



Society for  
Technical  
Communication

**Society for Technical Communication**

**Board of Directors Meeting**

**Hyatt Regency Atlanta, Embassy Room**

**07 May 2013 8:00 AM – 12:00 PM EDT**

## **Attendees**

### Board

- Nicky Bleiel, President
- Kit Brown-Hoekstra, Vice President
- Alyssa Fox, Secretary
- Jane Wilson, Treasurer
- Alan Houser, Immediate Past President
- Bernard Aschwanden, Director
- Ray Gallon, Director
- Deanne Levander, Director
- Ben Woelk, 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
- Michael Opsteegh
- Pam Brewer
- Sally Henschel

- Phylise Banner

## Call to Order

Ms. Bleiel called the meeting to order at 8:16 AM EDT (GMT -4:00).

## Agenda Items

- 8:00-8:45 – Introductions
- 8:45-9:15 – Nominating Committee report (Aiessa Moyna)
- 9:15-9:45 – Board job descriptions/goals for 2013-2014
- 9:45-10:00 – Break
- 10:00-11:00 – Strategic planning
- 11:00-12:00 – (Public portion of meeting)
  - Approval of committee chairs
  - Mentoring program report (Pam Brewer)
  - Restructuring of STX/AS (Pam Brewer)
  - MOOC report (Phylise Banner)

## Introductions

The board members, staff members, and attorney introduced themselves.

After the introductions, there was a brief adjournment for the Board to attend the Student Poster session presentation.

## Nominating Committee Report

Ms. Aiessa Moyna discussed current Nominating Committee activities. The Nominating Committee is the committee responsible for the selection of qualified candidates for society office and for conducting the annual election. The committee consists of four elected members, and an appointed chair who oversees the process and serves as liaison to the board.

In 2014, we will elect:

- Vice President
- Secretary
- Directors-at-Large (2)
- Nominating Committee Members (2)

## **Board Job Descriptions and Goals**

Ms. Bleiel noted that all of the board members are directors. She then reviewed the job description for Directors: *In collaboration with the eight other directors, govern the affairs of STC in accordance with its bylaws.*

Officers have additional responsibilities beyond the ones listed above. Ms. Bleiel reviewed the job descriptions for the President, Vice President, Secretary, and Treasurer.

## **Committee Chairs**

Ms. Bleiel presented the list of proposed committee chairs for 2013-14. See the Committee Chairs document for committees, chairs, and members.

*A motion was made to approve the proposed list of committee chairs and members. The motion was seconded. The motion carried.*

## **Mentoring Initiative**

Ms. Pam Brewer discussed how Academic SIG members want to show themselves as not just academics, but academics working with students to help grow them into their careers. They have worked with Stacey O'Donnell, Business Development Manager, to set up a Mentoring Board online.

Plans for mentoring:

- Refine a MentorBoard
- Refine the student to practitioner opportunities
- Add other opportunities including educator to practitioner

This program is virtual. Chapters could also use the mentoring program. Mr. Larsen raised the point that the mentor program could not only be a professional mentoring program, but also to walk those being mentored through what it takes to be an STC leader.

## **Proposed Policy Changes – Student Honor Societies**

Sigma Tau Chi/Alpha Sigma

Ms. Brewer proposed the following change to Sigma Tau Chi award criteria: change from *membership is an honor given to students enrolled in a baccalaureate or graduate degree program in technical communication* to *membership is an honor given to students enrolled in a program in technical communication.*

Ms. Brewer proposed the following change to Alpha Sigma award criteria: change from *students enrolled in 2-year college programs or standalone university-delivered certificate programs* to *students enrolled in a program in technical communication.*

*A motion was made to approve the restructuring of the criteria for the Sigma Tau Chi/Alpha Sigma awards. The motion was seconded. The motion carried.*

## **Student Outreach Task Force Proposal**

*A motion was made to create a student outreach task force to coordinate and monitor the activities of the Mentoring Program, STX/AS, student chapters, and other student related outreach. The motion was seconded.*

*An amendment was proposed to create a student outreach task force to evaluate STC's strategy toward attracting and retaining student members. The amendment was seconded. The amendment carried.*

*The motion carried as amended.*

*The motion was made to appoint Sally Henschel and Michael Opsteegh co-chairs of the student outreach task force. The motion was seconded. The motion carried.*

## **Massive Open Online Course**

Ms. Banner discussed the massive open online course planned for STC. See Ms. Banner's slides for details. The MOOC will explore the field of technical communication, and highlight the roles and responsibilities of technical communication professionals from the perspective of a variety of field specializations.

## **Adjournment**

Ms. Bleiel adjourned the meeting at 12:05 PM EDT (GMT -4:00).