



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting Summary

Conference Call

19 September 2013 9:00 AM – 10:30 AM CDT

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, Director of Meetings and Education
- Greg Larsen, Director of Finance and Administration
- Liz Pohland, Director of Communications
- Stacey O'Donnell, Director of Member and Corporate Engagement

Consent Agenda Items

- Approval of August 2013 board meeting minutes and summaries

The consent agenda items were approved.

Agenda Items

- President's report – Nicky Bleiel (10 minutes)
- Executive Director's report – Chris Lyons (10 minutes)
- Treasurer's report – Jane Wilson (15 minutes)
- Nominating committee report – Aiessa Moyna (15 minutes)
- Discussion of survey results (40 minutes)

Call to Order

Ms. Bleiel called the meeting to order at 9:07 AM CDT.

President's Report

Ms. Bleiel asked the board to please send questions for next month's board reports to the board mailing list by October 1, 2013 for those presenting to the board at the October 17 meeting.

The STC MOOC will likely be postponed, due to our deal with Blackboard not being solidified yet.

Executive Director's Report

Mr. Lyons reviewed current membership numbers. As of Sept. 16, 2013, the membership year is over for 2013, and we are now selling memberships for the 2014 calendar year. As of Sept. 16, 2013, STC has 6014 members, which is well above where we were last year. We expect student numbers to increase as well.

The office has two new staff members: Cheryl Miller, Member Services Associate (replacing Sudha), and Kuaye Ofosu, Info Technology Associate, helping Kobla.

After consulting with chapter and SIG leaders and the CAC, it was determined that the following chapters and SIGs should be closed due to inactivity.

The following chapters were closed:

- Arkansas
- James River
- Middle Tennessee
- Mid-South

- North Bay
- South Carolina Midlands
- Inland Northwest

The following chapters were removed from our internal systems:

- Mid-Valley
- Montana
- San Gabriel Valley
- Heartland
- Snake River
- Central Ohio
- Intermountain (Utah)

The following SIGs are not being offered for 2014:

- Canadian Issues
- Emerging Technologies
- Environmental, Safety, and Health Communications
- Illustrators and Visual Design
- Information Design and Architecture
- International Technical Communication
- Management
- Marketing Communication
- Online
- Quality and Process Improvement
- Scientific Communication

The Single Sourcing and Content Strategy SIGs are combining to create the Content Life Cycle SIG.

Partnerships:

- Sigma Tau Delta has agreed to a close partnership including active promotion of STC membership within its ranks.
- STC will have a strong presence at Tekom in Nov.
- STC will have a table at the AMWA summit in Nov. We are looking for a closer partnership over education. Mr. Lyons will be meeting with the AMWA Executive Director later in Sept.
- Virtual conference with UXPA the last week of Sept.

External sales of Intercom subscriptions through our website begin next week.

Treasurer's Report

Ms. Wilson reported that there are no big changes in our current financial situation.

A motion was made to approve the July financial report as presented. The motion was seconded. The motion carried.

Nominating Committee Report

Ms. Aiessa Moyna discussed the schedule for the 2014 election.

A motion has been made to accept the Nominating Committee report and proposed process for the 2014 election. The motion was seconded. The motion carried.

Discussion of Member and Non-Member Survey Results

The board discussed the results of the member and non-member surveys recently sent out.

Adjournment

Ms. Bleiel adjourned the meeting at 10:30 AM CDT.