

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Conference Call**

**20 June 4-5:30pm US EDT/ 21 June 6-7:30am AEST**

# Attendees

Board

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

Office

* Liz Pohland, STC CEO

Guests

* Bob Young, Christina Mayr, and David Caruso Community Task Force chair and members
* David Caruso, Summit 2018 lead
* Molly Jin, STC Director of Education

# Agenda Items

* Call to order and approval of agenda.
* Community model task force update (25 min) – Bob Young
* Summit ideas (10 min) – David Caruso
* Education report (15 min) – Molly Jin
* President’s report (5 min) – Alyssa Fox
* Treasurer’s report (20 min) – James Bousquet
* Executive session (15 min) – Alyssa Fox

The meeting started at 4:02pm. A quorum was established. The agenda was approved. There was no consent agenda. Mr Young, Mr Caruso, and Ms Jin, all joined the meeting.

# Community task force

Mr Young, Ms Mayr and Mr Caruso reported on the progress of the community model task force.

The task force have developed three personas that they are using as they consider the models for membership engagement. The personas are helping to define and focus the different types of members that STC has, and helping to drive that members get the same baseline experience with their communities that meets their needs. Want to ensure that the different types of members get the same baseline experience.

Ms Mayr joined the meeting at 4:05pm.

The task force mentioned a recommendation about the potential minimum leaders for a community, tied in to financial signatory obligations. A number of other recommendations have been put together, and many ideas discussed.

Proposed solutions have been categorized into communication, Communication, Leadership Burnout, Member Value, Younger members’ needs and expectations, and Competition.

In summary, the recommendations are a start; the full report of recommendations will be submitted to the board during the Northern Hemisphere summer (mid-end July). The task force requested to continue working on this topic, if the board agrees.

Ms Fox thanked the task force for their work over the past five months.

Mr Young and Ms Mayr left the meeting at 4:25pm.

# Summit 2018

Mr Caruso reported on Summit 2018 progress, and the current working theme. Networking and practical takeaways were common comments on previous Summits. Mr Caruso wants to focus on what people are telling us.

The current status is debriefing with Mr DeLuca, pre-briefing with society staff. Mr Caruso is recruiting heavily for volunteers for the committee and working on the draft call for proposals. Also working on information for proposals and presentations.

Ms Jin commented that it is becoming harder to find volunteers to work on the conference committee. Welcome ideas for recruiting volunteers.

2018 is an anniversary year for STC. There were 200 new attendees at the 2017 Summit, we want to retain new attendees and encourage a younger audience, with a future-looking focus.

Mr Caruso left the meeting at 4:35pm.

# Education report

Ms Jin gave a recap on the Summit. 568 attendees, a few down on 2016. Numbers have stabilised. 2016 increased numbers on 2015 by 10%; previous years there had been 100 fewer people year-on-year. The minimum room night requirement was still met. Will be trying to look for more reasonable room rates in the future. The new printed program was well received.

In the survey, when comparing to previous Summits, the most common comment was that they had never attended previously. The next most common comments were that it was the same or better. Common requests for future topics in a word cloud format included content, content strategy.

Ms Jin reported on education revenue YTD. Current rev is $78,223. Have mapped out the revenue cycles. 479 attendees so far this year. A little below the budget line due to office focus on Summit around May. Registrations are low around this time, also hard for staff to support education activities. June and July are tough months for courses.

Online webinars continue weekly, avoiding holidays and Summit week. We hold 18 online courses each year. The staff is not able to support more online courses due to practices and other time involved. Trying to align courses with the nine core certification areas, but it is not a requirement that they must align to the certification areas. They are all designed to be able to be used for CEUs. Popular Summit sessions are used for webinars.

Ms Jin showed a sample list of online courses that have been scheduled this year.

47 webinars in 2017. Have scheduled through to August. More than 20 registrants is considered a popular webinar. Webinars on video are always extremely popular, but online courses are not so popular. Some consideration is required about which topics are good for which educational offerings.

Ms Jin and Mr Fiagbedzi are assessing new technology for hosting webinars and courses. The two year contract with Adobe Connect ends in October. Ms Jin is also looking at replacing the current LMS. The goal is to move over some time this northern summer. Requirements for the new technology include supporting asynchronous courses, hosting on-demand learning, supporting learners to learn at their own page.

Ms Jin left the meeting at 4:50pm.

# President’s report

Ms Fox reported on follow ups since the Summit. Committee chairs have a deadline of June to have their members and charters to Ms Fox.

Any potential changes to membership communities that the board enacts from the task force suggestions need to occur before membership renewals open on Sept 1. Recommendations may need to be discussed prior to the board’s August meeting.

# Treasurer’s report

The F&I committee met on June 8, and adopted the Jan-March 2017 financials. Mr Bousquet is reporting most recent financials available today. Due to month-end activities, may not be able to report the immediately prior month at board meetings, but may be able to in a few months’ time.

**Financials to end March 2017**

Total assets $1,039,956. An increase on Feb. Negative change in net assets from March 2016.

Cash at end of March $468,362, which is $24k higher than March 2016. Investments are up on Feb and 2016. Not as many accounts receivable as at March 2016. Prepaid expenses are mainly Summit pre-payments.

**Liabilities**

Membership dues recognition has been shown in deferred revenues – less than March 2016.

Commercial loan advance remains at $190k. Total liabilities $1,257,935. Not as high as March 2016.

**Revenue**

Web seminars a little higher on budget, Membership dues are down $36k on budget. Subscriptions are up, job bank is down. Have had returned funds from a closed community – not a planned budget item.

**Expenses**

Total YTD is $408,789 - $56k under budget. Personnel and bank fees are lower than budgeted. IT support and internet costs are down.

Total change in net assets – ahead of where we were in 2016, but is still negative $43,373.

*Move that the board accept the financial reports through to end of March 2017 as presented.* The motion was seconded. The motion passed.

Ms Pohland left the meeting at 5:17pm.

# Executive session

The board entered executive session at 5:17pm.

The board discussed Ms Pohland’s performance metrics for the second half of 2017.

The board exited executive session at 5:29pm.

The board meeting ended at 5:30pm.