



Society for  
Technical  
Communication

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Hyatt House, Falls Church, Virginia**

**06 November 2015 9:00 AM – 5:00 PM EST**

**07 November 2015 9:00 AM – 5:00 PM EST**

## **Friday, November 6**

### **Attendees**

#### Board

- Bernard Aschwanden, President
- Adriane Hunt, Vice President
- Alyssa Fox, Secretary
- Jane Wilson, Treasurer
- Kit Brown-Hoekstra, Immediate Past President
- Craig Baehr, Director
- Charles Fisher, Director
- Ray Gallon, Director
- Cindy Pao, Director

#### Office

- Chris Lyons, CEO
- Liz Pohland, Director of Communications
- Molly Jin, Director of Meetings and Education
- Lida Khodabakhshi, Senior Accountant

#### Guests

- Alan Houser, Nominating Committee Chair
- Ben Woelk, Scholarships Task Force Chair

## Agenda Items

- 9:00 AM – Call to order and consent agenda items
- 9:00-9:15 AM – President’s Report (Bernard Aschwanden)
- 9:15-9:30 AM – Treasurer’s report (Jane Wilson)
- 9:30-9:45 AM – CEO’s report (Chris Lyons)
- 9:45-10:15 AM – 2016 Summit update (Molly Jin)
- 10:15-10:45 AM – Break
- 10:45 AM – 12:00 PM – Budget discussion (Chris Lyons)
- 12:00-1:00 PM – Lunch
- 1:00-1:15 PM – TCBOK Overview (Craig Baehr)
- 1:15-2:00 PM – Certification and TCBOK status (Chris Lyons, Craig Baehr)
- 2:00-2:30 PM – Scholarship task force (Ben Woelk)
- 2:30-3:00 PM – Break
- 3:00-4:00 PM – 2016 election preliminary slate (Alan Houser)
- 4:00-5:00 PM – Notebook discussions
- 5:00 PM – Adjournment

Mr. Aschwanden called the meeting to order at 9:00 AM EST.

## Consent Agenda Items

- Approval of August 2015 board meeting minutes and summary

The approval of the August 2015 board meeting minutes and summary was moved to the regular agenda.

*A motion was made to make the following addition to the financial report section of the August 2015 minutes:*

*“The categories are obsolete and SIG expenses are tracked according to the actual categories under which they fall, such as marketing expense or printing, to more accurately reflect the type of expenditure.”*

*The motion was seconded. The motion carried.*

## President’s Report

Mr. Aschwanden discussed the procedure for discussion of the Nominating Committee’s preliminary slate later today.

Mr. Aschwanden will present at a couple of conferences coming up – one in Dallas on mobile technology and one in Pittsburgh (AIIIP). He also has several chapter visits coming up.

## **Treasurer's Report**

Ms. Wilson reported on the current financial status of the society. We are in a much better cash position at this point last year than we were last year. With our investments, there's a downturn in the market, but we put some money back in earlier this year, so we're up on these from last year.

*A motion was made that the board approve the July, August, and September financial reports as presented. The motion was seconded. The motion carried.*

## **CEO's Report**

Mr. Lyons reported on the current status of the society.

Membership for 2016 is off to a good start and we are ahead of where we were last year at this point.

Year-to-date education revenue is behind. 2015 paid attendance YTD is higher than last year (this doesn't include the conference). Other items of note:

- James Cameron, Communications Mgr, and Deborah Krat, Education Mgr, on board
- Staff attended InfoDev World and Lavacon
- Held initial meeting with new audit firm
- API SIG started
- Tech Comm Journal cover design contest seems to be a hit
- Working with Academic SIG to revise poster competition
- Certification and Summit will be reported on separately

## **2016 Summit Update**

Ms. Jin reported on what is currently happening with the summit, which will be held May 15-18, 2016 in Anaheim at the Anaheim Marriott. The Summit website has been updated to show 2016 information. Registration opens Dec. 1.

We received 279 total proposals from 180 unique speakers. The team has reviewed all proposals, and initial selections have been sent to Todd and Jamie. Final selections will be made this month and the team is working on inviting speakers for the pre-conference sessions and other invited sessions. The team is hoping to have a draft schedule ready in Dec. to coincide with registration opening then.

David Rose will be our keynote speaker and will speak on the Internet of things. We are still working on getting a closing keynote speaker.

## Budget Discussion

Mr. Lyons presented the proposed 2016 budget. The board discussed the proposed budget. Gold new and renewed memberships are quite a bit higher last year. Student new and renewed memberships are also very strong compared to last year.

*A motion was made for the STC board to approve the 2016 budget as presented. The motion was seconded. The motion carried.*

## TCBOK Overview

Mr. Baehr reported on the current status of the TCBOK.

The task force has met and is corresponding over email. The group will be divided into two teams – one working on the marketing plan, one working on guidelines. The plan is to use the syllabus rubric from certification to see what topic areas are covered and which are missing from the BOK. That information will go to the marketing people on the task force and they can look for people to contribute that content.

The IDL SIG and Tech Editing SIG leaders are already trying to engage community members in ways they could contribute content to the BOK.

## Certification and TCBOK Status

Mr. Lyons discussed the current status of certification and its relation to the TCBOK.

There are three tiers of certification: foundation, practitioner, and expert. We are working on the Foundation level now. Expert level is analogous to the old CPTC designation. CPTCs will be re-designated as CPTC-E.

Foundation certification is a test of knowledge based on a body of knowledge that includes nine core skill areas. The primary Body of Knowledge source used for this level is Technical Communication Today (version 5) by Richard Johnson-Sheehan. The TC BOK is the secondary source for the Foundation level, but is not required to pass the test.

There are 5 major areas of development:

- Syllabus and test development
- Process and payment enablement
- Marketing and training
- Continuing education
- Tracking

## Scholarship Task Force

Mr. Woelk updated the board on the current status of the task force. The task force has gathered data society-wide on chapters and SIGs awarding scholarships and how they're doing it. The task force also gathered information on the criteria used by each community for awarding the scholarship. The task force needs to do more analysis of commonality among criteria for awarding scholarships.

Next steps for the task force include surveying best practices external to STC. Once that information comes in, they will make a recommendation. They hope to have a summary of best practices and recommendation by the end of the calendar year.

## 2016 Election Preliminary Slate

Mr. Houser reviewed the status of the preliminary slate. The board discussed the preliminary slate as presented by the Nominating Committee.

*A motion was made that the STC board accept the preliminary slate for the Board of Directors and Nominating Committee positions for the 2016 election. The motion was seconded. The motion carried.*

*Ms. Fox abstained from the vote.*

## Notebook Discussions

The board exchanged ideas they have for improving the society.

Mr. Aschwanden adjourned the meeting at 5:03 PM.

## Saturday, November 7

### Attendees

#### Board

- Bernard Aschwanden, President
- Adriane Hunt, Vice President
- Alyssa Fox, Secretary
- Jane Wilson, Treasurer
- Kit Brown-Hoekstra, Immediate Past President
- Craig Baehr, Director
- Charles Fisher, Director
- Ray Gallon, Director
- Cindy Pao, Director

## Office

- Chris Lyons, CEO

## Guests

- Paul Duarte, Student Liaison

## Agenda

- 9:00 AM – Call to order
- 9:00-10:00 AM – CAC update (Cindy Pao)
- 10:00-10:30 AM – Student liaison report (Paul Duarte)
- 10:30-10:45 AM – Break
- 10:45 AM – 12:00 PM – Non-North American presence/role (Ray Gallon)
- 12:00-1:00 PM – Lunch
- 1:00-2:00 PM – Competitions (John Hedtke)
- 2:00-2:30 PM – Proposed Nom Comm changes from Alan
- 2:30-2:45 PM – Break
- 2:45-3:30 PM – Revenue streams
- 3:30-4:00 PM – Email voting (Bernard Aschwanden, Chris Lyons)
- 4:00-5:00 PM – Notebook discussions
- 5:00 PM – Adjournment

Mr. Aschwanden called the meeting to order at 9:01 AM.

## CAC Update

Ms. Pao reported on the current activities of the CAC:

- Rajdeep Gupta will serve as student community liaison.
- Set goals for each team on CAC.
- Kobla created new CAC website, and Timothy Esposito is working on site content.
- SIG liaison lead still open, so Cindy and Jamye Sagan will handle issues for now.
- Projects:
  - Develop and adopt procedure for closing a chapter
  - Adopt procedure for creating new geographic chapter
  - Develop and adopt procedure for new student chapter

Jamye Sagan is creating a generic communications plan for sending communications out to communities.

*A motion was made that the board approve the creation of the Ottawa, Ontario, Canada STC chapter. The motion was seconded. The motion carried.*

## Student Liaison Report

Mr. Duarte gave a report on current student and new professional issues and recommendations.

Mr. Duarte personally feels the cost of student membership is reasonable (\$75/year is less than the cost of one textbook). He also feels the STC value proposition specifically for students is giving education opportunities outside of their classrooms and a network of peers outside their program.

## Non-North American Presence/Role

Mr. Gallon discussed our strategic goal to “promote STC as a global leader in technical communication.” There was a 2011 Global Audit Task Force report that was accepted by the board and has been partially implemented.

The board discussed Mr. Gallon’s presentation and how we want to proceed. The board asked Mr. Gallon to draft a policy statement for board review later.

## Competitions

Mr. Hedtke was unable to join the meeting, so the board did not discuss competitions.

## Nominating Committee Suggestions

Mr. Houser previously proposed the board consider having sitting Immediate Past President serve as Nominating Committee chair simultaneously. This aids with the history of board happenings, etc. in assisting nominating committee members who might not have that same history.

*A motion was made that the Board of Directors waive the 30-day notice requirement for bylaws updates. The motion was seconded. The motion carried.*

*A motion was made that the Board of Directors amend the bylaws in the following way:*

- *Change Article VIII, Section 1 from  
"The committee chair shall be appointed by the President."  
to  
"The committee chair shall be the sitting Immediate Past President. If the office of the Immediate Past President is vacant, the committee chair shall be appointed by the President."*

*The motion was seconded. The motion carried.*

The board discussed some additional bylaws changes to remove confusion around preliminary and final slates both being presented to the membership.

*A motion was made that the Board of Directors amend the bylaws in the following ways:*

- *Strike the following text in Article VIII – Society Elections, Section 2, Article A:  
“A preliminary slate shall be announced to all voting members at least three months prior to the annual business meeting.”*
- *Strike the following text in Article VIII – Society Elections, Section 2, Article C:  
“Once approved by the Board of Directors, the Nominating Committee shall finalize the preliminary slate and announce the slate to all voting members with instructions pertaining to nomination by petition.”*

*The motion was seconded. The motion carried.*

## **Revenue Streams**

The board discussed possibilities for additional revenue streams.

## **Email Voting**

Mr. Aschwanden led a discussion about email voting and how the board can simplify this process.

Ms. Fox will craft bylaws rewording for review and approval at December meeting.

## **Notebook Discussions**

The board exchanged ideas they have for improving the society.

Mr. Aschwanden adjourned the meeting at 5:02 PM.