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**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Face to Face Meeting**

**Marriott Anaheim Grand AB**

**18 May 1-3:40pm PDT**

# Attendees

Board

* Adriane Hunt, President
* Alyssa Fox, Vice President
* Kirsty Taylor, Secretary
* Jane Wilson, Treasurer
* Bernard Aschwanden, Immediate Past President
* Craig Baehr, Director
* Alisa Bonsignore, Director
* Liz Herman, Director
* Cindy Pao, Director

Office

* Chris Lyons, Executive Director

Observing Members

* Zackery Robinson, STC Member

Ms Hunt called the meeting to order at 1:03 PM PDT.

A quorum was established. The agenda was approved. The first 45 minutes of the meeting was opened to members to attend.

# Consent Agenda Items

* None

# Agenda Items

* Call to order and approval of agenda
* President’s report (15 minutes) – Adriane Hunt
* Executive Director’s report (15 minutes) – Chris Lyons
* Motion to vote on 2016-2017 Committee Chairs – Cindy Pao
* Motions from the Annual Business Meeting on 16 May.

# President’s Report

Ms Hunt presented a range of ideas and questions for the Board to reflect upon, consider, and turn into action in the coming 11.5 months.

Ms Hunt discussed ways of showing the value of Corporate Value Program to members and corporations, such as regular meetings within a corporation of their members within the CVP.

The board discussed the value of certification to everyone, including current and future members of STC. At the Summit, 8 participants sat, and 7 of them passed the STC CPTC certification exam. One corporation has approached the STC about training a dedicated trainer for them, as they are keen for all of their technical communicators to be certified.

Ms Hunt introduced topics for consideration about how the Board can impact STC business challenges. Mr Aschwanden mentioned Mr Duarte’s comments in the Board meeting on 15 May 2016 that there are gaps between what academics are teaching students and what employers are seeking in graduate employees.

The board discussed possible mentoring ideas for members.

The discussion moved to online presence.

The new society website was discussed. Mr Lyons confirmed that it is moving over to WordPress, but that more features and capability will be added.

Mr Robinson asked a question about web analytics. Mr Lyons responded that the STC webmaster collects and reports on analytics to track the online processes, journey, and habits of members on our website.

*A motion was made that the board vote on the President’s proposed committee chairs for 2016-2017.*

*The proposed committee chairs are:*

* *Nominating – Bernard Aschwanden*
* *Audit – Bernard Aschwanden*
* *Finance and Investment – Jane Wilson*
* *Conference Committee – Todd DeLuca*
* *Body of Knoweldge (BoK) Task Force – Craig Baehr*
* *Community Affairs (CAC) – Cindy Pao*
* *Sigma Tau Chi/ Alpha Sigma – Russell Hirst*
* *Community Achievement and Pacesetter Awards – MK (Mary Kay) Grueneberg*
* *Distinguished Community Service Award – Adam Evans*
* *International Summit Awards – Kit Brown-Hoekstra*
* *Associate Fellows – Brian Lindgren*
* *Fellows – Larry Kunz*
* *Honorary Fellow – Todd DeLuca*
* *Jay R. Gould Recognition Award – Kirk St. Amant*
* *Ken Rainey Recognition Award – Ann Blakeslee*
* *Frank R. Smith Recognition Award – Leah Guren*
* *Scholarship Committee – Ben Woelk*

*The motion was seconded. The motion was carried.*

Mr Robinson left the meeting at 1:48pm. The public portion of the meeting ended.

The meeting adjourned at 1:49pm.

The meeting resumed at 2:02pm.

# Executive Director’s Report

Mr Lyons commented that the staff is feeling that the Summit progressed successfully.

There were 580 attendees. Approximately 10 or 12 walkup registrants, which Mr Lyons attributes to holding the Summit in a large location, where it is possible for there to be last minute attendees. There was discussion about the Marriott Membership promotion at the closing keynote. The winner is to be determined by the STC; that process is yet to be determined. As the prize is being sponsored and paid for by Marriott, not the STC, it was deemed that Board members could be eligible to win the prize.

Ms Hunt commented that this Summit was easy to navigate as all rooms were on the one floor.

# Community Affairs Committee

*A motion was made to approve the members and positions on the Community Affairs Committee for 2016-2017.*

*The members and positions are:*

* *SIG Outreach – Jamye Sagan*
* *International Community Outreach – Rajdeep Gupta*
* *Leadership Resources – Viqui Dill*
* *Leadership Webinars – Steven Jong*
* *Virtual Services – Roger Renteria*
* *Succession Planning – Lori Meyer*
* *Communication – Viqui Dill*
* *Webmaster – Timothy Esposito*
* *Leadership Program – Emily Alfson*
* *Geographic Community Outreach – Laura Ruggieri*

*The motion was seconded. The motion was carried.*

# Items from the Annual Business Meeting

At the Annual Business Meeting, Ms. Li-At Rathbun, made the following motion: *“The board recognize that SIGs function like virtual chapters rather than the originally envisioned and limited discussion groups.”*

The parliamentarian ruled that this matter was not in order at that time and it would be referred to the board for consideration at the next board meeting.

Mr Lyons discussed the three strongest SIG communities, and mentioned the SIG leader meeting held on Monday. The board discussed further topics around transparency, agility, formation, and strategy of SIGs.

The board recessed at 3:11pm.

The board reconvened at 3:20pm.

The board discussed the following motion that was presented at the annual business meeting:

Ms. Christina Mayr, Carolina chapter, made the following motion: *“The board consider creating and distributing a website migration plan for communities moving to the new hosting service and WordPress platform.”*

Mr Lyons and Ms Hunt committed to contacting Ms Mayr in the coming week to discuss her concerns and issues. Mr Lyons confirmed that Mr Fiagbedzi has been and will assist communities with moving their website hosting.

# Board Meeting Cadence

Ms Hunt set her expectations for upcoming Board meetings:

* Monthly phone meetings, with a duration of 90 minutes.
* One face-to-face meeting mid-term.
* Potential for quarterly roundtables between the Board and staff.

The meeting adjourned at 3:39pm.