

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Conference Call**

**19 October 4-5:30pm US EDT/ 20 October 6-7:30am AEST**

# 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

* Liz Pohland, STC Interim CEO
* Stacey O’Donnell, STC Interim COO

# Agenda Items

* Call to order and approval of agenda
* President’s report (15 minutes) – Adriane Hunt
* Interim CEO & COO report (15 minutes) – Liz Pohland and Stacey O’Donnell
* Treasurer Report (15 minutes)
* CAC Update (15 minutes) – Cindy Pao
* STC France Update (5 minutes) – Cindy Pao/Adriane Hunt
* Executive Session (25 minutes)

The meeting started at 4:01pm. A quorum was established. There were no consent agenda items.

Ms Herman joined at 4:03pm.

# President’s Report

Ms Hunt welcomed and thanked Ms Pohland and Ms O’Donnell for stepping into their interim roles and continuing to serve in the best interests of the society.

The STC India chapter has asked Ms Hunt to open their conference, via a recorded video. Ms Hunt is keen to use technology to participate in the local conference.

# Interim CEO/COO report

The membership year opened on Friday, 15 September. Some marketing fell off due to the time of week. So far, membership is closing the gap. There was a large gap when membership closed for 2016. Ms Pohland and Ms O’Donnell shared their confidence that the gap would narrow in the coming weeks.

Online class registration is strong; there are two more courses for 2016.

The staff is continuing to work on the website; they are prioritising what needs to be completed, and what is the most important. Statistics so far indicate that visits (page hits) are higher all over the site when compared to the former website. Certain areas are easier to discover now, and easier to access.

The budget process for 2017 is underway. Ms Pohland and Ms O”Donnell will be presenting to the Finance and Investment committee on 31 October, and to the board at the face-to-face meeting in early November.

Proposals for the 2017 Summit are being evaluated.

A free, member-only webinar was recently held on the CPTC; there were over 80 attendees.

500 people have purchased the certification book; there are now 86 registered CPTCs.

# Treasurer’s Report

Ms Wilson presented the financial report to end August.

Cash is up a little, and everything else is fairly steady. Total cash $663,839. Total liabilities are $756,058.

Total net assets -$92,219, which is approximately $55,000 lower than one year prior. This trend is concerning.

On the revenue side, web seminars are doing well. The job bank is performing under budget due to the change in technology provider and the outage associated with that change.

Total revenue to date is $1,540,729. For expenses, we are currently under-spent on personnel costs by $62,000. This gap is due to a budgeted, but unfilled position.

IT support is $30,000 over budget, due to moving infrastructure to the cloud. There is also a higher miscellaneous expense (tax bill) due to classifying advertising revenue as taxable on the advice of our auditors. Professional fees are below budget, as we have not engaged an accounting firm. Legal fees will be increased.

Total expense is $1,523,608, which is slightly below budgeted plans. Change in Net Assets is $17,121. Investments have been performing well this year.

*Move that the board accepts the financial report as presented for August.*

*The motion passed.*

# CAC Update

Ms Pao reported on the recent activities of the Community Affairs Committee. The CAC has recently been surveying various communities, with a low rate of return so far. Mr Baehr suggested that if there is no response from student chapters, the associated faculty advisor should be contacted as well.

Chapter reporting to the board should be considered in the board’s strategic discussions at the face-to-face meeting.

*Move that the Board reverse its decision to rename the Orlando Central Florida chapter.*

*The motion passed.*

The CAC charter and goals have been updated. Pages have been created on the website for CAA, pacesetter, and DCSA awards. There was a fraud attempt on one of the chapters; Ms Greta Boller sent out information about potential fraud to all chapters. New methods of communication are being trialled (e.g. slack).

Ms Wilson commented that Ms Gilliam has sent all budget requests to the communities. The requests are due back by 31 October.

There is interest in re-establishing a chapter in Israel.

# STC France

STC France held an extraordinary or annual meeting. At that meeting the chapter members voted to change their name to Technical Communicators Without Borders.

*Move that the Board dissolve the STC France chapter.*

*The motion passed.*

# Summit Keynote Speaker

Two keynote speakers have been proposed for Summit 2017. There is some concern about confirming either of these speakers, and the upfront payments required now. The board decided to discuss the matter further at their upcoming face-to-face meeting.

# Executive Session

Ms Pohland and Ms O’Donnell left the meeting at 5:04pm.

The board entered executive session at 7:06am.

The board discussed associated matters in relation to STC staff.

*Move that the Board approve that Alyssa Fox be the chair of the CEO Search committee.*

*The motion passed.*

The meeting completed executive session at 5:33pm.

The meeting adjourned at 5:34pm.

# Email Votes in 2016 Year

The following votes were taken and passed via email for the 2016-2017 year thus far.

*Move that the board accept the recommendation of the STC staff that Denver be the location of the 2019 STC Summit.*

*Move that the Board approve the merger of the Suncoast and Orlando chapters.*

*Move that the Board dissolve the Willamette Valley chapter at the end of the 2016 membership year.*

*Move that the STC Board accepts Chris Lyons's offer of an additional 140 hours of leave in lieu of cash for his 2015 bonus.*

*Move that the STC board accept Liz Pohland and Stacey O’Donnell’s proposal for them to serve as interim CEO and COO respectively, with the COO reporting to the CEO and CEO reporting to the board, with salary adjustments to be defined within two weeks.*

*Move that the Board approve the renaming of the Orlando-Central Florida Chapter to the Central Florida Chapter. (Since reverted)*

*Move that the Board formally dissolve the following communities:*

* *Kachina Chapter*
* *Central Iowa Chapter*
* *Content Life Cycle SIG*
* *Australia Chapter*