



Society for  
Technical  
Communication

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Conference Call**

**19 June 2014 9:00-10:30 CDT**

## **Attendees**

### Board

- Kit Brown-Hoekstra, President
- Bernard Aschwanden, Vice President
- Alyssa Fox, Secretary
- Jane Wilson, Treasurer
- Nicky Bleiel, Immediate Past President
- Ray Gallon, Director
- Deanne Levander, Director
- Ben Woelk, Director
- Charles Fisher, Director

### Office

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

Ms. Brown-Hoekstra called the meeting to order at 9:07 AM.

## **Consent Agenda Items**

- Approval of May 2014 board meeting minutes and summaries
- Approval of addition of Adam Evans to DCSA committee

- Approval of Intercom Editorial Advisory Panel members:
  - Liz Herman, Chair
  - Beth Agnew
  - Barrie Byron
  - Alan Houser
  - Paul Mueller
- Approval of CAC charter
- Approval of succession planning guidelines

The consent agenda items were approved.

## Agenda Items

- Open meeting/approve agenda (5 minutes) – Kit Brown-Hoekstra
- Consent agenda items (5 minutes) – Kit Brown-Hoekstra
- President's report (15 minutes) – Kit Brown-Hoekstra
- CEO's report (10 minutes) – Chris Lyons
- Treasurer's report (15 minutes) – Jane Wilson
- Information Architecture Task Force (10 minutes) – Charles Fisher
- Board and student/young professional discussion (20 minutes)

## President's Report

Ms. Brown-Hoekstra discussed what has happened in the last month. The mid-year face-to-face meeting will be Jan. 29-Feb. 1, 2015 in Washington, DC.

Ms. Brown-Hoekstra will be working with Mr. Lyons to build more structure around the STC Advisory Council.

Ms. Brown-Hoekstra proposed the idea of a gamification task force to increase member engagement. The general consensus of the board is that the task force needs specific projects to work on prior to forming.

Ms. Brown-Hoekstra discussed the purpose of the volunteer code of conduct. The code formalizes expectations and helps us in setting policy/governance.

Upcoming this month: charters for other committees, BOD handbook updates, Advisory Council discussion, strategic planning discussion (Mr. Lyons working on draft).

## CEO Report

Mr. Lyons reported on membership. As of June 16, we are at 5330 members, slightly ahead of this point last year. Certificate courses are scheduled through the first of August currently, and Mr. Tucker is lining up more from August through the end of the year. Advertising revenue is above budget and above last year's revenue at this point.

## **Treasurer's Report**

Ms. Wilson reported on the April financials.

*A motion was made that the board accept the April financial statement. The motion was seconded. The motion carried.*

## **Information Architecture Task Force**

Mr. Fisher discussed the proposed IA Task Force to review what tools and systems we have in place to keep up with all documents and where they are stored and maintained. The initial purpose of the task force is to look at committee and board documents, possibly expanding into community and STC docs later.

## **Board and Student/Young Professional Discussion**

Ms. Brown-Hoekstra led a discussion about various ways we could have more interaction between students, young professionals, and the board.

## **Adjournment**

Ms. Brown-Hoekstra adjourned the meeting at 10:29 AM CT.