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**Society for Technical Communication**

**Board of Directors Meeting Summary**

**29 May 2019 5:00pm – 6:30 PM EDT**

# Board

* Ben Woelk, President
* Craig Baehr, Vice-President
* Jane Wilson, Immediate Past President
* Kirsty Taylor, Secretary
* James Bousquet, Treasurer
* Bethany Aguad, Director
* Alisa Bonsignore, Director
* Todd DeLuca, Director
* Laura Palmer, Director

# Office

* Liz Pohland, STC CEO

# Agenda Items

* Treasurer’s Report – Jim Bousquet 10 min
* CEO Report – Liz Pohland 20 min
* President’s Report – Ben Woelk 5 min
* ~~Value of Tech Comm committee reboot – 10 min~~
* Member Engagement – 10 min
* Non-dues revenue (from Alisa’s summary) – 10 min
* Motions from the Annual Business Meeting – 20 min

# Consent Agenda

* Approve 4 May Meeting Minutes and Summary
* Approve 8 May Meeting Minutes and Summary

The meeting was called to order at 5:01 pm. A quorum was established. The agenda was approved, with one item being removed. The consent agenda was approved.

# Treasurer’s Report

Mr Bousquet presented the April financial report.

Assets: $1,081,076. Cash up on April 2018. Investments slightly higher. Total assets $258k higher than April 2018.

Liabilities: $1,573,372. Deferred revenue for dues is close to 2018. Deferred revenue for conference is $200k higher than 2018.

Total net assets: $(492,296).

Ms Pohland left the meeting at 5:06pm.

Revenue: Membership dues $230,246. Total revenue $302,649 against a budget of $405,907. Consistently sitting at about 74% of budget.

Expenses: $480,098. Favourable variance in personnel expenses.

Ms Pohland re-joined the meeting at 5:12pm.

Operating change in net assets is $(177,440) against a budget of $(183,862).

Total change in net assets $(132,149) against a budget of $(172,295).

*Move that the board accept the April 2019 financial statement.*

The motion was seconded. The motion passed.

# President’s Report

Mr Woelk made some comments. He is receiving a steady trickle of people volunteering to help out in new ways; they are all new volunteers, which is very encouraging.

# Member Engagement

Mr Woelk presented the idea of a Member Engagement task force. Mr DeLuca spoke to the rationale for focussing on consistent member experiences at various levels of the society.

The overall philosophy is that an engaged membership is more likely to be retained. Improve experience, get people involved, make it consistent across the community. Can also be looked at as being like the voice of the customer.

Mr DeLuca is proposed to chair the task force. Ms Gallalee would be best staff liaison.

*Move that the board approve the charter for the Member Engagement Task Force.*

The motion was seconded.

The board members will review the charter over the coming week, and will look to approval in email/a future meeting.

The motion was withdrawn.

# Non-dues Revenue

Mr Woelk presented the idea of a non-dues revenue taskforce, and presented the current proposed charter. The board was asked to review the proposed charter. Mr Woelk will work on identifying a chair and potential members.

# Motions from the Annual Business Meeting.

The motions from the Annual Business Meeting were discussed.

Motion 1 – That the STC board considers providing greater visibility and recognition for local/regional competitions.

The board discussed the motion, including the individuals who would be the liaison between the award committees, who would be responsible for ensuring consistency across the competitions?

The board agrees to move forward with various activities relating to providing greater visibility and recognition for local and regional competitions.

Motion 2 – Move that the board consider providing some way for attendees to see the sessions if they are not physically at the Summit, in whatever capacity is most financially beneficial.

In the past, it has not been economically viable to record and provide access to the Summit sessions. Some volunteers are researching alternative options, as well as discussing options with alternative vendors.

Motion 3 – Move that the board consider adopting a diversity program at the committee level to represent geographic diversity, so that committee membership reflect the (geographic) diversity of the society at the committee level.

Current membership statistics indicate that the STC membership is currently not a very geographically diverse group of people. The board will actively try to find volunteers for committees from various geographies, and try to consider finding volunteers from non-US/non-North American locations.

The board has recently been discussing a diversity reference group/council to act as a sounding board on issues relating to diversity for both the board and the STC staff. Ms Taylor to create a proposed charter for this reference group for the board to consider.

# CEO Report

Ms Pohland presented her report.

2019 membership – running behind as it has traditionally at this time. 3,362 members (454 lower than this time in 2018). Membership revenue at 26 May - $673,833.

Education revenue – 705 attendees YTD; currently behind budget.

Summit had a total of 770 attendees. Survey responses were overall positive to very positive. All speakers were very well liked, especially Ms Gabby Pascuzzi.

Roundtable participation fallen a bit in May, Summit, marketing, and general May distractions.

The journal’s editor (Sam Dragga) term ends in December, need to find a new editor and need a committee to interview potential candidates.

Ms Gilliam has started making plans for the F2F meeting in early November. The meeting will be at STC office in the board room, not in the hotel (which will save STC some money in room rental fees).

The meting adjourned at 6:31pm.