



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting Summary

Conference Call

25 March 2014 11:30 AM – 1:00 PM 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 11:34 AM Central.

Consent Agenda Items

- Approval of February 2014 board meeting minutes and summary

- Approval of STC Washington DC chapter name from STC Washington DC – Metro Baltimore to STC Washington DC – Baltimore

The consent agenda items were approved.

Agenda Items

- President's Report (10 minutes) – Nicky Bleiel
- Executive Director's Report (10 minutes) – Chris Lyons
- Treasurer's Report (10 minutes) – Jane Wilson
- Attracting/Recruiting Future Board Members discussion (60 minutes) – Nicky Bleiel

President's Report

Ms. Bleiel reported on the current election status. The votes are in, but the Nominating Committee still has to notify 4 candidates of the results.

Dave Goch noted that we are in compliance with the New York Non-Profit Revitalization Act of 2013. Ms. Bleiel will send out his update to the board after the meeting.

Committee charters need to be created. Various board members volunteered to get this effort going.

Executive Director's Report

Mr. Lyons reported on current membership numbers. We are focusing marketing efforts on college programs in technical writing and CVP membership to accelerate membership growth. Membership revenue is well above where it was at this point last year.

Education revenue is slightly under budget, but we are pretty much on track.

Summit registration is higher than it was at this time last year. Cumulative room nights are way higher than at this point last year.

Other updates:

- The polls have closed on the 2014 election.
- 2013 Year in Review has been sent to the membership and is posted on the blog and website.
- Chris and Liz attended and presented to Sigma Tau Delta at their annual conference February 28.
- STC will be manning a booth at the Association of Independent Information Professionals conference in Baltimore April 3rd and 4th.
- Signed partnership agreement with Association of Proposal Management Professionals (APMP).
- We have a part-time employee working in education and handling webinars. Matt Desmarais is a college junior taking a semester off.
- Technical Communication 101 for Engineers, our first continuing education offering, has been sent to IEEE for review.

Treasurer's Report

Ms. Wilson reported on the current financial position. The January 2014 statement reflects that the conference and competition revenues are growing year over year, as well as membership dues. We are ahead of budget on change in net assets, so that's a good trend.

Community budgeting has pretty much wrapped up for the year. We will have final numbers next month. We've approved and distributed funding for 56 chapters and SIGs.

A motion was made that the board accept the Dec. 2013 and Jan. 2014 financial statements. The motion was seconded. The motion passed.

Attracting/Recruiting Future Board Members

Ms. Bleiel kicked off discussion about attracting good future board members. It is important that STC attract/recruit high-quality future leaders. We need to consider the needs of the organization over the next 2-3 years, as well as desired skill sets and experience. Once we work this out, we can develop a criteria list for the Nominating Committee to use when talking with prospective candidates.

Ms. Bleiel adjourned the meeting at 1:00 PM Central Time.