



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting Summary

Conference Call

21 August 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
- Deanne Levander, Director
- Ben Woelk, Director
- Charles Fisher, Director

Office

- Chris Lyons, CEO

Ms. Brown-Hoekstra called the meeting to order at 9:04 AM.

Email Votes Between Meetings

- 25 June 2014 – Motion that the STC board approve the removal of Lloyd Tucker as the authorized signatory for the STC 401(k) plan, and appoints Christopher Lyons as the authorized signatory. The motion passed.
- 23 July 2014 – Motion that the following items be approved:
 - Fold Heart of the South chapter into the Huntsville chapter
 - Approve creation of University of North Texas student chapter

- Add Karen Bachmann as Co-Program Manager to conference committee
- Approve creation of agile SIG
- Approve charters for following committees: Sigma Tau Chi, CAA, Ken Rainey
- Approve SIG policy
- Approve Volunteer Code of Conduct
- Approve CAA/Pacesetter committee members as follows: Tricia Spayer (chair), Jamye Sagan, MaryKay Grueneberg, Mak Pandit, Maryann Bowen
The motion passed.
- 24 July 2014 – Motion to approve the revised agile SIG charter. The motion passed.

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
- Treasurer's report (15 minutes) – Jane Wilson
- CEO's report (10 minutes) – Chris Lyons
- Introduction of New Staff Members (10 minutes) – Chris Lyons
- Certification update and discussion (20 minutes)

Consent Agenda Items

- Approval of June 2014 board meeting minutes and summary
- Approval of Jay R. Gould committee members:
 - Tharon Howard (chair)
 - Thomas Barker
 - Kirk St. Amant
- Approve changes to Associate Fellows committee:
 - Remove Mike Markley
 - Add Thea Teich
 - Add Alan Houser
- Approve change to CAC: add Lori Meyer
- Approve change to Honorary Fellows committee: add Alan Houser
- Approve changes to Ken Rainey committee:
 - Remove Bernadette Longo
 - Add Michael Albers
- Approval of committee charters:
 - Associate Fellows
 - Distinguished Community Service Award
 - Body of Knowledge
 - Community Achievement Awards
 - Jay R. Gould Award
 - Ken Rainey Award

- Honorary Fellow Award
- Conference Committee

A request was made to move the approval of committee charters to the regular agenda. The remaining items on the consent agenda were approved.

A motion was made that we approve the listed committee charters with suggested housekeeping changes. The motion was seconded. The motion carried.

President's Report

Ms. Brown-Hoekstra reported on the following:

- A response to the White House Strategy and Innovation RFI is due Sept 23 – Mr. Fisher, Ms. Levander, Ms. Wilson, and Ms. Brown-Hoekstra are working on a response and will send to the board for review in the next couple of weeks.
- Ms. Brown-Hoekstra will be visiting several chapters in the coming weeks.
- Ms. Brown-Hoekstra is working on revamping the education committee to an advisory panel to be more viable and give greater assistance to Ms. Jin. The charter is coming for approval.

Treasurer's Report

Ms. Wilson reported on the May and June financial reports. June is considered the high point of the year – all summit revenue is now realized, and most of the membership revenue has been realized. Our summit registration was well over budget!

A motion was made that the board approve the May and June 2014 financial statements. The motion was seconded. The motion carried.

CEO Report

Mr. Lyons reported that membership is very slightly ahead of last year. Membership revenue is strong and well above this point last year.

We are beating our cash flow projection for July. Staff departures and re-hiring will likely impact education revenue for the year, but in July we had good response to webinars about videos and online courses.

New hires:

- Molly Jin, Director of Education and Meetings
 - Previously Director of Education and Programs at International Cemetery, Cremation, and Funeral Association

- Worked at other associations as a communications manager and program manager
- Graduate of the University of Kansas
- Marisa Seitz, Communication Manager/Associate Editor
 - Previously Marketing Coordinator for the Truland Group, a nationwide electrical contractor
 - Worked as a proposal writer at Fleishman Hillard and interned in the communication division of a public affairs company
 - Graduate of James Madison University in Virginia
 - Has some tech writing experience as well

Mr. Lyons updated everyone on where we are with the SIG mail list and website migrations. Most of the SIGs have populated their web template with SIG-specific content. All of the SIGs have an STC mailman list, but a couple of SIGs are not using the list yet. Mr. Woelk noted that the CAC would follow up with the SIGs that are not yet using the list.

Certification Program

Mr. Lyons discussed plans for the certification program.

Mr. Gallon joined the meeting at 10:15 AM.

A motion was made that the STC board approve the proposed changes to the certification program. The motion was seconded. The motion carried.

Adjournment

Ms. Brown-Hoekstra adjourned the meeting at 10:24 AM CT.