



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting Summary

Conference Call

16 January 2014 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

Ms. Bleiel called the meeting to order at 9:12 AM Central.

Consent Agenda Items

- Approval of November 2013 board meeting minutes and summary

- Approval of STX Honor Society nominees
- Approval of DCSA nominees

The consent agenda items were approved.

Agenda Items

- Executive Director's report (10 minutes) – Chris Lyons
- President's report (5 minutes) – Nicky Bleiel
- Treasurer's report (10 minutes) – Jane Wilson
- STC communications plan (15 minutes) – Staff
- Student outreach task force report (25 minutes) – Sally Henschel

Executive Director's Report

Mr. Lyons reviewed the current state of the society. Regular membership sales end Jan. 15. We are about \$52,000 ahead of last year on this date. Conference registration is ahead of last year.

Mr. Lyons is scheduled to present to Sigma Tau Delta at their annual conference on Feb. 28. He has also set up a meeting between him, Ms. Bleiel, and the President of the Association of Independent Information Professionals (AIIP), as well as calls with representatives of the Association of Teachers of Technical Writing (ATTW), the Association of Business Communications (ABC), and Lambda Pi Eta – National Communications Honor Society.

President's Report

Ms. Bleiel reported that we emailed the Advisory Council at New Years to thank them and let them know of our new mission statement and focus areas. We plan to ping them when we start work on our roadmap and business plan.

The president's midterm report will be in the January Intercom and STC's Notebook.

As planned, one student who participated in the student outreach task force survey was awarded a free student membership.

Treasurer's Report

Ms. Wilson updated the board on community funding. Thirty-eight chapters have submitted budgets, and 37 budgets have been approved. Six student chapters have submitted budgets, and 3 of those have been approved. Eight SIGs have submitted budgets, and 7 of those have been approved. Total community funding so far is \$64,342.

A motion was made that the board accept the October and November 2013 financial reports. The motion was seconded. The motion carried.

A motion was made to give Chris Lyons, STC Executive Director, administrative authority on any and all financial accounts and bank activity for the society. The motion was seconded. The motion carried.

Student Outreach Task Force Report

Ms. Henschel and Mr. Opsteegh reported on the results of the recent student outreach survey and made recommendations to the board for further involvement from students in the society.

STC Communications Plan

Mr. Lyons discussed the communications plan for STC on social media, etc.

Ms. Bleiel adjourned the meeting at 10:36 AM CT.