



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting Summary

Hyatt Regency Phoenix, Ellis Room

16 May 2014 1:00-5:00 PM MST

17 May 2014 9:00 AM-4:00 PM MST

Friday, May 16, 2014

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 1:05 PM MST.

Consent Agenda Items

- Approval of April 2014 board meeting minutes and summary

All consent agenda items were approved.

Agenda Items – Friday, May 16

- 1:00 PM – Call to order and consent agenda
- 1:00-1:30 PM – Greetings and icebreaker (Nicky Bleiel)
- 1:30-2:00 PM – CEO report (Chris Lyons)
- 2:00-3:00 PM – Financial reports (Chris Lyons and Jane Wilson)
- 3:00-3:15 PM – Break
- 3:15-4:15 PM – Bylaws updates vote, discussion and vote about appointed Nominating Committee member (Nicky Bleiel)
- 4:15-5:00 PM – Audit committee report (Alan Houser)
- 5:00 PM – Adjournment

Greetings and Icebreaker

Ms. Bleiel welcomed everyone and introduced Charles Fisher, incoming 2014-15 director.

President's Report

The Executive Committee met and voted to approve Mr. Lyons's March expenses and adjust his bonus. The approved motion was *"that the STC Executive Committee approve the accounting adjustments for Chris Lyons's performance bonus and his expenses for March."*

CEO Report

Mr. Lyons reported that membership is above where it was at this point last year (5166). Education revenue is on track. As of May 4, 2014, conference registration was 590 (was 699 total last year) with more having paid for Summit 2014 than in 2013. We are expecting more walk-ins to register than last year.

Certification Program

The final people in the pipeline for Certified Professional Technical Communicator (CPTC) have been graded. The old certification program achieved 38 CPTCs and 0 CPTWs. We are looking at future possibilities for this program.

SIG Website Refresh

STC staff began the movement of 10 SIG websites to a common, WordPress-based template hosted under the STC domain. Staff held numerous calls with SIG leaders and answered trouble tickets individually to explain the template and teach them how to manage and customize their WordPress site. To date, two SIGs are using WordPress in production: the Content Lifecycle and Europe SIGs.

Listservs

STC is now providing listserv functionality in-house.

Body of Knowledge (BoK) transition to WordPress

All content from the BoK's current wiki-based site has been migrated to a WordPress site. The Body of Knowledge site is nearly ready for launch. Intellectual content from the SIGs can be easily brought into the BoK because they are all on the same platform.

STC online presence

After the development of SIG websites and integration of the BoK is complete later this year, we will turn our attention to the chapters and our own website. Ultimately we will have all online presences integrated under common technology and hosting. This will allow us to share content, advertising, and viewership, improve SEO, and present a uniform user experience for current and potential members.

Financial Reports

Ms. Wilson discussed how to review financial statements and the March financial statement.

Not as many chapters asked for funding as we expected. The new accounting firm started Wednesday, May 14, 2014.

A motion was made that the board accept the March 2014 financial statement. The motion was seconded. The motion carried.

The board recessed at 3:00 PM.

The meeting resumed at 3:15 PM.

Bylaws Updates

Ms. Bleiel discussed proposed bylaws updates.

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

A motion was made that the board shall waive the requirement for the 30-day advance notice to amend the bylaws in accordance with the STC bylaws, Article XII, Section 2 (Waiver of Notice). The motion was seconded. The motion carried.

A motion was made that the board shall amend the bylaws with the changes that were presented to the STC board on 16 May 2014. The motion was seconded. Ms. Fox reviewed the proposed changes with the board. The motion carried.

Nominating Committee Appointments

The board discussed various options for term limits and the size of the board in the future.

Audit Committee Report

Mr. Houser gave the audit committee report. The audit committee is chaired by the Immediate Past President, Alan Houser, and also includes Ben Woelk and Deanne Levander. The audit committee is a board committee as described in the bylaws.

The society's auditing firm is one of three instruments the board hires to execute the society's mission. Auditing firm is Rogers & Company, Tysons Corner, VA. The audit report does not consider soundness of strategy or wisdom of resource allocation. The outcome of audit report is meant to show whether STC follows GAAP and demonstrates legal compliance.

A motion was made that the board accept the 2013 audit report. The motion was seconded. The motion carried.

Ms. Bleiel adjourned the meeting at 4:58 PM MST.

Saturday, May 17, 2014

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 9:01 AM.

Mr. Gallon joined the meeting at 9:03 AM.

Mr. Tucker joined the meeting at 9:08 AM.

Agenda Items – Saturday, May 17

- 9:00 AM – Call to order
- 9:00-10:00 AM – Chapter model (Chris Lyons, Ben Woelk)
- 10:00-10:30 AM – Body of Knowledge report (Liz Pohland)
- 10:30-10:50 AM – Break
- 10:50-11:10 AM – Membership/corporate engagement report (Stacey O'Donnell)
- 11:10-11:40 AM – Communications and publications report (Liz Pohland)
- 11:40 AM-12:00 PM – Education report (Lloyd Tucker)
- 12:00-1:00 PM – Lunch and photographer
- 1:00-2:15 PM – Strategic Planning I: STC in 5 years (Chris Lyons)
- 2:15-3:00 PM – Break
- 3:00-4:00 PM – Strategic Planning II: The future of the profession (Chris Lyons)
- 4:00-4:45 PM – Board candidate criteria (Nicky Bleiel)
- 4:45-5:00 PM – Wrap-up
- 5:00 PM – Adjournment

Communities

Mr. Woelk reported on the communities and their current statuses.

The SIG website consolidation is in process.

Community Funding

Ms. Wilson reported on community funding. Three chapters did not submit, and there are some chapters we are concerned about.

Chapter Membership Numbers

Mr. Lyons presented numbers on chapter membership. The majority of our chapters have 25 or fewer members. The board discussed chapter membership trends and what we need to do going forward.

Ms. O'Donnell joined the meeting at 10:35 AM.

The board recessed at 10:37 AM.

The meeting resumed at 10:55 AM.

Technical Communication Body of Knowledge Committee Report

Ms. Pohland reported on what the Body of Knowledge committee has been doing for the last 20 months or so.

There is a new WordPress site for the BoK, which aligns content with the chapter and SIG models.

Summit, Ads, CVP, and Membership Report

Ms. O'Donnell reported on current revenue for exhibitors and sponsorship. 2014 advertising revenue is going well. We are currently predicted to go over budget.

In the Corporate Value Program (CVP), we have 42 companies and 316 total members, with an average of 8 members per company. We are starting a new campaign to send discounts to current CVP members for them to give their coworkers in other departments at their companies.

We are projected to make target revenue for the STC job bank. We get about 30,000 visitors a month.

2014 membership is going well and is higher than last year.

Communications, Marketing, and Publications Report

Ms. Pohland reported on communications, marketing, and publications.

Education Report

Mr. Tucker reported on current education efforts. Certificate courses are scheduled throughout the summer. We have 16 certificate courses in our catalogue, with 2 new ones this year – Project Management and the Technical Communicator (Liz Herman) and Producing Effective Video Documentation (Matt Sullivan).

Less than 10% of our students are taking webinars.

We now have a Tech Comm 101 for Engineers course available. It's a 10-week course developed by Leah Guren and Hillary Hart.

We are trying a virtual track for this year's Summit to provide live, interactive sessions to those who cannot attend.

The board recessed at 11:54 AM.

The meeting resumed at 1:00 PM.

Strategic Planning I: STC in 5 Years

Mr. Lyons led the board in discussion about the STC vision statement and strategic planning.

A motion was made that the board accept the proposed vision statement as written as of 17 May 2014. The motion was seconded. The motion carried.

The Society for Technical Communication is recognized as an authority in the disciplines of designing and delivering content; and a leader in articulating the value of content, and the value of those who develop it. Membership in STC is an internationally respected and desired complement to the study, teaching, and practice of technical communication.

The board recessed at 2:19 PM.

The meeting resumed at 2:45 PM.

The board discussed our current chapter model.

Ms. Wilson left the meeting at 4:06 PM.

Board Candidate Criteria

Ms. Bleiel led a board discussion of possible criteria for board candidates for the Nominating Committee to use.

A motion was made that we submit the list of criteria as discussed to the Nominating Committee for use in the 2015 election. The motion was seconded. The motion carried.

Ms. Bleiel adjourned the meeting at 5:12 PM.