



Society for  
Technical  
Communication

**Society for Technical Communication**

**Board of Directors Meeting**

**Hyatt Regency Atlanta, Embassy Room**

**03 May 2013 1:00 PM – 6:00 PM EDT**

**04 May 2013 8:00 AM – 5:30 PM EDT**

**Friday, 03 May 2013, 1:00 PM – 6:00 PM**

## **Attendees – Friday, 03 May 2013**

### Board

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

### Office

- Chris Lyons, Executive Director
- Lloyd Tucker, Deputy Executive Director
- Greg Larsen, Chief Financial Officer
- Liz Pohland, Director of Content Strategy and Publications
- Steve Skojec, Director of Community Relations

### Guests

- David Goch, STC Board Attorney
- Dennis Conway, Parliamentarian
- Maili Montgomery, Auditor, Rogers and Company
- Jane Wilson, Incoming Treasurer, 2013-14 STC Board
- Ben Woelk, Incoming Director, 2013-14 STC Board
- Deanne Levander, Incoming Director, 2013-14 STC Board
- Kit Brown-Hoekstra, Incoming Vice President, 2013-14 STC Board

## Call to Order

Mr. Houser called the meeting to order at 1:12 PM EDT (GMT -4:00).

## Introductions, New Executive Director

Mr. Houser called the meeting to order and a quorum was established.

*A motion was made to accept the agenda. The motion was seconded. Mr. Houser noted that the meeting time on Saturday, 04 May between 8 AM and 12 PM will be public and members can attend. The motion carried.*

Mr. Houser introduced Mr. Chris Lyons as the 6<sup>th</sup> Executive Director of STC, and Mr. Dave Goch, STC Board Attorney. Mr. Houser then introduced the incoming, but not yet seated, board members for 2013-14:

- Deanne Levander, Incoming Director
- Ben Woelk, Incoming Director
- Jane Wilson, Incoming Treasurer
- Kit Brown-Hoekstra, Incoming Vice President

## Board Orientation

Mr. Goch discussed responsibilities and fiduciary duty of board members.

## Parliamentarian

Mr. Dennis Conway, an Atlanta-area parliamentarian, reviewed parliamentary procedures with the board. He recommended Robert's Rules of Order Newly Revised in Brief, 2<sup>nd</sup> edition.

## **Audit Report**

Ms. Hillary Hart, Chair of the Audit Committee, reported that STC passed the recent audit we had. The audit report mentioned that the factors, estimates, and assumptions that STC staff used when putting the financial statements together were reasonable.

## **Treasurer's Report**

Ms. Moyna reviewed the March 2013 financial statement and updated the board on 2013 community budgeting and funding.

*A motion was made to accept the March 2013 financial report. The motion was seconded. The motion carried.*

## **Adjournment**

Mr. Houser adjourned the meeting at 5:58 PM EDT (GMT -4:00).

## **Saturday, 04 May 2013, 8:00 AM – 5:30 PM**

### **Attendees – Saturday, 04 May 2013**

#### Board

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

#### Office

- Chris Lyons, Executive Director
- Lloyd Tucker, Deputy Executive Director
- Greg Larsen, Chief Financial Officer
- Liz Pohland, Director of Content Strategy and Publications
- Steve Skojec, Director of Community Relations

#### Guests

- David Goch, STC Board Attorney
- Jane Wilson, Incoming Treasurer, 2013-14 STC Board
- Ben Woelk, Incoming Director, 2013-14 STC Board
- Deanne Levander, Incoming Director, 2013-14 STC Board
- Kit Brown-Hoekstra, Incoming Vice President, 2013-14 STC Board
- Steven Jong, STC Certification Commission Chair
- Stephen Murphy, STC Certification Secretary
- Charles Fisher, STC Certification Treasurer
- Saul Carliner, STC Certification Commissioner
- Karen Baranich, STC Certification Commissioner

## Call to Order

Mr. Houser called the meeting to order at 8:21 AM EDT (GMT -4:00).

## Introduction

Mr. Houser noted that the agenda is flexible due to plans for strategic discussion.

The board accepted the April 2013 board meeting minutes and summary.

The audit reports were approved by the board.

## Communities

The First Coast and Four Lakes chapters have no leadership and have fewer than 5 members. Mr. Skojec recommends we dissolve these chapters.

*A motion was made to dissolve the First Coast and Four Lakes chapters, having followed appropriate processes to try to keep them viable. Motion seconded. The motion carried.*

Mr. Skojec reviewed the current status of STC chapters and the current process for chapter dissolution. Ann Wiley, SIG advocate, is doing a full assessment of the SIG model and purpose.

## Education and Conference

Mr. Tucker discussed STC's efforts to provide lifelong learning – not only to technical communicators, but others outside that audience that have a need for technical communication skills (engineers, emerging markets, etc.).

Mr. Tucker updated the board on the various types of online education we provide and ideas for upcoming offerings. He also discussed education possibilities for pre- and post-certification assistance.

## **Publications and Content Strategy**

Ms. Liz Pohland discussed our content mission, opportunities, and challenges for the coming year. She noted that we need to know our customer and meet their needs. She then updated the board on goals for the coming year.

## **Body of Knowledge**

Ms. Hart discussed the current status of the Body of Knowledge (BoK). The committee created personas and scenarios for who would use the BoK and why. Current goals include:

- Improve structure and navigation and thus user experience
- Integrate existing publications and content assets
- Integrate a social component into BoK portal

There was some discussion of a technical communication value proposition.

## **Competitions and Recognition**

Ms. Bleiel reviewed the slides that she and Mr. Nathaniel Lim will present at Leadership Day about proposed changes to the International Summit Awards. Ms. Bleiel proposed revamping the awards in the following ways:

- ISA becomes the sole STC technical communication competition.
- Chapters participate by providing publicity and judges.
- Each entry judged will get a cut of the entry fee.
- Chapters should continue to recognize local winners at their awards banquets (winners will also be recognized at the summit).

## **Strategic Planning**

Mr. Lyons led the board in a discussion of strategy for STC.

## **Certification**

The board discussed the current status of the certification program.

## **Joint STC Board and STC Certification Commission Discussion**

The following STC Certification Commission members joined the meeting at 3:33 PM:

- Steven Jong, Chair

- Stephen Murphy, Secretary
- Charles Fisher, Treasurer
- Saul Carliner, Commissioner
- Karen Baranich, Commissioner

The STC board and STC Certification Commission discussed the current status of the certification program.

The STC board discussed the future of the STC Certification Commission program. The board voted to have the STC Board serve as the STC Certification Commissioners during the transition period of the certification program.

## **Adjournment**

Mr. Houser adjourned the meeting at 5:32 PM EDT (GMT -4:00).