



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting Summary

Conference Call

18 September 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

Office

- Chris Lyons, CEO

Ms. Brown-Hoekstra called the meeting to order at 9:01 AM CT.

A quorum was established.

Agenda Items

- Open meeting/approve agenda (5 minutes) – Kit Brown-Hoekstra
- Consent agenda items (5 minutes) – Kit Brown-Hoekstra
- CEO report (10 minutes) – Chris Lyons
- Treasurer's report (10 minutes) – Jane Wilson
- Student liaison position description (15 minutes)

- Strategic planning (45 minutes)

Consent Agenda Items

- Approval of August 2014 board meeting minutes and summary
- Approval of adding Lisa (Pappas) Cook to Associate Fellows committee
- Approval of removal of Kyle Imes from and addition of Preeti Mathur and Diane Borgwardt to Body of Knowledge committee
- Approval of Educational Advisory Panel charter and committee members:
 - Alisa Bonsignore
 - Carol Barnum
 - Jamie Gillenwater
 - Leah Guren
 - Bill Horton
 - Lisa Meloncon
 - Chris Hester
 - Molly Jin (staff liaison)
- Approval of Technical Communication editor selection committee members:
 - Michelle Corbin
 - Kirk St. Amant
 - Hillary Hart
 - Miles Kimball
 - Liz Pohland (staff liaison)

The consent agenda was approved.

CEO Report

Mr. Lyons reported that STC ended its 2014 membership sales with 5860 members, slightly ahead of last year (about 30 people more than last year). We already have 100 people signed up on the 4th day of 2015 membership sales. Membership revenue is strong and well ahead of last year's membership revenue.

We have a new Education Manager, Kim Kelly.

Since the email about moving to production went out to the SIGs last week, we have had a few of them contact us. Mr. Lyons reviewed current status of which SIGs have moved to the mailman list and STC-hosted sites.

Treasurer's Report

Ms. Wilson reported on our current financial position. We are doing well on Summit-at-a-Click sales.

Mr. Aschwanden arrived at 9:21 AM.

We are starting the community budgeting and funding process for the fall to prep for the 2015 year. To receive funding, communities must have submitted a 2013 report to the society and proof of 990 filing to the IRS.

A motion was made that the board approve the July 2014 financial statements. The motion was seconded. The motion carried.

Student Liaison Position

The board discussed guidelines for a possible student/new professional representative position.

Economic Contribution of Tech Comm Discussion

Mr. Lyons led a discussion about what STC has done to pursue gathering information about a technical communicator's contribution to value. Some companies have done this on their own, but do we know of any academic institutions doing research on this?

Strategic Planning

Mr. Lyons plans to give us a draft plan to review and offer feedback.

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