

**Society for Technical Communication**

**Board of Directors Meeting Summary**

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

**10 May 2017 1:30-4:30pm**

# Attendees

Board

* Alyssa Fox, President
* Jane Wilson, Vice President
* James Bousquet, Treasurer
* Kirsty Taylor, Secretary
* Adriane Hunt, Immediate Past President
* Alisa Bonsignore, Director
* Liz Herman, Director
* Jessie Mallory, Director
* Robert Perry, Director

Office

* Liz Pohland, STC CEO

Members in attendance

* Viqui Dill
* David Coe
* Lloyd Thompson-Taylor

# Agenda Items

* 1:30-2:30 PM – {Public portion of meeting}
  + 1:30-1:45 PM – Welcome and introductions (Alyssa)
  + 1:45-2:15 PM – Committees, task forces, and chair approval (Alyssa)
  + 2:15-2:30 PM – Next steps for scholarship committee (Alyssa)
* 2:30 PM – Quick break
* 2:30-2:50 PM – ISA Competitions
* 2:50-3:00 PM – Break
* 3:00-4:15 PM – Review of strategic plan
* 4:15-4:30 PM – Conducting board business
  + Board handbook callouts
  + Presenting to the board
  + Board meeting schedule

The meeting started at 1:33pm. A quorum was established. The agenda was approved. There was no consent agenda.

# President’s address

Ms Fox welcomed the new board to the meeting. She welcomed the guests in attendance. Ms Fox distributed gifts to the board members, including a book by Scott Berkun. We are going to need to be creative in the ways we go about implementing initiatives, coming up with ideas, and this book ties in to that.

Ms Fox thanked all members for serving on the board, and expressed her excitement for the coming year, as well as her high expectations for the year. Ms Fox outlined her expectations of the board members in the coming year, and reminded everyone to work collaboratively, and always with the best interests of the society first. Ms Fox addressed some procedural matters about forming meeting agendas and communication. Ms Fox also outlined what the board can expect from her.

This year, Ms Fox is proposing new ways to communicate with the committees, involving a triangle between the board, staff, and committees, rather than occasional reports to the board.

The areas of focus for 2017 will be:

* The value of Technical Communicators – want to do more around showing businesses and organisations the value of technical communicators.
* Career paths for Technical Communicators – how can and do careers evolve both within the sphere of technical communication, as well as taking our skills into other directions.
* Education and certification.

Ms Fox discussed general board meeting etiquette.

The board were reminded that anyone on the board can make a motion. Ms Pohland cannot make a motion.

It is the President’s distinct privilege to appoint committee chairs. Ms Fox has already discussed chairing the specific committees with the individuals she is nominating. It is important to rotate this responsibility every couple of years, and ensure there is succession planning in place.

Proposed committees/ task force chairs

* Nominating – Adriane Hunt
* Audit – Alisa Bonsignore
* Finance and Investment – James Bosquet
* Conference – David Caruso
* Body of Knowledge – Deanne Levander
* Community Affairs Committee – Liz Herman
* CAA/Pacesetter – Jamye Sagan
* Distinguished Community Service Award – Timothy Esposito
* Scholarship – Ben Woelk
* Associate Fellows – Nicky Bleiel
* Fellows – Paul Mueller
* Honorary Fellow – David Caruso
* Sigma Tau Chi / Alpha Sigma – Mile Kimball
* Jay R. Gould Recognition Award – Pam Brewer
* Ken Rainey Recognition Award – Sally Henschel
* Community model (Task Force) – Bob Young (already appointed)

Regarding Associate Fellows and Fellows, we should ensure that it is an honour, not perceived as automatic, and truly recognising contribution to the society. It is expected that you do go above and beyond to become a Fellow.

*Move that the board approved the proposed 2017-2018 STC committee chairs as presented. The motion was seconded.*

The purpose of the Community Model task force was clarified.

*The motion carried.*

Ms Fox reviewed the list of non-board committees, where the staff assigns the committee.

Dissolved committees/task forces 2017-2018 include the ISA which is currently on hold, and the student outreach task force has been assimilated into the CAC outreach group.

A new committee is being proposed, a Certification committee, with Dr Craig Baehr as the proposed chair. The committee will be tasked with moving the momentum for certification, and appointing a committee acknowledges the importance and priority of certification to the society. Other tasks will include writing examination material for the Practitioner level, reviewing the new edition of the Foundation text book, working with APMG on marketing the program and corresponding with Foundation CPTCs. This will be a committee; the board remains as the certification commission.

The status of CEUs was discussed. The committee will also need to continue to look at the CEUs at a high level and address them. The complexity at the moment is from managing CEUs in iMIS. Hope to implement the module in the northern Summer.

An Economic task force is also being proposed, with Ms Sarah O’Keefe as chair. This task force will research how Technical Communicators are being used in different industries, determine how to best define the value of content in business, and link technical communication/content to high-profile industry and business issues, such as plain language, STEM education, and IoT.

A 65th anniversary task force is also being proposed, with Ms Cindy Currie as the chair. This committee will be responsible for planning celebration events for STC’s 65th anniversary, including branding, logos, etc for Summit and throughout the year.

*Move that the board approves the proposed new 2017-2018 STC committee and task forces and their chairs as presented.*

*The motion was seconded.*

*The motion carried.*

# Next steps for the Scholarship Committee

Some background about this committee and prior reports to the 2016-2017 board was given.

The recommendations that the committee made at the April 2017 meeting were reviewed.

SIG-level scholarships have been shut down for legal reasons. Chapters can offer scholarships as they have their own tax IDs.

A question was asked about what the application process would be. Mr Coe (current VP Orlando chapter) commented that student membership in his chapter is tied to community service to their chapter. Some students find it hard to find employment straight after graduating, perhaps the board could consider a scholarship for full STC membership while former students seek employment. Mr Thompson-Taylor commented that annual scholarships would need to work in with university timetables.

Various other ideas were discussed regarding the proposed amounts of the scholarships, the numbers that might be offered to undergraduates and to post-graduates, criteria, whether the scholarship should be philanthropic in nature.

Actions: To request data on course costs, and to define what “graduate program” would mean (does it include Masters and PhD?).

The meeting paused at 2:35pm. Mr Coe, Ms Dill, and Mr Thompson-Taylor left the meeting.

The meeting resumed at 2:42pm.

Ms Pohland joined the meeting at 2:42pm.

# International Summit awards/competition

Ms Kit Brown-Hoekstra proposed that the board keep an over-arching committee to continue trying to streamline efforts across communities and regions offering competitions.

The board discussed many aspects of the international competition, announcing the hiatus, and data around the last competition. The last competition attracted approximately 100 entries, with 60ish people involved. Are most members wanting the judging feedback more than the recognition of awards? Ms Fox and Ms Pohland will discuss the communication of the hiatus to the membership offline.

# Review of strategic plan

Ms Fox reviewed the key elements of the STC brand that were discussed at the Nov 2016 F2F.

Do the STC vision and mission still apply? The board generally agreed that the vision and mission statement applied still, but some of the wording could be updated to be less stodgy.

Action: Ms Taylor/ Ms Bonsignore to look at the vision wording for the July meeting.

Mission statement – advancing the profession/discipline is part of being a 501c3. The term discipline is used due to the code of ethics.

Current Strategic focus areas

A number of these areas align to actual programs. The plan was developed around three years ago as a three-to-five year plan. The board discussed the responsibility of the CEO in fulfilling, and living and breathing the strategies. There are five main areas in the strategic plan, with a number of objectives under each area.

Action: Ms Taylor to move the spreadsheet from the 2016 F2F to the 2017-2018 Google drive. The board will review again at our next F2F.

The meeting paused at 3:25pm.

The meeting resumed at 3:30pm.

# Conducting board business

Ms Fox reminded the board about duty of care, attending meetings, preparation. The preference is to have prep information posted a week in advance. Within the board, we are an open environment, and are encouraged to speak our opinions. We all have a duty of loyalty, must ensure there is no conflict of interest, and maintain confidentiality.

Ms Fox presented some tips and tricks to ensure we receive focussed reports to the board. Proposing that there be a dry run with a board member before the meeting.

Action: Ms Taylor to use the slides for people presenting to the board. Also add the strategic goals to the slides.

Members should feel free to approach the board and speak to the board. This year, would like to see more communications with the committees. Perhaps have 1-2 board members as liaison to each or most committees, and meet monthly. Per the bylaws, the president appoints committee members. Generally, the committee chair has appointed their members; will need to look at the bylaws in the next month or two. Committee chairs have been asked to establish a new charter by the end of June, after which they will be reviewed and approved by the board.

The board, F&I and committee chair meeting schedules were discussed. Face-to-face board meetings are expected around October/November (all day Friday and all day Saturday), and at the 2018 Summit.

Action: Ms Taylor to send out a Doodle poll for monthly board meeting cadence.

# Community leader accountability

There is currently no regular schedule for the CAC to reach out to community leaders. Need to ensure that there’s communication moving forward. Ms Pohland to schedule a call with the primary parties to discuss.

The meeting adjourned at 4:09pm.