

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Gaylord National Resort & Convent Center, National Harbor, MD**

**6 May 1:30-4:30pm**

# Attendees

Board

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

Office

* Liz Pohland, STC CEO

Guests

* James Bousquet, 2017-2019 Treasurer
* Jessie Mallory, 2017-2019 Director
* Robert Perry 2017-2019 Director

Apologies

* Jane Wilson, Treasurer
* Liz Herman, Director

# Consent Agenda Items

* Approve the 19 April meeting minutes and summary.

# Agenda Items

* Call to order and approval of agenda
* Approval of consent agenda
* President’s opening remarks, strategy review (30 minutes) – Adriane Hunt
* CEO report (25 minutes) – Liz Pohland
* ISA decision (15 minutes) – Board discussion
* Break 2:45-3:00pm
* Election reform/petition model (15 minutes) – Bernard Aschwanden
* Farewell comments (15 minutes) - Bernard Aschwanden, Craig Baehr, Cindy Pao.
* President’s closing remarks (10 minutes) – Adriane Hunt

The meeting commenced at 1:31pm. A quorum was established. The agenda was approved. The consent agenda was approved.

# President report

Ms Hunt welcomed the incoming board members for the 2017-2018 year.

Ms Hunt provided an overview of the highlights of the past year. US New and World Report added the title of Technical Writer to their report. Ms Hunt discussed the two-day F2F meeting in November. In order to grow STC, to thrive, not just survive, need to be agile, need to change the society. Need to move on from being monolithic and waterfall-based.

Ms Hunt stepped through the big room planning exercise the board went through in Nov 2016 in more detail. Final determination was that the STC brand should have these elements: Trusted, High Quality, Technological, Customer Relationship Oriented, Proactive, and Progressive.

Ms Hunt went through the aspects of the STC business and the decisions to start, stop or continue.

Ms Hunt praised Ms Pohland for her work, and Ms O’Donnell as well. They have propelled the business forward.

Ms Hunt thanked all the board for their help and commitment throughout the year.

# CEO report

The 2016 audit has been restarted. An issue with deferred revenue has been sorted out. The board should expect a few months’ of financial reports in the June meeting.

STC personnel is now eight people; it was ten. Looking for the next editor for Intercom. Ms Pohland suggested that it should be outsourced like the journal, rather than a full-time staff position. Dr Saul Carliner has been working on the proposal, and should be invited to a future meeting to discuss the possible RFP and process for this role.

Ms Pohland discussed various matters relating to the STC staff, including the current structure of STC and programming. Ms Pohland is continuing to work on the duties of her former role, as well as her new roles as CEO. Ms O’Donnell is COO, and responsible for membership, corporate engagement, and operations. If a Director of Marketing is hired, some changes to the staff structure may occur.

**Summit**

Currently have 553 registrations. There are also 80 exhibit hall booth workers. The Keynote speaker, Mr Seth Mattison, has just released a new book, hoping to have a signing in the bookstore. The Dine around event is totally sold out.

A new program design is being used for this Summit. It’s pocket sized, with a rip out session guide you can remove and carry.

The expo hall is oversold. We have even received enquiries today for the expo. Congratulations to Ms O’Donnell.

**Certification**

There are no more certificants since the April 19 meeting. There are six attendees at Chris Hester’s pre-conference course. One is booked to take the test here. Mr Faigen from APMG is attending the conference. There are schools enquiring about Prior Learning Assessment, as well as looking at incorporating the certification program in various ways into their offerings. There will be a meeting on certification for trainers and interested parties during the Summit.

The CEU module needs to be set up in iMIS. Initially, it will be targeted at STC events. Will find an open-ended way for individuals to add their events.

**Education**

396 students with $55,862 revenue year to date. Slight flatline with Summit. Weekly webinars are being held; recent/upcoming certificate courses were listed. Dr Carliner is proposing a new type of course that is self-study. 8 certificate courses running here, too. Can get certification CEUs at the certificate courses at Summit.

**Membership total**

3757 members at May 4. $756,947 revenue, which is down $96,953 on May 2016.

Classic membership is the category that is suffering the most. Gold is popular. The board discussed the typical number of years that members continue to renew their membership in the society. How can the society market to people who don’t know about us, and whose email/contact details we don’t have? They don’t know what we’re doing.

Ms Pohland reminded the board about key events during Summit to attend, as well as key sponsors and attendees of note. A former staff member, Mr Kevin Cuddihy, will be attending and blogging and tweeting throughout the Summit.

# ISA decision

The board discussed matters relating to the International Summit competition and awards.

The figures are not yet final, but the ISA has cost more than the $8k budget this year. It was suggested that the international competition ceases, but regional and chapter-level competitions could still continue. Submissions each year are reducing in number. There have been a number of committee chairs in recent years, but the competition has not been reinvigorated, nor has the quality of submissions become more consistent. The primary concerns expressed were the cost to the society for an event that a small number of members participate in, and the variation in judging quality across the local/regional competitions.

The board discussed various ideas including consistent judging without an overarching committee, volunteer time, where submissions come from, the value of competition entries to individuals, their companies, communities, and the society.

A motion was put to the board.

*Move that the board suspend the international summit awards for the 2017-2018 year. The motion was seconded.*

*The motion passed.*

The meeting paused at 2:44pm. The meeting reconvened at 2:59pm.

Ms Pohland provided a small Summit update on attendance numbers in 2016 (574) and 2015 (514).

# Election reform

The board discussed various matters around the election slate petition process, how it could be improved, how it could be changed, documentation around it, and more.

The board could look at what other non-profits/societies so to fill board positions to see how STC compares.

# Farewell comments

Ms Hunt thanked Mr Aschwanden, Dr Baehr, and Ms Pao, and invited them to make some parting comments to the board meeting. Ms Hunt thanked everyone for their participation and expertise during their tenures on the board.

Ms Fox thanked the members rolling off the board with this meeting, and said that their expertise and experience would still be useful to the society in different ways. Ms Fox thanked Ms Hunt for her leadership and help this year.

The meeting adjourned at 3:25pm.