



Society for  
Technical  
Communication

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Conference Call**

**17 April 2014 9:00 – 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
- Liz Pohland, Director of Communications
- Stacey O'Donnell, Director of Member and Corporate Engagement

### Guests

- Charles Fisher, Incoming 2014-2015 STC Director

Ms. Bleiel called the meeting to order at 9:04 AM Central Time.

## Consent Agenda Items

- Approval of March 2014 board meeting minutes and summary
- Approval of Pacesetter Award recipients

All consent agenda items were approved.

## Agenda Items

- President's Report (5 minutes) – Nicky Bleiel
- CEO Report (10 minutes) – Chris Lyons
- Treasurer's Report (10 minutes) – Jane Wilson
- Global Audit Task Force Report (20 minutes) – Kit Brown-Hoekstra
- Part 2 of "Future Leaders" discussion (45 minutes) – Nicky Bleiel

## President's Report

Ms. Bleiel reported that Alan Alda is the 2014 STC Honorary Fellow recipient. She also summarized the agenda for the face-to-face board meetings at the summit. Ms. Elaine Gilliam will shortly send board members schedules for the events we need to attend during the summit. If you want to host a banquet table, let Ms. Gilliam know.

Ms. Bleiel touched base with board members on current committee charter work.

*A motion was made that the Executive Committee have approving authority for Mr. Lyons's expenses for the month of March and bonus adjustment. The motion was seconded. The motion carried.*

## CEO's Report

Mr. Lyons reported that current membership numbers are now tracking at last year's rate. Staff is focusing on outreach to new members, especially at universities. Education revenue is bringing in more money per person than last year. Summit registration is slightly higher than this point last year. We are at budget for booth revenue, 5 weeks prior to summit. Sponsorships are very close to what we budgeted.

Other updates:

- Greg Larsen's last day was Apr.4. Mr. Lyons is meeting with outsourcing firms and asking for proposals.
- Plans for listservs are moving forward, as well as SIG websites. Weekly call resumed. Chris and Kobla began drafting a policy.
- Chris and Stacey manned the STC booth at the Association of Independent Information Professionals conference in Baltimore Apr. 3-4. Very engaging group with lots of overlap.
- Chris, Lloyd, and Liz attended the AMWA organized meeting of four communications-related association execs Apr. 10.
- Lloyd is talking with IEEE. They are reviewing our proposed Tech Comm 101 online course for engineers.

Mr. Tucker joined the call at 9:23 AM.

## **Treasurer's Report**

Ms. Wilson reported we are making our budgeted numbers overall.

The statement of activities by program is not in the financial statement this month, but will return next month.

*A motion was made that the board accept the February financial statement as presented. The motion was seconded. The motion carried.*

## **Global Survey Task Force Report**

Ms. Brown-Hoekstra reported on the results of the survey that the Global Survey Task Force conducted with members outside of the U.S.

## **Attracting/Recruiting Future Board Members**

Ms. Bleiel led a discussion on attracting and recruiting high-quality future leaders.

*A motion was made that the board make qualification for service on the STC board be one full year of membership in STC prior to being added to the slate. The motion was seconded. The motion carried.*

There was some discussion on whether we should make some changes to the Nominating Committee structure/process. This discussion will be continued at the next board meeting.

Ms. Bleiel adjourned the meeting at 10:55 AM Central Time.