-Elect of the Society from the current membership of the ECC to serve one-year terms commencing at the close of the next Annual Meeting of the Society.

Part 2 Responsibilities of the Chair

- B.2.1 Preside over meetings of the ECC.
- B.2.2 Establish standing and special ad hoc subcommittees as may be required. Assign a chair and members to the subcommittees from the committee membership.
- | B.2.3 Delineate responsibilities and duties of the subcommittees ("teams") established.
- B.2.4 Assign liaisons to other standing committees and councils as appropriate.
- B.2.5 Prepare reports for the Publishing and Education Council as required.
- B.2.6 In conjunction with the ASHRAE Manager of Electronic Communications and Applications, prepare meeting agendas and minutes.

Part 3 Responsibilities of the Vice Chair

- B.3.1 Preside over committee meetings in the absence of the Chair, and assist the Chair with preparation of the agenda and supporting documentation.

Part 4 Responsibilities of the ECC Staff Liaison

- B.4.1. Maintain all official reports, correspondence, and documentation of ECC actions.
- B.4.2. Assist the Chair with preparation of the agenda and supporting documentation for ECC meetings, and provide this information to the committee at least two weeks prior to the meeting.
- B.4.3. Coordinate with other ASHRAE staff as needed.
- B.4.4. Implement actions approved by the ECC to further the goals and objectives of the committee.

Part 5 Responsibilities of All Committee Members

- B.5.1. Fully participate in all assigned subcommittees and complete assignments by the designated time.

SECTION C — SUBCOMMITTEES (“Teams”)

- C.1. Standing Subcommittees of ECC are determined by the Chair. Their membership and duties shall be defined in the ECC Reference Manual. The ECC traditionally refers to their subcommittees as “Teams”.
- C.2. Ad hoc subcommittees may be appointed by the Chair of the Committee.
- C.3. The Chair shall appoint the members of each subcommittee. Subcommittee members should be members of the Committee, but the Chair may appoint additional subcommittee members who are not members of ECC when there is a need for members who have experience in areas that are of immediate importance to ECC.
- C.4. Subcommittee members are appointed for the Society year. If a member’s term of service on the Committee continues into the next Society year, he/she may be reappointed to the same subcommittee or be appointed to a different subcommittee by the incoming Chair.

SECTION D - REVISIONS TO RULES AND PROCEDURES

(This Section is for Informational Purpose Only)

- D.1. Proposed changes to Rules of the Board (ROBs) may be submitted by committees, councils and Board members. Changes proposed by a committee shall be submitted

through the body to which it reports; councils and Board members may submit proposed changes directly to the Board of Directors.

- D.2 Revisions to this Manual of Procedures must be approved by Publishing and Educational Council (PubEd Council) or designated council subcommittee.
- D.3 The procedures to propose a change to an existing ROB or to the ECC MOP are given in the ECC Reference Manual.
- D.4 Proposed ECC MOP and ROB changes shall normally only be presented to PubEd Council for approval once a year for consideration at their fall meeting. Proposed changes that ECC believes require more immediate attention shall first be presented to the chair of PubEd Council for permission to submit to PubEd Council.

Attachment C
Functional Planning Subcommittee Report to PEC

Professional Development Committee MOP

MANUAL OF PROCEDURES (MOP)
PROFESSIONAL DEVELOPMENT COMMITTEE

1 INTRODUCTION

- 1.1 The Board-Approved Rules (BAR) for the Professional Development Committee defines its authority, organization, and general responsibilities. The Manual of Procedures (MOP) details the operating procedures followed in carrying out the general responsibilities of the committee as prescribed in its Board-Approved Rules.
- 1.2 The MOP provides a description of some, but not all, of the duties and responsibilities of the PDC Chair, Vice Chairs, members, and staff liaison.

2 GENERAL RESPONSIBILITIES OF THE PDC

- 2.1 Develop and implement a life long program of learning and development for those persons pursuing and enhancing careers related to the HVAC&R industry.
- 2.2 Develop and provide the products that position ASHRAE as a recognized source of quality training for the HVAC&R Industry.
- 2.3 Maintain an operations plan for the PDC.
- 2.4 Prepare and monitor fiscal plans in accordance with Society policy and with approval of the BOD and the PDC's Council.
- 2.5 This committee shall develop procedures for recommending updates to the strategic plan on a continuous basis. As a minimum the committee shall submit a report to the council at a time determined by the Planning Committee. The report includes the current status of each activity which supports the fulfillment of the committee's assignments under the strategic plan. The committee shall report to the council all recommendations for changes to the strategic plan as provided by the committee's constituents prior to the Annual Meeting.

- 2.6 Collaborate with the Certification Committee to integrate courses and other resources into the development of ASHRAE certification programs.

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3 APPOINTMENT OF SUBCOMMITTEES

- 3.1 The Chair shall establish subcommittees, to accomplish the mission of the PDC, and make appointments from PDC members.
- 3.2 Ad hoc subcommittees can be formed at the discretion of the Chair.
- 3.3 Responsibilities of subcommittees shall be delineated by the Chair of the PDC.

3.4 If a subcommittee is established as a standing subcommittee, that subcommittee chair shall recommend appropriate responsibilities for subcommittee members for inclusion in Item 4 of the PDC MOP.

Attachment D
Functional Planning Subcommittee Report to PEC

Roadmap ASHRAE Education 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 A
Roadmap ASHRAE Education Strategic Plan

Draft ASHRAE's Strategic Plan

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 NGEB-related publications and educational products

Promote Publications and Educational Products

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

Build Public Awareness

Development of educational programming for secondary schools, perhaps based on adaptation of the ASHRAE eLearning module for NGEBs

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
Functional Planning Subcommittee Report to PEC

Committee Activity Matrix

Attachment F
Functional Planning Subcommittee Report to PEC
Trends in Professional Development & Adult Education



ASHRAE

1791 Tullie Circle, NE • Atlanta, GA 30329-2305 USA • Tel 404.636.8400 • Fax 404.321.5478 • <http://www.ashrae.org>

Tim J. McGinn, P.Eng.

*Functional Sub Chair
Publishing and Education Council*

Reply to: DIALOG
300, 134 11th Avenue S.E.
Calgary, Alberta T2G0X5
CANADA
☎ 403-472-1791
Fax 403-229-0504
tmcginn@designdialog.ca

Observations: Trends in Professional Development and Adult Education

Delivery Methods

A web search for trends in adult education or professional development returned little usable research or data. E-learning is the de-facto standard for distance learning but in classroom learning with subject matter experts still seems to be considered the most effective instructional tool.

Emerging trends are difficult to define but two possibilities emerged;

1. Education influenced by latest technologies; use of podcasting, social media platforms, smartphones and tablets suggests e-learning in short bursts or easily managed chunks. The challenge is to for ASHRAE to embrace leading edge technologies with some degree of staying power.
2. Offering products that differentiate themselves from just information that is available free on the web. These products must provide recognizable benefits over self study using the free resources from the web.

The offered products for adult education range from web based instructor hosted products to self directed e-learning to conventional correspondence courses. There are a number of variations in delivery methods; distance learning

1. Formal Web Based Instruction
 - Instructor based live webinars with live audio interaction (telephone, Go-to-Meeting, or Skype) from attendees for questions. Some offerings utilize webcam two-way audio and visual interaction).
 - Instructor based live webinars with live chat room (text only) interaction from attendees
 - Webinars with email follow-up of questions within a restricted time limit
 - Pre-recorded webinars
 - Selection of recorded seminar based presentations
2. Formal Self Directed Learning (non-Web based)
 - Self study correspondence course (text and workbook or 100% workbook print versions)
 - E-learning self directed learning (on-line web based)
 - Local and live classroom based instruction through the use of high quality materials produced for student and instructor use (text/workbook for students, instructor text/course materials including presentations).

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3. Informal Self Directed Learning (Web based)
 - Identifying subjects of study and using web search engines to source free material and information from the Web (Wikipedia, vendor information, free information from Ashrae and associated societies)
 - Limitations in PDH opportunities or documentation
 - Narrow breadth of subject information
 - Limitations can be outweighed by perceived ease, flexibility and “no-cost)
 - Local and live classroom based instruction through the use of high quality materials produced for student and instructor use (text/workbook for students, instructor text/course materials including presentations)

Subject Matter and Demographics

Major classifications for adult education and professional development and the normal career status for each often include;

- Personal development (early and mid career)
- Fundamental technical subject based (early career)
- Specialty technical subject based (mid career)
- Emerging or new technology upgrading (early, mid late careers)
- Career retraining or repurposing (mid and late careers)
- Support for Certification based programs (mid and late careers)

Majority of professional engineers, registered non-professionals and certified professionals require some form of on-going professional development to maintain designated registration levels. Professional development requirements range from having to utilize education offerings registered/certified through the governing body to self-directed and self-documented professional development.

Observations: Technical Engineering Society Education Review

ASHRAE can learn from their contemporary societies, comparisons are useful both with larger organizations and smaller. The following section showcases two such organizations. Society of Automotive Engineers, 128 members worldwide offers a window into a larger organization with presumed access to larger resources, and Illuminating Engineering Society (IES), 8000 members worldwide offering a glimpse into a more grass roots approach to offering education to its members.

Society of Automotive Engineers (SAE) – 128,000 members worldwide

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Browse Training / Education	Learning Center	Additional Resources	Brochures/Schedules
BY INDUSTRY		BY TECHNICAL INTEREST	
Aerospace Automotive Commercial Vehicle		All Seminars Webinars	
BY TYPE		BY DATE	
CLASSROOM Seminars Engineering Academies Corporate Learning/Custom Solutions		All Classroom Online Seminars Webinars	
ONLINE			
CALISO Online Courses e-Seminars Engineering Academies Fast Tracks Ford Online Courses Telephone/Webcasts Webinars Webinar Recordings			

SAE uses live seminar courses(175 titles of 1 to 3 day depending on subject) that are offered around the US, the courses are prescheduled well in advance (course calendar/catalog published 6 to 12 month in advance in print and electronically). Seminars are video captured and marketed as e-Seminars. Webinars (8 - 2hour sessions) are offered and are also recorded and offered for resale as webinar recordings. Seminars and webinars are developed by subject matter experts from industry and academia that also present the material with technical committee peer review. Honorariums and all expenses are covered by SAE.

Fast Track short audio/slide format courses are available for 6 titles and are designed to take 45 to 60minutes to complete.

SAE has established Engineering Academies which are intensive courses offered to "retrain" engineers that have been reassigned or moved to a new area of expertise or practice. Three training paths are currently offered, two classroom based, one classroom based online. All are five day courses, multiple instructors.

Learning Centre Allows provides web site access to when courses are being offered and where, well in advance to allow employer/employee preplanning of employee development. A joint education agreement with CALISO course on ISO subjects is organized by e-seminars (e-learning), webinars and webinar recordings all organized by technical industry or date.

The layout of the website is simple, a single link for Training/Education from the home page links to the single page below, or nested pull-downs are available directly from the home page tab. The page accommodates all necessary links by date, technical interest, type of course and industry. The page also have a "what's New" section to introduce new products or advertise upcoming opportunities). It is interesting to note that pre-professional resources in education (equivalent of ASHRAE's Education Resources for Student Activities) are not kept separate in a student section of the website.

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Corporate learning include custom seminars at company sites, webinars and e-learning courses.

Based on a recent industry conference on their education program, the following is known;

- Fast Tracks sales are poor
- Online learning products sell well (royalty arrangement with partners). Best content are;
 - emerging cutting edge topics
 - hot topics that can be covered in no more than three two hours sessions
 - content that is not highly software or hand-on intensive
 - self paced online products that have a long shelf life (fundamentals)
- Best sellers are currently live webinars, but are staff intensive to organize
- Marketing efforts include email blasts 4 to 6 weeks out with 2-3 exposures

Training / Education

Browse Training / Education	Learning Center	Additional Resources	Brochures/ Schedules
BY INDUSTRY Aerospace Automotive Commercial Vehicle		BY TECHNICAL INTEREST All Seminars Webinars	
BY TYPE CLASSROOM Seminars Engineering Academies Corporate Learning/Custom Solutions ONLINE CALISO Online Courses e-Seminars Engineering Academies Fast Tracks Ford Online Courses Telephone/Webcasts Webinars Webinar Recordings		BY DATE All Classroom Online Seminars Webinars	

The Learning Centre link provides access to a more detailed descriptions and more graphical links to the offerings (shown below).





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Functional Sub Chair
Publishing and Education Council

Welcome to the SAE Professional Development Learning Center

The SAE Professional Development Learning Center enables you to quickly locate learning solutions that are designed to meet the educational and training needs of technical professionals around the world. On the left, select Catalog to search our full range of learning options. Select Class Schedule to find dates and locations of scheduled courses. Personalized services like transcripts, training plans, calendars and entry to your online courses are provided under MyOptions. Learn more about specific programs below and delivery formats to the right.



- [Seminars](#)
- [e-Learning](#)
- [Corporate Learning Solutions](#)
- [Engineering Academies](#)
- [Webinars](#)

 <p>Corporate Learning Solutions Have SAE design and deliver a training solution in-house for your staff according to your unique needs.</p> <p style="text-align: right;">Learn More</p>	 <p>Classroom Seminars High quality 1-3 day classroom seminars and 5-day engineering academies that combine technical expertise with sound instructional practices.</p> <p style="text-align: right;">Learn More</p>	 <p>e-Seminars Receive online or on CD-ROMs the same technical content presented in the classroom - whenever and wherever you need it.</p> <p style="text-align: right;">Learn More</p>	 <p>Telephone/ Webcasts These live broadcasts feature top speakers on current topics, brought to you by SAE magazines.</p> <p style="text-align: right;">Learn More</p>
---	--	---	---

SAE also actively solicits instructor for their courses from general membership as indicated below.

INSTRUCTORS WANTED

SAE Professional Development is seeking experienced engineering professionals with industry and/or academic backgrounds to develop, propose, and teach a variety of topics including:

AUTOMOTIVE	COMMERCIAL VEHICLE
Hybrid Electric Vehicles	Sensors & Actuators
Plug-in HEV	Heavy Duty HEV
Electric Vehicles	Anti-Rollover Control Sys
Advanced Battery Tech	Electric Drive Systems
Valvetrain Design	Brake by Wire Systems
Gasoline Direct Injection	Steer by Wire Systems
Advanced Fuel Systems	Exhaust Stream Elec Gen
Engine Testing	UAV and Robotics
Powertrain Downsizing	Other Topics
e-LEARNING	
Fast Tracks	Webinars
	e-Seminars

Illuminating Engineering Society (IES) – 8000 members worldwide

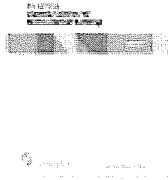
IES's offerings are broken down into two main areas; Career Development and Education

Under the Education heading, the principal offerings is Education Online and IES Online University, providing access to free and paid webinars (generally by other organizations). Through IES Online University - 15 e-learning courses of 4 to 1 hour duration are provided with pricing accordingly. The third party e-learning provider is RedVector

Under Education, IES also has available Printed Modules (see below); seminars that are designed for either self study or presentation at the local chapter level to student by local instructors. Both student and instructor course booklets are developed and offered for sale with some including PowerPoint resources. The approach is much more of a grass roots chapter based system. Seven core courses currently shown, most of them covering fundamental technical subjects.

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Featured Products



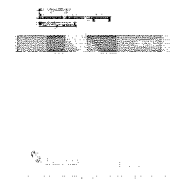
IES Seminar: Lighting Controls for Nonresidential Buildings - Student Materials
 Regular: \$65.00
 Member: \$45.00



IES Seminar: Lighting Economics - Student Materials
 Regular: \$65.00
 Member: \$45.00



IES Seminar: Codes & Standards for Products & Application Safety, Energy Efficiency & Sustainability - Student Materials
 Regular: \$65.00
 Member: \$45.00



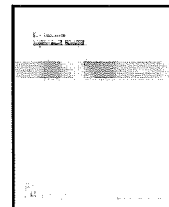
IES Seminar: Planned Indoor Lighting Maintenance - Student Materials
 Regular: \$65.00
 Member: \$45.00



Fundamentals of Lighting - Student Version
 Regular: \$115.00
 Member: \$81.00



IES Seminar: Lighting Calculation Terms and Methods - Student Materials
 Regular: \$65.00
 Member: \$45.00



IES Seminar: Light and Health - Student Materials (Available June 2011)
 Regular: \$65.00
 Member: \$45.00

Much of IESNA's education offerings are geared upon facilitating presentation of courses at the chapter level, offering course materials for both students and instructors, with instruction guide books included to ensure quality is maintained and PDH and accreditation for recognition by AIA for instance is maintained.

Miscellaneous education resources include LPD calculators for ASHRAE 90.1 compliance, guidelines published in pdf and available for free (currently only one available), 100 best articles (archives of 100 most significant papers 1907 to 2004),

Observations: Current ASHRAE Program Trends

PDC/ASHRAE Learning Institute Attendance By Society Year and Presentation Venue Type. *Figures in parentheses represent number of course sessions. (NOTE: I have provided a 3-year trend instead of a 5-year because prior to FY 2008-2009, our efforts in these areas were significantly more limited.)*

	2008-09	2009-10	2010-11
Fall Online Seminars	414 (11)	473 (12)	252 (12)
Winter Conference	Chicago 724 (15)	Orlando 827 (22)	Las Vegas 1040 (20)
Spring Online Seminars	469 (11)	357 (11)	285 (11)
Annual Conference	Louisville 149 (6)	Albuquerque 132 (8)	Montreal 175* (9)
Chapter Programs**	670 (13)	499 (14)	> 300 (10)
In-Company Programs	377 (10)	323 (10)	> 350*** (17)
Courses at Other Industry Conferences or Meetings ****	1213 (12)	1304 (26)	1041 (15)

*Registration as of June 16, 2011; total is likely to be near 200.

** 08-'09: Includes 1 presentation representing 100 registrations arising from a grant from Natural Resources Canada and 3 presentations representing a total of 300 registrations arising from state stimulus in Mississippi.

'10-' 11: Includes presentations representing approximately 200 registrations arising from a grant from the Puerto Rican government; a presentation was given on June 17, 2011, exact registration figures unavailable.

*** final figures for 4 presentations that took place June 14 and 15, 2011 unavailable.

**** NOTE: Some conferences, such as Chillventa, are not held annually.

'08-'09: Includes 5 presentations representing approximately 600 registrations arising from a NYSERDA grant.

'09-'10: Includes 2 presentations representing approximately 600 registrations arising from a NYSERDA grant and 3 presentations representing almost 190 registrations arising from a DOE grant.

'10-'11: Includes 5 presentations representing over 250 registrations arising from a DOE grant.

Certification Program Participation By Society Year

	2006-07	2007-08	2008-09	2009-10	2010-11
Applications Approved	40	184	345	331	406*

*Does not include June figures.

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Observations

1. Winter and Annual Seminar attendance is trending upwards
2. On-line seminars are trending lower or constant
3. In-Company program attendance is flat
4. Courses at other events is flat
5. Certification Program participation is trending up

Recommendations as Applied to ASHRAE

1. Establish, set and publish a Professional Development/Education Schedule for the Calendar Year each year both, on website and downloadable to allow preplanning of education opportunities. Allows for preplanning for employers and employees, can help increase attendance at ASHRAE Meetings (include Ashrae Meetings (not full program, but general description) to encourage attendance at meetings. SAE is a good example). Could be incorporated into Bookstore Catalog as a cross marketing opportunity.
2. Present short courses as Webinars, use as the premier delivery mode for leading edge topics and updating on key ASHRAE standards and guidelines. Continue to co-adapt seminars for both webinars and short courses at ASHRAE meetings.
3. Develop e-learning around subjects with long shelf life such as fundamental design course and avoid introducing leading edge or specialty subjects. Ensure all e-learning products have accompanying printed materials to serve as desk references of the course material to enhance value. Avoid development of e-learning products such as "Learning Blasts" or SAE's fast tracks as these products seem to have limited market appeal.
4. Develop a virtual conference centre to market pre-recorded ASHRAE Meeting seminars, symposiums, webinars and short courses recordings for resale, possibly in packages organized by sponsoring TC's, either singly or several related. Delay release of the most recent meeting seminars would avoid eroding Meeting Seminar DVD's.
5. As an initiative to increase opportunities for Chapter Based Education, update current or develop new self directed learning courses with both student and instructor materials. This will form a basis of a chapter based education program. Breaking up current SLD's into smaller modules would increase marketability. Refer to IES Printed Modules for examples.
6. Reorganize the education website to encourage;
 - Easy navigation to a single destination page (SAE example)
 - Offering of products by technical interest, industry, type of products (e-learning, classroom, webinars etc), by date
 - Easy links to What's New
7. Incorporate a Web based Education Planning Application to allow members to develop their own long term career development plans using ASHRAE products.

Attachment E

Research Journal Subcommittee Report to PEC

**Report to Publishing & Education Council
From
RESEARCH JOURNAL SUBCOMMITTEE**

Monday, June 27, 2011
Montreal, Quebec

1. Taylor and Francis assumed publication responsibilities for HVAC&R Research
2. The following is subscriber status of HVAC&R Research. ASHRAE is responsible for member marketing and Taylor & Francis for institutional subscribers. The Taylor & Francis effort will hit full stride later in the year since all of its subscribers are calendar year. ASHRAE transitioned all its past institutional subscribers to a calendar year renewal. In some cases ASHRAE grandfathered institutional subscriptions.

Member Subscribers	Dec-10	Feb-11	Apr-11
Print and Online	160	206	255
Online Only	75	69	70
Total	235	275	325
Institutional Subscribers			
Print and Online	73	83	83
Online Only	21	19	19
Total	94	102	102

Grand Total Subs 329 377 427

3. Fiscal Performance of the Journal is ending the year as expected. Year end is forecast to be (19.1) vs (18.5). It was noted that the Journal serves the Society's publishing interests by providing a vehicle for archival research within the Society.
4. The Impact Factor of the publication was reviewed. Results for 2010 year are not yet available.

	Impact Factor	Thermodynamics Rank	Construction & Building Technology Rank	Engineering Mechanical Rank
09	1.224	20 of 49	11 of 49	30 of 115
08	.637	34 of 44	19 of 38	60 of 105
07	.579	30 of 43	13 of 34	49 of 107
06	.431	34 of 42	20 of 33	60 of 106
05	.475	31 of 41	13 of 31	54 of 104
04	.370	33 of 38	16 of 31	61 of 103
03	.755	16 of 39	2 of 29	27 of 105
02	.477			
01				
00				

4. Publication editor Reinhard Radermacher presented his report from the editorial office:
 - Number of manuscripts being submitted for publication is increasing.
 - Several topical issues are planned.
 - Staff was asked to investigate copyright infringement software that ASHRAE could access for HVAC&R Research along with other submissions.
 - CEC has agreed to provide two sessions for HVAC&R Research at the next two conferences. Mr. Radermacher will ask CEC for another commitment at the next annual conference.
 - The value of presenting more research papers at ASHRAE conferences was discussed. Mr. Underwood will have the Education Strategic Plan Ad Hoc Committee consider this issue. Ms. Harr will send to Mr. Radermacher that Ad Hoc Committee roster.
 - Mr. Radermacher will
 - The committee voted to reappoint Greg Nellis and Shengwei Wang to three year terms as Associate Editors.

Attachment F

Ad Hoc Development of Materials in Support of Certification Programs



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Filza H. Walters

Chair

Professional Development Committee

Ad Hoc Certification/Professional Development Integration

Reply to: Lawrence Technological University
E25 21000 West Ten Mile Road

Southfield, MI 48075-1058

☎ 248.204.2610

fwalters@ltu.edu

June 28, 2011

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

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-monthly conference calls to continue the momentum towards the development of a new product line – The Desk Reference or Roadmap document.

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** or **Roadmap** 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

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

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- *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

The ad hoc committee met in Montreal on Sunday, June 26, 11:30 – 1:30 in the Fairmont Queen Elizabeth Hotel, Batiscan Room (Mezzanine level). **SEE Appendix A**

As in-coming PEC Chair, David has set up an ad hoc Strategic Education Plan committee that will report to the PEC through the Functional Subcommittee. The Strategic Education Plan ad hoc will incorporate the work of this integration ad hoc. As a result, the integration ad hoc will dissolve on June 30, as originally envisioned.

Ad hoc committee strongly recommends a continued dialogue and effort to liaisons between Certification, Professional Development and Publications to ensure that the initiative started this year takes hold as the new culture for PEC.

Best regards,

Chair, Professional Development Committee
Chair Ad Hoc Integration CC & PDC, Jan-June 11

Appendix A
Ad Hoc
Development of Materials in
Support of Certification Programs

Ad Hoc Meeting Minutes



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APPENDIX A

Notes from Ad Hoc Meeting

Sunday, June 26, 11:30 – 1:30 pm

Fairmont Queen Elizabeth Hotel, Batiscan Room (Mezzanine level).

General Discussion:

Purpose of the Desk Reference is to provide guidance and mapping support to individuals interested in taking the certification exams. The reference will cost approximately \$25 and will assist the SME in identifying published materials and information on the subject to assist them in preparing for the certification and to increase their knowledge in the specific area.

1) **Energy Modeling:**

- a. The authors have submitted the first draft of the energy modeling Desk Reference. The Committee took a hard look at what it contains since this is the first document. The manuscript provides transitions among the descriptions of the various resources. It contains large amounts of tabular data and actual text from Standards and other references/sources. It also contains good information that creates a "roadmap" for the Building Energy Modeling Professional (BEMP) certification program.
- b. The primary purpose of the Desk Reference is to act as a marketing booklet/brochure to provide direction for individuals who are interested in taking the certification examination. Is it a reference that has value for others interested in a given topic area and can be a product for sale in ASHRAE's bookstore.
- c. The Committee stated from the earliest discussions of this project that the intent of the Desk References is NOT to re-publish significant amounts of copyrighted material that exists in ASHRAE and other organizations' publications.
- d. The current manuscript works well to provide direction for individuals who are preparing to take the certification examination and to make the certification process less intimidating. If the product serves this purpose, it could be a marketing/administrative document that would be offered for \$25. It could be offered to individuals who have purchased one or more of the referenced resources, with the message: "Because you purchased [title of publication], you may also be interested in ASHRAE's [title of certification program]. A booklet/roadmap to the certification program is available for purchase and explains the relevance of the information covered in the certification examination."
- e. To make the manuscript marketable as a product for sale to a general audience, the manuscript needs more contextual descriptions of how each resource relates to the topic of the certification.

ACTION ITEM: Ad Hoc Committee reviewed the energy modeling desk reference manuscript and decided to publish this reference.

2) **Commissioning**

- a. Tracey Jumper is in the process of developing the commissioning Desk Reference and attended the Ad Hoc committee meeting in Montreal.
- b. Staff sent Tracey an agreement for signature.



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- c. Walter Grondzik, Phil Saoud, and Carl Lawson have agreed to serve as DR reviewers. Joyce contacted the staff liaison for the relevant Standard Committee(s) and received the names of a few people who would be good potential reviewers of the relevant sections of the DR draft. Joyce will follow up with the potential reviewers after the ad hoc committee decides what the purpose of the document is so that she can provide targeted direction and instruction.
 - d. The target date for the final draft of the Desk Reference is August 31, 2011.
- 3) **Energy assessment** (Next funded project)
- a. John Nix is the liaison to this project, assisted by Darrin Nutter. He has already contacted the TC regarding their support of a course or courses on energy auditing/energy assessment and has followed up with them on this project, also. The TC is supportive.
 - b. The ad hoc committee agreed that this project will move forward following the first two Desk References, and once the budget funding is approved.
 - c. Joyce drafted a preliminary outline and sent it to the ad hoc committee.
 - d. The target date for the Energy Assessment Desk Reference is the 2012 Winter Conference.
 - e. Darrin Nutter and John Nix will be on the agenda for TC 7.6 at their 2011 Annual Conference meeting on June 28 to explain the Desk Reference and to request recommendations for developers.

Attachment G

Certification Committee Report to PEC



**Certification Committee Report to PEC
Meeting of June 28, 2011**

Motions

None.

Information Items

1. Since the Certification Committee's inception in 2006 as an ad hoc, it has overseen the development of six certification programs, the first four of which were mandated and the second two of which support ASHRAE's Building Energy Quotient labeling program:
 - a. Healthcare Facility Design Professional (HFDP)
 - b. High-Performance Building Design Professional (HBDP)
 - c. Operations & Performance Management Professional (OPMP)
 - d. Commissioning Process Management Professional (CPMP)
 - e. Building Energy Modeling Professional (BEMP)
 - f. Building Energy Assessment Professional (BEAP)Life-to-date as of May 31, 2011, total aggregate certification registrations are 1,293 and total certifications earned (by passing the respective exam) is 950.
2. The Certification Committee will continue to focus on four objectives
 - a. Integrating education and certification – while maintaining a “firewall” between the two
 - b. Marketing/promoting the six existing programs
 - c. Making ASHRAE certification programs as globally relevant and non-North American-centric as possible
 - d. Ensuring that the Committee's work aligns with ASHRAE's Strategic Plan
3. The Certification Committee will initiate the development of a publication that explains to a customer/business owner what questions to ask an HVAC&R engineer when considering whom to hire for a design project. As envisioned, the publication would not focus exclusively on certification, although the value of ASHRAE certifications may be mentioned as a way for a customer to identify competent professionals.
4. MBOs Status report provided as a Attachment A.

Respectfully submitted,

Darryl Boyce
Certification Committee Chair
June 25, 2011
CHAIR INITIALS: DB

Attachment A
Certification Committee Report to PEC
Certification Committee MBOs 2010-2011

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

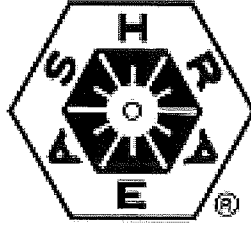
Direction 4: ASHRAE will be a global leader in the HVAC&R community.

Objective	SP Dir.	Compl. Date	Fiscal Impact	Responsible Party	Status	Comment
Identify ways to leverage ALI courses without compromising the integrity of ASHRAE's certification programs	2	January 2011	\$5,000	Chair/ Vice Chair/Staff (via ad hoc committee)	On-going. PEC created an ad hoc Working Group to create integrated process for development of certification programs and education/ training. Group is in process of overseeing development of Desk Reference for each program topic. Committee created education subcommittee to work with Staff to increase interaction with PDC and to generate ideas for integrating education into the certification process.	
Oversee the development and launch of a new certification program in energy assessment	2	Feb. 2, 2011 program launch	\$70,000	B. Austin/ Staff	Complete. The Building Energy Assessment Professional certification exam launched 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	2	New Exam forms A & B	\$62,250	B. Lynch/Staff	Complete. Updated Exam forms launched December 2010.	

Building Design Professional (HBDP) program		launch				
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)	Committee	Complete. Have not received formal proposals, but have received info that proposals for programs in geothermal design and in controls may be forth-coming.	Committee has decided not to develop any new certification programs for at least one Society Year.
Interface with Marketing staff and develop relevant marketing programs for Certification	2	June 2011	None	Committee/ Staff	Ongoing. Staff has collected testimonials from current certification-holders, which have been used in advertisements and other marketing materials. Staff has enhanced Welcome Kit for new certification-earners, developed new brochures, provided badge ribbons for certification-holders, and run targeted and general ads in industry periodicals. Staff has created a banner/stand for display to create presence at ASHRAE Conferences and other venues. Committee created a marketing subcommittee to work with Staff on ways to improve program recognition and market penetration.	

Attachment H

Electronic Communications Committee Report to PEC



Report to the Publishing and Education Council From the Electronic Communication Committee

June 28, 2011

ACTION ITEMS:

The ECC has no action items outstanding with PEC at this time.

Electronic Communications Committee – Motions to Publication Education Council

Motion ECC-1 (06-28-11 Montreal)

Electronic Communications Committee recommends to Publication Education Council that liaisons from Electronic Communications Committee be provided to the other Councils for collaboration and collaboration purposes.

Background: ECC's liaison efforts in the past have been at the committee level and have not resulted in effective use of member's time and efforts. We believe that a council level liaison will be a more efficient and coordinated manner to enable collaboration of the Council's and their sub-committee's efforts as well as be a more practical use of the ECC members time considering the volume of meetings that occur at the Annual and Winter meetings. ECC has already identified individuals that will act as the liaisons to each council and simply requests the PEC's approval to do so.

Fiscal Impact: None

Motion ECC-2 (06-28-11 Montreal)

That ASHRAE provide free internet access (wifi) at the Winter and Annual Meetings for all ASHRAE Business Meetings

Background: Electronic Communications Committee recommends to Publication Education Council that the above motion be recommend to Members Council. Many of the ASHRAE committees utilize website, data sharing sites and other applications to conduct the everyday business of the committee. When attending the society meetings it is often necessary to have access to these resources during their meetings. Additionally for a variety of reasons there are times when committee members are unable to attend the annual or winter meeting in person (e.g. rising cost of travel, lack of employers financial support, personal conflicts, etc.) On an infrequent and unpredictable basis ECC has been able to gain internet access and the use of online meeting software and personal cell phones has allowed members to attend their business meetings in spite of these issues. However the complexity and unreliability of this solution is not feasible for continued use.

ECC recognizes that this has been an ongoing challenge for ASHRAE however

we believe it to be an important enough issue that a resolution continue to be sought. One idea for consideration, from the ECC, would be to utilize corporate sponsorship to cover the cost of providing internet access at the meetings either by single or multiple sponsors. An additional consideration is to pilot this type of sponsorship/program for a limited number of the business meetings to allow for further refinement of the concept.

Fiscal Impact: ECC estimates the cost of internet access for the business meetings to be in the order of \$10,000 - \$20,000 and is highly depended on the meeting venue.

INFORMATION ITEMS:

Team Activity Updates:

Team A: Chapter/Regional Support – Work on the Chapter Hot Topix user manual is has stalled due to a key ECC member having to step down for health reasons. CTTC has the draft and will let ECC know if they need further assistance. Outreach to RECC's will continue in the coming year through email and Google Sites.

Team B: Electronic Meetings – this team is developing a lessons learned report regarding electronic workshop at CRC's and providing recommendations on how to improve this effort. There are both tactical and strategic issues around this topic and cross committee collaboration is critical to identifying and implementing potential solutions. Pending PEC approval there will be a liaison from this group to the Members Council where this topic is also of interest.

Team C: Electronic Presentations - The implementation of the bilingual (Spanish) instructional video for membership application and renewal by this team and staff has resulted in significant increase in membership of the Mexico City chapter which has received the Green Ribbon Award for their efforts. A new area of interest for this group is evaluating the impacts of social media to reach a broader audience.

Team D: Publications/Programs: This team is currently working on recommendations for workflow tools and refining processes for secure document review/approval to enable committee's to execute their business in a more effective manner. Specifically reviewing standards addenda input and review processes.

Team E TC/SPC/SSPC Support: The team has an draft outreach piece (Guide to ECC) that will be distributed at the TC breakfast at the Chicago meeting 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. Continued evaluation and collaboration with TAC regarding TC websites has resulted in improved TC website content. ECC considering surveying TC/SPC/SSPC groups to evaluate what tools they are using to conduct their business and determining where and if ECC may offer support and guidance for those or additional tools.

Social Networking Sites: ECC has reviewed our current web, commercialism and privacy policies and determined we need to modify the language to 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. ECC will be working on the language modification during the next monthly conference call.

Attachment I

Handbook Committee Report to PEC



Handbook Committee Report to PEC Meeting of Tuesday, June 28, 2011

Motions

(None)

Information Items

1. The committee unanimously approved a proposal from TC 7.5 for a new chapter on smart building systems for 2015 *HVAC Applications*.
2. The committee unanimously approved a proposal from TC 8.10 for a new chapter on dedicated outdoor air systems (DOAS) for 2016 *HVAC Systems and Equipment*.
3. After lengthy discussion, the committee voted 12-8-1 (chair voting) to postpone until the 2012 Chicago meeting a final determination on the proposal from TC 7.4 for a new chapter on exergy for 2013 *Fundamentals*.
4. The committee rejected (8-10-1 CNV) a proposal from TC 2.9 for a new chapter on ultraviolet air and surface treatment for 2013 *Fundamentals* on the grounds that the proposed content does not fit the guiding philosophy for the Fundamentals volume, and that users are better served by having information available in the TC's two other chapters on the topic in the HVAC Applications and HVAC Systems and Equipment volumes.
5. The committee plans to submit a program for the 2012 Winter Conference in Chicago to highlight aspects of ASHRAE Handbook Online and Online+.
6. The status of 2010-2011 MBOs is shown in *Attachment A*.
7. The 2011-2012 MBOs are shown in *Attachment B*.

Respectfully submitted,

William J. McCartney
Handbook Committee Chair
6/28/2011

WJM: mso

Attachment A
Handbook Committee Report to PEC
Handbook Committee MBOs 2010-2011

Attachment A
Handbook Committee Report to PEC

Handbook Committee
MBOs Society Year: 2010-2011
Chair: William McCartney Date: June 28, 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, 3	6/11	None	Chair	1. Provide formal report to HBC 2. Review w/TAC 3. Make plan for implementation 4. HBC vote 5. Implement COMPLETE.	1. January 2011 2. January 2011 3. January 2011 4. January 2011 5. June 2011 Note: changed from org. contacts to ARG modification instead.
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. COMPLETE.	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. COMPLETE.	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 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. COMPLETE.	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 conf.

Recommendations for Strategic Planning:

None at this time.

Attachment B
Handbook Committee Report to PEC
Handbook Committee MBOs 2011-2012

Attachment B
Handbook Committee Report to PEC

Handbook Committee
MBOs Society Year: 2011-2012
Chair: Rex E. Noble Date: June 28, 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. Promote incorporation of content on energy efficiency in Handbook chapters.	1.1	1/12	None	Volume Liaisons	Liaisons to communicate at Winter and Annual Conf.	
2. Request TCs to look at developing content for building operators.	1.3	1/12	None	Volume liaisons	Liaisons communicate at Winter and Annual Conf.	
3. Identify and include new electronic content for Handbook Online.	3.3	6/12	None	Volume liaisons; Elec. Media Subcom	Liaisons ask TCs to add at least one feature to Handbook Online.	
4. Improve quality control of Handbook chapter review and revision process. Provide enhanced guidelines for authors and revisers.	3.3	1/12	None	Functional Subcom	Develop additional tools and incorporate in ARG.	Intent: Enhance guidelines for chapter revisions in the ARG.
5. Develop and conduct at least one program session on Handbook-related topic.	3.2	1/12	None	Program Subcom	Conduct program at 2012 Winter Conf.	Intent: To increase awareness of new content in Handbook. Involve HBC, TAC, TCs.
6. Identify opportunities to improve Handbook distribution.	3.3	6/12	TBD	Elec. Media Subcom	Recommend opportunities for Handbook distribution (e.g., phone/tablet apps)	Intent: To increase Handbook distribution.
8. Update and conduct HBC liaison and TC reviser training sessions.	3.3	6/12	None	Training Subcom	Conducted at Winter and Annual Conf.	
Recommendations for Strategic Planning:						
None at this time.						

Attachment J

Historical Committee Report to PEC



Historical Committee Report to PEC Meeting of Sunday, June 26, 2011, Montreal

Action Items

None.

Information Items

Leadership Recall

Staff liaison, Sarah Foster, reported that thirty-eight videos and audios have been added online. The new Leadership Recall page (www.ashrae.org/leadershiprecall) with more than 70 interviews was launched this month. Descriptions of the interviewees will be added as well as transcriptions for the audio interviews. The committee is discussing the best way to do future interviews.

Archives

Subcommittee chair Bern Nagengast has written six Historical Minutes for the coming Society year. These are published in every issue of Insights.

Gerry Groff (next year's subcommittee chair) discussed the need to organize the history and research materials available on the ASHRAE web site to make it easier for members to find them. The archives subcommittee will work with ASHRAE librarian Emily Sigman to improve the history pages on the site.

In addition, the archives subcommittee will work with Ms. Sigman to prioritize what materials are available and possibly should be digitized.

Seminar

Seminar 50, "Modeling the Past to Maintain the Future: Sustaining Historic Buildings Through Computer Tools," is cosponsored by the Historical Committee and will be presented on Wednesday, June 29 at 8 a.m.

Subcommittees

The committee has chosen new subcommittee members for the 2011-12 Society year. Mr. Menzies is expanding the subcommittees to include the regional historians.

MBOs

Vice Chair George Menzies presented his MBOs for the 2011-12 Society year.

Respectfully submitted,
Renison Tisdale, Historical Committee, Chair

Attachment A
Historical Committee Report to PEC
Historical Committee MBOs 2010-2011

Historical Committee - MBOs - Society Year: 2010-2011
 Rennie Tisdale - Committee Chair - 6/30/2010

ASHRAE Strategic Plan (SP) Directions:

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

Objective	SP Dir.	Compl. Date	Fiscal Impact	Responsible Party	Status	Comment
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	Complete	
Hold seminar at 2011 winter meeting in Las Vegas	n/a	January 2011	None	Communications Subcommittee	Complete	
Develop program for presentation during 2011-2012	n/a	June 2011	None	Communications Subcommittee	Complete	
Review criteria for Gold Ribbon Award and update Regional and Chapter's Guide	n/a	January 2011	None	Communications Subcommittee	Complete	
Review submissions for the Lou Flagg Award and determine	n/a	January 2011	None	Awards Subcommittee	Complete	
Review list of Leadership Recall interviews completed and recommend candidates for interviews in 2011-2012	n/a	June 2011	None	Leadership Recall Subcommittee	Working	

Attachment K

Professional Development Committee Report to PEC



Professional Development Committee Report to PEC Meeting of June 28, 2011

Motions

1. None

Information Items

1. Course Updates -
 - a. 2011 Annual Conference: As of Monday, June 27, almost 240 registrations have been received for 9 courses, which is almost twice as many as were received the past two Annual Conferences.
 - b. 2011 Spring Online Seminar Series: 285 registrations were received for 11 courses.
 - c. This FY, the ALI supported:
 - i. 12 course presentations at industry meetings, reaching 957 individuals
 - ii. 17 in-company presentations reaching over 455 individuals and 9 chapter programs reaching more than 359 individuals, including in Puerto Rico and Japan
 - iii. First highly successful HVAC Essentials workshop was conducted at ASHRAE's Headquarters
2. Development - The PDC is moving forward with 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 course or courses on CHP systems
 - c. A half-day course on Building Envelopes and Pressure Control for Improved IAQ based on ASHRAE's IAQ Guide.
 - d. A half-day course on UVGI technology.
 - e. A half-day course on Standard 90.2.
3. Approved - The PDC has approved the following slate of courses for the 2011 Fall Seminar Series:
 - a. Advanced High Performance Building Design
 - b. Basics of High Performance Building Design
 - c. Complying with Standard 90.1: Envelope/Lighting
 - d. Complying with Standard 90.1: HVAC/Mechanical
 - e. Data Center Energy Efficiency
 - f. Determining Energy Savings from Performance Contracting
 - g. Fundamental Requirements of ASHRAE Std. 62.1-2010
 - h. Healthcare Facility: Best Practice Application
 - i. Healthcare Facility: Best Practice Design
 - j. Introduction to BACnet
 - k. Project Management for Improved IAQ
 - l. Understanding Standard 189.1-2009
 - m. Using Standard 90.1 to Meet LEED Requirements
4. Integration - The PDC fully supports the PEC's efforts to integrate communication among the Certification Committee, the Publications Committee, and the Professional Development Committee as reflected in the MOP revisions this FY and work done on the Ad Hoc. The PDC fully supports cross council communication on existing offerings and appreciates documents such as the "Matrix" and "Trends in Adult Education" report. These items along with generational learning styles, new education pedagogies, and other "brainstorming" notes from the PDC's meeting may be part of the Education Strategic Plan. Having a strategic plan will enable the PDC to continue to forecast and prioritize.
5. MBOs Status report is shown in *Attachment A*.

Respectfully submitted,
Filza Walters
Professional Development Committee, Chair
June 27, 2011
CHAIR INITIALS: FW

Attachment A
Professional Development Committee Report to PEC

PDC MBOs 2010-2011

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 is moving forward with a course on energy assessing in support of the BEAP program; PDC Chair and Vice Chairs participated on working group to integrate education and certification programs; content of SDL on Building O&M has been completed and text on schedule for publication; two new courses on high-performance building design were developed
Oversee at least 6 presentations of ALI courses to chapters, to companies, and at non-ASHRAE industry conferences	2, 3	June 2011	\$5k	Operations Subcommittee/ Staff	Final year end figures (# attendees): 9 chapter programs (359), 17 in-company presentations (455), and 12 course presentations outside of ASHRAE conferences (957).
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	2011 Spring – 11 courses reached 285 attendees; 2011 Fall – 8 courses reached 232 attendees
Oversee the selection & presentation of a minimum of 10 courses at the Winter Conference & 6 at the Summer Conference	2, 3	June 2011	\$100K	Staff/PDC	2011 Winter Conference – 20 courses drew 1,040 attendees 2011 Annual Conference – 9 courses have drawn almost 240 attendees thus far
Oversee the creation of at least 4 new courses 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, 1 on project management using the new IAQ Guide, 1 on Building O&M.
Develop a curriculum for the ASHRAE Foundation Learning Center (AFLC)	2, 3	June 2011	TBD	Ms. Walters	HVAC Boot Camp/HVAC Design Essentials was presented May 2011. Registrations were closed at 65; about 60 people asked to be placed on a follow up list after close-out.
Oversee the revision of at least 4 existing courses per year.	2, 3		\$10K	Operations Subcommittee/ Staff	All the Std 90.1 and 62.1 courses are being or have been revised to reflect the 2010 versions of the Standards; the Refrigeration SDL has been revised; the NZEB course is being revised; Psychrometrics IP is being revised

Attachment L

Publications Committee Report to PEC



Publications Committee Report to PEC Meeting of June 28, 2011

Motions

None

Information Items

1. The new subcommittee on international publication needs met to gather information to guide policy, identify opportunities, and facilitate development and marketing of publications to meet these needs.
2. To continue an effort to improve response in committee and council members' review of *ASHRAE Journal* articles for Paper of the Year, three reminders will be sent to all reviewers by staff, timed to coincide more closely with the *Journal's* delivery times.
3. The committee and staff are in consultation with the council's ad hoc committee developing a desk reference for each topic for which there is a certification program. A draft of the first such publication (for building energy modeling) has been received by staff. The chair and vice chair attended a meeting of the ad hoc in Montreal and a liaison will be appointed for ongoing cooperation.
4. The committee is revising the online form and information for submitting a proposal for a publication. This is to promote consistency, completeness, and clarity in the information collected as the basis for the committee's consideration of each proposal.
5. Special publications completed since January 2011 are listed in *Attachment A*.
6. A status summary of upcoming publications is shown in *Attachment B*.
7. The status of 2010-2011 MBOs is shown in *Attachment C*.
8. The 2011-2012 MBOs are shown in *Attachment D*.

Respectfully submitted,

John A. Clark
Publications Committee Chair
6/28/2011

JAC: mso

Attachment A
Publications Committee Report to PEC

Special Publications Published Projects Jan-Jun 2011

SPECIAL PUBLICATIONS PUBLISHED PROJECTS
January 2011–June 2011

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

FEBRUARY 2011

- Addenda ab, ac, and ag to Standard 135
- Addenda e, f, g, h, and i to Standard 135.1
- Guideline 10-2011
- Standard 146-2011
- Standard 70-2006 (RA 2011)
- Standard 41.9-2011
- Standard 128-2011
- Standard 125-1992 (RA 2011)
- Standard 183-2007 (RA 2011)

MARCH 2011

- IAQ 2010 Conference CD
- Standard 64-2011
- Standard 15-2007, Spanish edition

APRIL 2011

- Standard 154-2011
- Standard 135-2010
- 62.1-2007 User's Manual, Spanish edition

MAY 2011

- Las Vegas *Transactions*
- Las Vegas Seminar Recordings DVD
- *Advanced Energy Design Guide for Small to Medium Office Buildings* (50%)
- Montreal Conference Preprints/Preprints CD
- Standard 90.1-2010 (SI)

JUNE 2011

- 62.2-2010 User's Manual
- *Practical Guide to Noise and Vibration Control* (SI), 2nd edition

MSO 6/26/2011

Attachment B

Publications Committee Report to PEC

On-going Special Publications Projects

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					
Procedures for Commercial Building Energy Audits, 2 nd ed.	TC 7.6	Mar 2011	Editing On hold	Jun 2011 Jul 2011	Delayed b/c complete content not submitted; editor's queries unanswered
EEG-EB Technical Guide	SP 125	Jun 2010 Apr 2011 May 31, 2011 Late Apr 2011 Jun 2011 Aug 1, 2011 Aug 15, 2011	90% draft	Summer 2010 Summer 2011 Jul 31, 2011 Sep 2011 Nov 2011 Nov 30, 2011	Per L Pratt, 6/16/11
Datacom book on economizers (Datacom Series)	TC 9.9	Jul 2010 Uncertain Jun 2011	Planning	Jan 2011 Uncertain Oct 2011	>100 pp Per Glass, 1/31/11, not critical for Montreal
IT Equipment Cooling (Datacom Series)	TC 9.9	Jun 2011?	Writing	Oct 2011?	
Energy Modeling Desk Reference (for certification program)	Ad hoc	Late May or Jun 30 Aug 31	Planning	Jan 2012	per PEC conf call 6-8-2011 (MSO)
Commissioning Process Management Desk Reference (for certification program)	Ad hoc	Late May or Jun 30 Sep 30	Planning	Feb 2012	per PEC conf call 6-8-2011 (MSO)
50% AEDG, K-12 Schools	SP 134	Uncertain May 2011? Jul 1, 2011	90% draft	Aug 2011 Sep 30, 2011 (e) Oct 30, 2011 (p)	
Datacom Equipment Power Trends and Cooling Applications, Revision (Datacom Series)	TC 9.9	Winter 2009 Spring 2010 Uncertain Jan 2011 Apr 2011 Jul 2011 Aug 2011?	Revising	Spring 2010 Summer 2010 Uncertain May 2011 Aug 2011 Uncertain	per D Beatty, 6-22-11
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
PMP Guide: Best Practices for Measurement and Improvement (with CD)	SP 132	Apr 2011 Sep 2011	60% draft in review	Aug 2011 Jan 2012	per C Ramspeck 4/28/11
Design Manual for District Cooling Systems	SP 97; TC 6.2 (RP-1267)	Uncertain Feb 2010 Uncertain Sep 2010 Jun 2011 Sep 2011 Jul 2011 Sep 2011	Writing	Jul 2009 Jun 2010 Uncertain Jan 2011 Oct 2011 Jan 2012 Oct 1, 2011	Ready for TC Jan 2010 Jun 2011 per Mike Vaughn 10-5-10, 12-15-10; in bookstore by Oct 1 (PDF), Nov 1 (print)

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
Thermal Guidelines for Data Processing Environments, 3rd edition (Datacom Series)	TC 9.9	Jul 2010 Aug 2010 On hold Apr 2011 Oct 2011 Aug 2011?	Planning	Jan 2011 Uncertain Aug 2011 Uncertain	per D Beatty, 6-22-11
50% AEDG, Medium/Big-Box Retail Facilities	SP 135	Sep 1, 2011 Oct 15, 2011	Writing	Dec 30, 2011 (e) Jan 30, 2012 (p)	per C Ramspeck 4/28/11
District Heating and Cooling Design Guide	SP 97; TC 6.2 (RP-1267)	Jun 2011 Sep 2011 Dec 2011	Planning	Oct 2011 Jan 2012	per L. Pratt, Jun 2010 per Mike V on 12/15/10, approval not until June 2011
Energy Assessment Desk Reference (for certification program)	Ad hoc	Jan 31, 2012	Planning	Jun 2012	per PEC conf call 6-8-2011 (MSO)
50% AEDG, Large Hospitals	SP 136	Sep 1, 2011 Feb 1, 2012	Planning	Dec 2011 Apr 30, 2012 (e) May 30, 2012 (p)	per C Ramspeck 4/28/11
ASHRAE Laboratory Design Guide, Revision (with CD)	TC 9.10	Fall 2010 Jan 2011 Uncertain	Planning	2010 Jun 2011 Uncertain	contact: Henry Hays, TC 9.10
A Practical Guide to Seismic Restraint, Revision	TC 2.7	Jul 2010 Oct 2010 Feb 2011 Apr 2011 Uncertain	Revising	Oct 2010 Feb 2010 Jun 2011 Uncertain	contact: Jim Tauby, TC 2.7; per JT Jan 2011
Cleanroom Design Guide	TC 9.11	Uncertain Mar 2010 Jun 2010 Feb 2011 Uncertain	Writing	Jan 2010 Aug 2010 Nov 2010 Jun 2011 Uncertain	Manuscript ready for TC by Jun 2009 Jan 2010
Understanding Psychrometrics, Third Ed		Uncertain		Fall 2011	contact: Don Gatley
50% AEDG, Grocery Stores/Supermarkets	SP ---	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
AEG-EB O&M Guide	SP126 AEG-EB Proj Comm	Uncertain		Uncertain	
AEG-EB Renewable Energy	SP102 AEG-EB Proj Comm	Uncertain		Uncertain	

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
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 Uncertain	Pub Comm to contact TC for update on status (done) Per C Gullledge
Underfloor Air Distribution Design Guide	TRG7; SP 124	Early 2009 Uncertain Jun 2010 Uncertain	Revising	Nov 2010 Uncertain	per C Ramspeck 5/31/11
Principles of Smoke Management, 2 nd ed.	RP-1122 TC 5.6	Uncertain	Planning	Uncertain	
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? Oct 2011	
Fundamentals of Water System Design (I-P)	D. Hegberg > M. Hegberg	Aug 2009 Uncertain Jun 15, 2011	Uncertain	Uncertain	
Fundamentals of Water System Design (SI)	D. Hegberg > M. Hegberg	Aug 2009 Uncertain Jun 15, 2011	Uncertain	Uncertain	
Fundamentals of Heating Systems (I-P)	M. Hegberg	Uncertain Mar 16, 2012	Uncertain	Uncertain	
Fundamentals of Heating Systems (SI)	M. Hegberg	Uncertain Mar 16, 2012	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	

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 Design and Control of Central Chilled Water Plants (SI)	M. Hydeman	Nov-2009 Uncertain	Writing	Uncertain	
Translations					
Standard 55-2010 (Spanish)	ATEAAR	Nov 2010	In hand	Uncertain Mar-2011 Aug 2011?	Awaiting corrections from translator
Guideline 0-2005 (Spanish)	DITAR	May 2011		Oct 2011	
Guideline 1.1-2007 (Spanish)	DITAR	May-2011 Uncertain		Uncertain	
Thermal Guidelines for Data Processing Environments, 2nd edition	ATEARR	May-2011 Uncertain		Uncertain	
Standard 34-2007 (2010?) (Spanish)	ACAIRE	Dec-2010 Uncertain		Uncertain	
Standard 90.1-2007 (Spanish)	MERIC, Mexico City Chapter	Uncertain		Uncertain	
Fundamentals of HVAC Control Systems SDL, 2001 edition	ASHRAE Monterrey Chapter (MX)	Pending		Uncertain	
CDs					
Thermal Comfort Tool	TC 2.1/ C. Huizenga	Feb/Mar 2009 Uncertain Oct 2010 Uncertain Jun 21, 2011	Uncertain Awaiting permissions In hand	Uncertain Nov 2010 Uncertain Jul 2011	RP-1332 to update Approved; getting UC Berk permissions?
ASHRAE/NIST Refrigerants Conference Proceedings CD	CEC; Steering Committee	Jun 15, 2012	Planning	Jul 15, 2012	Comstock email 4/11/11
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	Waiting on missing papers and front matter – 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)

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
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)
18-month Addenda Supplements to Code-Intended Standards	Varies	Incoming		Sept/Oct	Every three years (2011, 2014, 2017)
2011 Standards and Guidelines CD	N/A	Dec		Jan/Feb	
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 Technical Papers	N/A	Mar–May	Begin laying out after Winter Conf	May	
Annual Conf Preprints CD	N/A	Apr	Begin compiling in Apr	May	
Standards/addenda drafts going for approval at Annual Conference	Varies	mid Apr		Jun 1	Publish = ready for comm review at conf
Webcast DVD	CTTC	May		Jun	
Standards/addenda to be published after approval at Annual Conf	Varies	Aug	Awaiting approval	Sep	
Annual Conf Transactions (Pt 2)	Staff	Aug	Editing/layout	Oct	
Annual Conf. Seminar DVD	Staff	Aug/Sep		Nov	
Standards/addenda drafts going for approval at Winter Conf	Varies	mid Oct		Nov 30	Publish = ready for comm review at conf
Winter Technical Papers	N/A	Sep–Dec	Begin layout after Annual Conf	Dec	
Winter Conf Preprints CD	N/A	Nov	Begin compiling in Nov	Dec	

Attachment C
Publications Committee Report to PEC

Publications Committee MBOs 2010-2011

Attachment C
Publications Committee Report to PEC

Publications Committee
MBOs for Society Year 2010-2011
Chair: John A. Clark Date: June 28, 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 COMPLETE	
2. Assist the TCs/ TGs/ TRGs and Standard Project Committees in developing new material for special publications.	3	6/11	Positive	Bilderbeck, Clark	Ongoing	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 per MBO #2.	
4. Work with ASHRAE staff and the Certification Committee to determine reference material to for Certification testing.	2	1/11	Positive	Brambley, Clark	Ongoing	
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	Ongoing	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	

Recommendations for Strategic Planning:
None at this time.

JAC: mso 06/28/2011

Attachment D

Publications Committee Report to PEC

Publications Committee MBOs 2011-2012

Publications Committee
MBOs for Society Year 2011-2012
Chair: William S. Fleming Date: June 28, 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. Review procedures for proposing new/revised publications and recommend measures for improvement.	3, 4	1/12	None	Planning Subcom, Fleming, staff		Streamline the procedure for proposing new/revised publications and ensure that all necessary information is included in proposals. Revise online forms, Reference Manual, and MOP as needed.
2. Develop recommendations for policies and procedures to ensure success of ASHRAE publications in the worldwide market.	4	6/12	Positive	International Subcom, Mills, Fleming, staff		Provide guidance for publication topics, media, pricing, translations, and marketing to meet worldwide needs.
3. Identify publications needing updating, prioritize them, and support the efforts of cognizant TCs to complete the work.	3	6/12	Positive	Publications Review Subcom, Austin, Fleming		Consider market potential and technical needs of HVAC&R practitioners.
4. Expedite completion of stalled special publication development/revision projects.	3	6/12	Positive	Publications Committee, Fleming		Identify publications needing expediting, prioritize them, and work with developers to get work completed.
5. Develop short PowerPoint presentation for use at ASHRAE chapters and regions to communicate the scope and value of ASHRAE publications activities.	1-4	6/12	None or positive	Fleming, staff		Provide to appropriate ASHRAE staff for Web site and distribution.
6. Review the procedures and policy for review and publication of Technical and Conference Papers in <i>ASHRAE Transactions</i> and make recommendations for improvement as needed.	3, 4	1/12	None	Dwyer, Brambley		Recommendations to be made to Publishing and Education Council and for referral to Members Council as needed.
7. Implement ASHRAEwiki as online special publication.	3, 4	1/12	Unknown	Fleming, staff		Recommendations to be made to staff and TC 1.6 as needed. Fiscal impact could be positive or negative depending on constraints applied.
Recommendations for Strategic Planning: None at this time.						

WSF: mso 06/28/2011

Attachment M

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 N

2011-2012 PEC MBOs

Committee Name - MBOs - Society Year 2011-2012

David Underwood, Chair Date:

July 2011

ASHRAE Strategic Plan (SP) Directions:

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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
Develop an Education Strategic Plan (ESP)	2, 3, 4	June 2012	\$6K for meetings of ad hoc Committee	Underwood Wentz Agujilo Rose McGinn Musser Smith		
Web site redesign and launch	2, 4	Fall 2011	Total budget is \$135,484 which has been approved by the BOD as a capital expense budget for 2011-12.	Billedeaux Fisher Brandemuehl McGinn Wentz Chakroun		
Encourage and Update the PEC Google Group		January 2012	0	Nowakowski Crowther Ferguson		Implement training regime for affected parties
Consider if a policy on ASHRAE voluntary contribution of publications to underdeveloped and/or areas suffering natural disasters should be developed	2.4	June 2012	TBD	PEC		
Review policies affecting PEC revenues and make recommend changes If appropriate.		June 2012	TBD	PEC Fiscal subcommittee		Are there any policy changes affecting motivation of grass roots members to promote sale and use of ASHRAE products
Assign specific strategies under Direction 2 to the appropriate PEC subcommittee or Standing Committee to facilitate the objectives of CSPP	2	January 2012	TBD	Functional		

Attachment O

PEC Referral Memo to CEC



ASHRAE

Technology for a Better Environment

1791 Tullie Circle, NE • Atlanta, GA 30329-2305 USA • Tel 404.636.8400 • Fax 404.321.5478 • <http://www.ashrae.org>

W. Stephen Comstock

*Publisher and Director
Publications and Education
comstock@ashrae.org*

TO: Dennis Wessel, Conferences and Expositions Committee (CEC) Chair
Tony Giometti, CEC Staff Liaison

FROM: Steve Comstock

DATE: September 20, 2011

SUBJECT: Referral from Publishing & Education Council (PEC)

PEC referred the motion listed below during their June 28, 2011 meeting in Montreal to the CEC for their consideration.

- (6) **That ASHRAE provide free internet access (wifi) at the Winter and Annual Meetings for all ASHRAE Business Meetings**

MOTION (6) REFERRED 11-0-0 CNV

Background: Electronic Communications Committee (ECC) recommends to PEC that the above motion be recommend to Members Council. Many of the ASHRAE committees utilize website, data sharing sites and other applications to conduct the everyday business of the committee. When attending the society meetings it is often necessary to have access to these resources during their meetings. For a variety of reasons, there are times when committee members are unable to attend the annual or winter meeting in person (e.g. rising travel cost, lack of employers financial support, personal conflicts, etc.) On an infrequent and unpredictable basis ECC has been able to gain internet access and the use of online meeting software and personal cell phones has allowed members to attend their business meetings in spite of these issues. However the complexity and unreliability of this solution is not feasible for continued use.

ECC recognizes that this has been an ongoing challenge for ASHRAE however we believe it to be an important enough issue that a resolution continue to be sought. One idea for consideration, from the ECC, would be to utilize corporate sponsor ship to cover the cost of providing internet access at the meetings either by single or multiple sponsors. An additional consideration is to pilot this type of sponsorship/program for a limited number of the business meetings to allow for further refinement of the concept.

Fiscal Impact: ECC estimates the cost of internet access for the business meetings to be in the order of \$10,000 - \$20,000 and is highly depended on the meeting venue.

ECC was reminded that PEC did not have the authority to handle this request. This is the purview of CEC and will impact their budget. Ms. Hayter, PEC chair, recommended that ECC members communicate directly with CEC members to highlight the value of wifi access as an important benefit to members attending ASHRAE meeting.

Please advise me of your actions. If you have any questions, feel free to contact me. Thank you.

cc: David Underwood, PEC Chair
Tim Wentz, PEC Vice Chair