Society for Technical Communication

Board of Directors Teleconference Call
14 December 2010

Attendees

Board

- **Mike Hughes, President**
- **Hillary Hart, Vice President**
- **Aiessa Moyna, Treasurer**
- **Rachel Houghton, Secretary**
- **Cindy Currie, Immediate Past President**
- **Karen Baranich, Director**
- **Nicky Bleiel, Director**
- **Lori Corbett, Director**
- **Rich Maggiani, Director**
- **Tricia Spayer, Director**

Office

- **Kathryn Burton, CAE, CEO**
- **Diana Buttram, COO**
- **Lloyd Tucker, Deputy Executive Director**
- **Steve Skojec, Director of Community Relations**
- **Chip Boyd, IT Manager/Webmaster**

Guests

- **Mikah Sellers, In the Bakery**

Absent

- **Judith Herr, Director**
- **WC Wiese, Director**

Call to Order

Mr. Hughes called the meeting to order at 11:33 am EST(GMT-5). A quorum was established and the Board approved the agenda.

Executive Director's Report

Ms. Burton requested Mikah Seller give an update on Project Phoenix.

Discussion

The live web seminar preview of STC's new website is scheduled for Wednesday, 15 December.   Thre are   44 registered attendees to date. Board members were registered by the staff, and will receive a Genesys invitation today.

STC will continue using iMIS as the AMS (association management software) in 2011 until the new software is ready (approximately May 2011). STC will be using a bridge tool to connect iMIS and the new content management system in the software in the meantime.

January 2011 F2F Board Meeting preview

Ms Hart talked about the upcoming Board meeting on 15 & 16 January 2011. Ms Judith Glick-Smith will be present for part of the meeting to facilitate discussion. The schedule is not complete yet, but   the meeting will start at 1 p.m. on the 15 January 2011 and there will be evening session on Saturday. There will also be photos taken of all Board members for the new website. Email will be sent out with recommendations for what to wear and what kind of patterns to avoid based on the background chosen. No Board decisions will be made after 3 p.m. on Sunday, after the Secretary leaves for the airport.

2011 Budget Discussion

Ms Moyna reviewed the Excel spreadsheet for the 2011 budget. It was noted that items have been updated since the last review.

Discussion

Mr Hughes wanted the Board to note that this is a balanced budget.

Some of the unbudgeted items from November have been moved to the budgeted items section, including WiFi at the conference. Mr Tucker was able to reduce the cost of providing WiFi at the cost by working with vendors.. Information was provided on the benefits of WiFi, including social media participation, chattering about sessions in the hallways, and presentation capabilities.   The board discussed the cost versus the benefits of providing this service.

Ms Moyna motioned to approve the 2011 budget as reviewed during this Board meeting. Motion carries. Roll call vote was unanimous.

Product and Services Survey Report

Mr Hughes provided information about the Products and Services survey report, using a quadrant analysis of the survey for a basis of reviewing the slides. Mr Hughes also provided an Excel spreadsheet for qualitative analysis of comments.

Discussion

It was suggested that the Board should carefully look at the publications slide before making any decisions. It was asked what percentage of survey attendees were members of the academic community. The STC office will look at the survey and provide that information to the Board.

Mr Hughes would like the Board to review the Excel spreadsheet and Powerpoint presentation prior the F2F meeting in January 2011.

Membership Update

Mr Tucker and Mr Maggiani reviewed the membership numbers for 2011 renewal and new members. Numbers for renewal are slightly higher than this date last year. New members are slightly less per month than expected, but 69 of the new members are through the Member Get a Member campaign, already exceeding the entire number for member referral in all 2010.

Membership committee has a core group of 10 people. Each person is in charge of recruiting other people to encourage renewal.

No discussion.

Conference Update

Mr Tucker gave an update on the conference. 19 of 55 booths have been sold, Adobe has signed up for platinum sponsorship, and the preliminary program is available online. Only a few more sessions with invited speakers need to be added before the program will be complete. The program committee met the December 1 deadline to post the preliminary program.

Recognitions

Ms Bleiel provided statistics on the amount of candidate applications between 2009 and 2010.

DCSA/DSSA/DSAS:

Motion presented to approve candidates for DCSA/DSSA/DSAS. Motion carried.

The following STC members were approved as candidates for DCSA.

Candidates:
- Amy Vogt, Northeast Ohio
- Joseph M. Humbert, East Bay
- Linda King, Houston
- Veronica Kütt, Toronto
- Jan Peartree, Rochester
- Dr. Helen Moody, New Mexico Kachina
- Ruth Gaulke, Rocky Mountain
- Marc Lee, Rocky Mountain
- Tammy Van Boening, Rocky Mountain
- Barrie Byron, Philadelphia Metro Chapter
- Gary Samartino, Philadelphia Metro Chapter
- Dan Schlapia, Kansas City
- Suzanne Madison, Orange County
- Elizabeth Malone, Orange County
- Francis Bao, STC Chicago
- Beth Najberg, STC Chicago
- W. Kelly Oja, STC Chicago
- Andrea Frazier, Southeastern Michigan
- Elizabeth Donoghue Colvin, Southeastern Michigan
- Mabel L. Lee, Willamette Valley Chapter
- David E. Thompson, Willamette Valley Chapter
- Lance Robert, San Diego
- Ken Schatzke, Alberta
- David A. Coverston, Orlando
- Erika B. Higgins, Orlando
- Debbie Kerr, Southwestern Ontario
- Karrie Brock, Birmingham
- Tina Hoffman, United Kingdom and Ireland
- Nicolette L. (Nicki) Davis, Berkeley
- Maria A. (Tonie) Flores, Berkeley
- Linda Mikkelsen, STC Twin Cities

The following STC members were approved as candidates for DSSA.

Candidates:
- Viriginia Janzig, Technical Editing SIG

- Linda Stinger, IDL SIG
- Paul Holland, Mar-Com SIG

The following STC members were approved as candidates for DSAS.

Candidates:
- Noor Hussain, Toronto
- Michael Wilson, Orlando University of Central Florida

Motion presented to approve candidates for STX/AS. Motion carried.

The following STC members were approved as candidates for STX.

Candidates:
- Sarah Baca, University of Central Florida, Undergraduate
- Corwin Briscoe, Cedarville University, Undergraduate
- Brent Persun, Cedarville University, Undergraduate
- Brook Bailey, East Carolina University, Graduate
- Kenneth Bellew, Metropolitan State University, Graduate
- Lauren Calvert, Minnesota State University, Graduate
- Gayle Werner, Metropolitan State University, Graduate

Communications to members about this meeting

- Project Phoenix, about the website and when it will go live, and about how a group is seeing it demonstrated tomorrow. Still on schedule.
- Voted on community recognition awards (DCSA, DSSA, DSAS, STX).
- Update on analysis from the products and services survey. Mr Hughes will post his Powerpoint presentation.
- Member Get a Member campaign statistics. Board members who have already renewed are not receiving the membership campaign information, but Mr Tucker will be adding Board members back so they can see the email blasts.
- 2011 Budget has been approved.

Adjourn

The meeting was adjourned at 12:59 pm EST (GMT-5).