



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting Summary

Conference Call

13 February 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
- Ray Gallon, Director
- Deanne Levander, Director
- Ben Woelk, Director

Office

- Chris Lyons, Executive Director
- Lloyd Tucker, Director of Meetings and Education
- Liz Pohland, Director of Communications
- Stacey O'Donnell, Director of Member and Corporate Engagement

Ms. Bleiel called the meeting to order at 9:06 AM Central.

Consent Agenda Items

- Approval of December 2013 and January 2014 board meeting minutes and summary
- Approval of Frank R. Smith Award (Excellence in Research) nominee
- Approval of Ken Rainey Award (Outstanding TC Journal Articles) nominees

- Approval of Jay Gould Award nominees

Agenda Items

- Student Report (10 minutes)
- President's report (5 minutes) – Nicky Bleiel
- Executive Director's report (5 minutes) – Chris Lyons
- Treasurer's report (10 minutes) – Jane Wilson
- Financial year in review (20 minutes) – Chris Lyons
- CAC report (15 minutes) – Ben Woelk
- Associate Fellows vote (5 minutes) – Nicky Bleiel
- Fellows vote (5 minutes) – Nicky Bleiel
- Executive session (10 minutes)

President's Report

STC election season is now in full swing. The website is ready, and the first candidate orientation was held last week. Slides from this orientation and candidate guidelines are posted in the STC board Yahoo group with the February meeting files. There will be an orientation after election for newly elected candidates.

We received a call from Marcus Hunt, and the Owner's Manual TV show was not picked up for a second season. Saul Carliner won the Alumni Award for Excellence in Teaching at Concordia University.

Executive Director's Report

Membership as of February 10 is at 4239 members. Membership revenue (membership dues not including chapter and SIG memberships) as of February 10 is well above what it was at this time last year.

Summit registration as of February 10 is higher than last year. We have more cumulative room nights being booked for the 2014 summit than were booked for the 2013 summit.

Other updates:

- The audit team came to visit.
- The annual report is awaiting financial information.
- Mr. Lyons is scheduled to present to Sigma Tau Delta at their annual conference Feb. 28.
- STC will be manning a booth at the Association of Independent Information Professionals conference in Baltimore in April.
- Mr. Lyons had a good discussion with American Military University about membership in STC for graduates of certain programs.
- We invited the Arizona Technology Council to set up a booth in Phoenix in return for advertising the Summit in their e-newsletter (circulation of 20K).

- Other partnership calls set up: Association of Business Communications (ABC) and Lambda Pi Eta – National Communications Honor Society, Association of Proposal Management Professionals (APMP)

Financial Year in Review

Mr. Lyons reviewed our current financial status.

Community Affairs Committee (CAC) Report

Mr. Woelk reported on what the CAC has been doing. The CAC has conducted several leadership webinars and has several more planned in such areas as community success planning, budgeting, volunteer recognition, etc.

Several sub-teams of the CAC work with the communities in various areas to strengthen ties and improve communication:

- Outreach
- SIGs
- Communications
- Membership
- Technical resources
- Leadership

The CAC is also currently planning the Leadership Program for the Summit. The program will include formal activities, along with an afternoon social event. The program will focus on strategic issues, positive mindsets, demographics/regionalization and virtual offerings, and sharing best practices for communities.

Associate Fellows/Fellows Votes

A motion was made that the group of Associate Fellow nominees as submitted by the Associate Fellows committee be accepted. The motion was seconded. The motion carried.

A motion was made that the group of Fellow nominees as submitted by the Fellows committee be accepted. The motion was seconded. The motion carried.

The board entered executive session at 10:03 AM.

Executive Session

Ms. Bleiel reviewed Mr. Lyons's goals for 2014.

A motion was made that Chris Lyons's job title be changed from Executive Director to Chief Executive Officer. The motion was seconded. The motion carried.

Adjournment

Ms. Bleiel adjourned the meeting at 10:23 AM Central.