



Society for  
Technical  
Communication

**Society for Technical Communication**

**Board of Directors Meeting**

**Hilton Arlington Shirlington**

**16 November 2012 1:30 PM – 6:00 PM EST**

**17 November 2012 8:00 AM – 5:00 PM EST**

**Friday, 16 November 2012, 1:30 PM – 6:00 PM**

## **Attendees – Friday, 16 November 2012**

### Board

- Alan Houser, President
- Nicky Bleiel, Vice President
- Aiessa Moyna, Treasurer
- Alyssa Fox, Secretary
- Hillary Hart, Immediate Past President
- Bernard Aschwanden, Director
- Rich Maggiani, Director
- Tricia Spayer, Director

### Office

- Greg Larsen, Deputy Executive Director
- Lloyd Tucker, Deputy Executive Director
- Liz Pohland, Director of Content Strategy
- Steve Skojec, Director of Community Relations

### Guests

- David Goch, STC Board Attorney
- Steven Jong, STC Certification Commission Chair

## **Call to Order**

Mr. Houser called the meeting to order at 1:57 PM EST.

A quorum was established.

## **Discussion with David Goch, STC Board Attorney**

Mr. Houser introduced David Goch, STC Board Attorney. His firm represents tax-exempt organizations.

Mr. Goch advised the board members to think like business people, and always publicly support the board. He reviewed rules for board members, and noted that being a board member requires time and responsibility.

If any votes are taken in Executive Session, we must include a record of those votes in regular meeting minutes.

Mr. Goch and the board discussed responsibilities of board members, the current community structure of STC, and the proposed Industry Council.

The board took a break from 3:55 PM – 4:15 PM EST.

The meeting resumed at 4:15 PM EST.

## **STC Certification Commission**

Mr. Houser introduced Steven Jong, Chair of the STC Certification Commission.

Mr. Jong reviewed the certification commission's major accomplishments of 2012, the current status of applications, and plans and suggested budget numbers for 2013.

The Certification Commission will work with Mr. Tucker on education offerings, and note which education items can count as credit toward certification.

There was some discussion on proposed changes to the STCCC bylaws.

*A motion was made that the STC board approve the amendments for the STC Certification Commission bylaws that were provided to the STC board on 16 October 2012. Motion seconded. The motion was amended to state that the STC board approve this change including the noted housekeeping change for section 3.03 of the STCCC bylaws. The motion carried.*

*A motion was made that the STC board engage and work with the STC Certification Commission to develop the policy guidelines for future population of the STC Certification Commission. Motion seconded. The motion carried.*

*A motion was made that Steven Jong, STC Certification Commission Chair, approve and sign the proposed amendments to the STC Certification Commission Articles of Incorporation.*

*Motion seconded. Mr. Jong stated that he cannot do this at this point since the STC Certification Commission has not done a professional review of the proposed amendments. The motion was withdrawn.*

## **Adjournment**

Mr. Houser adjourned the meeting at 6:15 PM EST.

## **Saturday, 17 November 2012, 8:00 AM – 5:00 PM EST**

### **Attendees – Saturday, 17 November 2012**

#### Board

- Alan Houser, President
- Nicky Bleiel, Vice President
- Aiessa Moyna, Treasurer
- Alyssa Fox, Secretary
- Hillary Hart, Immediate Past President
- Bernard Aschwanden, Director
- Rich Maggiani, Director
- Tricia Spayer, Director

#### Office

- Greg Larsen, Deputy Executive Director
- Lloyd Tucker, Deputy Executive Director
- Liz Pohland, Director of Content Strategy
- Steve Skojec, Director of Community Relations

#### Guests

- Stacey O'Donnell, Business Development Manager
- Barbra Sanders, Membership Manager
- Zara Sulayman
- Leonard Pfeiffer

## **Call to Order**

Mr. Houser called the meeting to order at 8:19 AM EST.

## **Treasurer's Report and Budget Discussion**

The board discussed the current financial situation of STC. Mr. Larsen reviewed the activity report. Ms. Moyna reviewed the assumptions that she and Mr. Larsen are working from while putting together the 2013 budget. The board discussed various requests from committees for funding.

*A motion was made to fund the high school writing competition as requested by the Community Affairs Committee. Motion seconded. The motion was lost.*

The board took a break at 9:40 AM EST.

The meeting resumed at 10:00 AM EST.

Ms. Barbra Sanders joined the meeting at 10:00 AM EST.

## **Increasing Board Size**

Mr. Maggiani gave a history of the size of the STC board. In 2009, the board had 8 directors, now there are 4 directors. He feels the number of directors should exceed the size of the Executive Committee, so would like to increase the number of directors to 6.

He also proposes that we re-create the role of second Vice President. The Immediate Past President role would shift to an advisory role and not be a voting member of the board nor attend meetings. He suggests that having a 2<sup>nd</sup> VP role gives two years of preparation for the President role.

*A motion was made to increase the number of directors-at-large on the STC board from 4 to 6. Motion seconded. The motion was lost.*

## **International Summit Awards**

Ms. Bleiel discussed the current status of the International Summit Awards (ISA) and ideas for this competition for the future.

*A motion was made that the board support redesigning the international competitions for possible rollout in 2013. Motion seconded. The motion carried.*

## **Community Affairs Committee Update**

Mr. Skojec discussed where we are with the chapters restoring their chapter status with the IRS after the revocations done starting in 2011. He also discussed the chapters dissolved and merged in 2012.

Ms. Spayer reviewed the membership of the Community Affairs Committee (CAC) and the committee's plan for 2012-2013. A major goal of the CAC is to be a communications channel between STC community leaders and the board/staff.

The CAC is working on leadership resources for the website and leadership handbook. They sent out a community health survey and have received about 50 responses thus far. They are also planning the Leadership Program for the Summit.

Mr. Tucker noted that there are 4 meeting rooms available from our Adobe Connect license to the CAC for communities to use.

The board took a break from 11:26 AM – 11:31 AM EST.

The meeting resumed at 11:31 AM EST.

Ms. Stacey O'Donnell joined at 11:31 AM EST.

## **Membership Committee Update**

Mr. Gallon reviewed the membership committee's requests from their last meeting. The membership committee had requested that the board reach out to chapter leaders to encourage them to do a local renewal push. Mr. Maggiani mentioned that there needs to be a coordinated message.

*A motion was made that the board honor the request by the membership committee to personally reach out to chapter leaders to encourage renewal efforts at a local level. Motion seconded. There was some discussion about whether this is an informal discussion from the board members or a formal campaign. Some noted that the CAC already does this as part of their outreach. The motion was withdrawn.*

Ms. Sanders is working on a "Get Started" plan to help chapters with strategies for welcoming new members (email series). The goal is to get new members started with STC within first 30 days of joining. Ms. Sanders can work with the CAC to add this to the CAC leadership resources.

Mr. Gallon and Mr. Aschwanden volunteered to send letters on behalf of the board to reinstated members to welcome them back.

*A motion was made that the STC board approve the action of Mr. Gallon and Mr. Aschwanden sending letters on behalf of the board to reinstated members to welcome them back. Motion seconded. Motion amended as written below.*

*A motion was made that the STC board approve drafting of a letter by Ms. Sanders and the membership committee for board approval to send to reinstated members to welcome them back. Motion seconded. The motion carried.*

Membership renewal was officially launched on October 1, 2012.

Mr. Gallon reviewed the membership committee's idea for a tagline competition for the 60<sup>th</sup> anniversary year to let members help define the value statement of STC.

*A motion was made that the STC board accept the principle of a tagline competition, details of which will be determined and re-submitted for approval at a later time. Motion seconded. The motion carried.*

The board broke for lunch from 12:15 PM – 1:03 PM EST.

## **Business Development and Sponsorship**

Ms. O'Donnell reviewed the business development and sponsorship efforts of STC over the last year. The numbers have been increasing for the last 3 years.

The affinity program is now up and running. It provides special discounts for STC members to companies in the program.

Ms. Hart discussed the Development Committee's activities and the various levels of giving available to STC members:

- Individual giving (calculated cumulatively, over time)
- Sustaining members or sustaining organizational member (calculated annually)
- Endowment fund donor (joined with others' donations who wish to contribute to this and invested in an endowment fund once the minimum of \$15,000 is raised)

## **Publications and Content Strategy**

Ms. Pohland discussed that STC is a purveyor of content and reviewed what STC's content assets are.

We have a new publisher and are moving from a traditional to an XML-early publishing workflow. Ms. Pohland reviewed the publications accomplishments throughout the year and her goals for 2013, along with pricing plans and strategies for Intercom and the Tech Comm journal.

## **STC Bylaws**

Mr. Houser reviewed the proposed STC by-laws.

*A motion was made to amend the bylaws with the changes that were presented to the STC board on 17 October 2012. Motion seconded.*

*The bylaws discussion and motion were postponed to a later time.*

The board took a break from 2:48 PM – 3:04 PM EST.

Zara Sulayman and Leonard Pfeiffer from Leonard Pfeiffer and Company joined us at 3:04 PM.

## **Executive Session**

The board entered executive session at 3:04 PM.

The board exited executive session at 4:04 PM.

The board took a break from 4:04 PM – 4:16 PM EST.

## **Bylaws Changes (continued)**

The board resumed the discussion of the proposed changes to the STC bylaws.

*A motion was made to amend the bylaws with the changes that were presented to the STC board on 17 October 2012. Motion seconded.*

- *Proposed amendment to Article X, Section 3 that at least five percent of the voting members in good standing may propose an amendment to the bylaws (versus three percent). Motion seconded.*

*The motion carried.*

The board took a break from 4:44 PM – 4:55 PM EST.

The board resumed the meeting at 4:55 PM EST.

The board approved the 2013 election slate.

*A motion was made that the board approve Aiessa Moyna as next year's Nominating Committee Chair, effective May 2013. Motion seconded. The motion carried.*

## **Adjournment**

Mr. Houser adjourned the meeting at 5:05 PM EST.