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**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Elite 2 Room, Anaheim Marriott**

**14 May 2016 1:00-5:00 PM PDT**

# 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
* Molly Jin, Director of Education
* Liz Pohland, Director of Communications

**Guests**

* Kirsty Taylor, Incoming 2016-17 Secretary
* Alisa Bonsignore, Incoming 2016-17 Director
* Liz Herman, Incoming 2016-17 Director
* Paul Duarte, Students Liaison

Mr. Aschwanden called the meeting to order at 1:00 PM.

# Consent Agenda Items

* Approval of April meeting minutes and summary

The consent agenda was approved.

# Agenda Items

* 1:00 PM – Call to order, approval of agenda, consent agenda
* 1:00-1:15 PM – President’s report (Bernard Aschwanden)
* 1:15-1:30 PM – Treasurer’s report (Jane Wilson)
* 1:30-1:40 PM – CEO’s report (Chris Lyons)
* 1:40-1:50 PM – Education report (Molly Jin)
* 1:50-2:00 PM – Marketing report (Liz Pohland)
* 2:00-2:15 PM – International policy proposal (Ray Gallon)
* 2:15-2:30 PM – Break
* 2:30-2:45 PM – TC BOK update (Craig Baehr)
* 2:45-3:15 PM – Grants vs. scholarships discussion
* 3:15-3:30 PM – Students discussion
* 3:30-3:45 PM – Audit committee report (Kit Brown-Hoekstra)
* 3:45-4:00 PM – CAC year-end report (Cindy Pao)
* 4:00-4:15 PM – Final words of board members rolling off (Charles, Ray, Kit)
* 4:15-4:30 PM – Wrap-up and adjournment

# President’s Report

Mr. Aschwanden reminded the board to talk with members as much as possible while at the Summit.

# Treasurer’s Report

Ms. Wilson reported on the March financials. Total cash is at $443,369. Total current assets are at $1,038,420. Total liabilities are at $1,358,422, and total net assets are at ($284,839), which gives us total liabilities and net assets at $1,073,583. Total net assets is our current standing.

*A motion was made that the STC board accept the March financials as presented. The motion was seconded. The motion carried.*

# CEO and Education Reports

Mr. Lyons reported on the current status of the society. Membership continues to lag behind 2014 and 2015. There was some discussion on how to attract more companies to the CVP membership category.

CPTC Foundation updates:

* As of May 9th:
	+ 24 public exam bookings – 11 Pass, 3 Fail
	+ 4 trainer bookings (event: 8 April 2016)
	+ 1 assessor booking
	+ 9 registrants for pre-conference certification prep course
* Study guide created and available online
* Pearson created a branded hardcover edition of the study guide for us
* Working with APMG to develop assessors for trainers so trainers can be accredited

Summit registration is below where we want it, but strong given our membership. In 2014 we had 11.4% of members attending summit, in 2015 we had 10.7% of members attending summit, and in 2016 we have 12.8% of members attending summit.

Other items of note:

* Audit complete. No material deficiencies. No adjustments.
* Met with Beth Armstrong, ED of the National Association of Government Communicators (NAGC).
* STC setting up tables at the NAGC conference in Washington, DC and the International Association of Business Communicators conference in New Orleans.
* Movement to cloud complete. iMIS 20 upgrade seems to be going well. Out of the box functionality covers most of our custom code.
* Upgrading phone and internet capability while saving money.
* Reception at Marriott, Monday, May 16 at 8 PM. Location TBD.

Part of the iMIS upgrade includes the certification and CEU modules for tracking people’s CEUs.

# Education Report

Ms. Jin reported on education offerings. Online courses are scheduled throughout the end of the year. We have 17 online courses scheduled through end of year with one almost ready to go. Three of these are brand-new topics (Power FrameMaker, Technical Editing Foundations, Advanced Project Management).

We are starting a new Technical Editing online course to match up with certification requirements. One online course was canceled due to low enrollment, probably due to timing of start date (early January).

Webinars run every Wednesday, and are currently scheduled through the end of August.

# Marketing Report

Ms. Pohland reported on STC’s marketing efforts. There are weekly meetings on the marketing/communications plan (all staff). James Cameron manages a marketing calendar. STC uses multichannel marketing for a strong brand voice.

Membership emails consistently achieve an above average email open rate. Constant Contact email open rate has improved by 10.4% over the last 3 months.

STC is exhibiting at various conferences:

* Attend and exhibit at conferences
	+ Information Development World
	+ Lavacon New Orleans 2015
	+ Association of Independent Information Professionals
	+ Lavacon Dublin (APMG attending)
	+ National Association of Government Communicators
	+ International Association of Business Communicators

STC is partnering with multiple other organizations:

* Institute of Scientific and Technical Communicators
* American Medical Writers Association
* American Society for Indexing
* Association for Business Communicators
* Association of Teachers of Technical Writing
* National Association of Government Communicators
* Usability Professional Association
* MadCap (certification CEUs)

Other marketing channels we use:

* Publications (quality content)
* STC’s Notebook blog (daily posts)
* TechComm Today (biweekly)
* Phone calls
* Direct mail letters and personal emails
* Community newsletters
* Membership contents (Member Get a Member, car race)

# International Policy Proposal

Mr. Gallon discussed his proposed policy statement on activities outside North America.

There are currently about 6 chapters outside North America. We have 290 international members where a country was noted in their membership registration information, 101 in India, 23 in Australia.

Mr. Gallon proposed that the STC board adopt the following policy statement on activities outside North America:

STC members, wherever they live and work, currently work on products destined for countries in South America, Europe, Asia, and Oceania, and must meet the requirements of those countries. Some of our members are also located in these parts of the world.

In order to serve all our members who work in a global context, STC focuses on two important areas related to technical communication outside North America:

STC follows initiatives for legislation and regulation relative to documentation of technological products and other types of technical communication. Whenever possible, STC shall call on members on the ground in those regions for assistance and guidance in making representations to government and regulatory agencies, standards bodies, and supra-national institutions, to defend technical communications best practices and the careers of technical communicators.

STC actively encourages practitioners to become members of STC, and local organizations to become affiliated with STC, wherever they might be found.

*A motion was made to accept the policy statement as presented. The motion was seconded. The motion carried.*

# Students Discussion

Mr. Paul Duarte gave some suggestions on how to help students transition into young professionals.

# TC BOK Update

Mr. Baehr reported on the TC BOK Task Force’s recommendation for how to interact with the SIGs for contributing content to the BOK.

The board agreed that the author owns the content, but there’s a usage right that STC has.

# STC Scholarship Task Force Discussion

The board discussed the task force’s research and recommendation.

*A motion was made that we create a centralized STC Scholarship Committee to propose a plan for society-level and chapter-level awarded scholarships and/or grants, including criteria, timelines, and financial guidelines as needed. The motion was seconded. The motion carried.*

# Audit Committee Report

Ms. Brown-Hoekstra reported on the audit.

*A motion was made that the STC board accept the audit report as presented. The motion was seconded. The motion carried.*

# CAC Report

Ms. Pao reported on the current status and activity of the Community Affairs Committee:

Mr. Aschwanden adjourned the meeting at 5:00 PM PDT.