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**Society for Technical Communication**

**Board of Directors Meeting Summary**

**20 June 2019 4:30pm – 6:00 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

# Guests

* Nicky Bleiel, Summit 2019 Co-Chair
* Cindy Currie, Summit 2019 Co-Chair

# Agenda Items

* Summit Co-Chairs Report (25 min)– Nicky Bleiel and Cindy Currie
* 2020 Summit Conference Chair Proposal (10 min) – Ben Woelk and Liz Pohland
* Treasurer Report (10min) – Jim Bousquet
* CEO Report (15 min) – Liz Pohland
* President Report (5 min) – Ben Woelk
* Resourcing Taskforce update (10 min) – Jane Wilson
* Review BoK charter (10 min) – Ben Woelk and Liz Pohland
* New Business (5 min ) – Ben Woelk

# Consent Agenda

* Approve May 6 2019 Annual Business Meeting Minutes
* Approve 30 May Meeting Minutes and Summary

The meeting was called to order at 4:31 pm. A quorum was established. The agenda was approved, with one item being removed. The consent agenda was approved.

Ms Currie joined the meeting at 4:32 pm.

# Summit Co-Chairs Report

Ms Currie reviewed the goals that were set for the conference in September 2018. All goals were achieved, bar one.

**Overall attendance**

In 2018, there were 18 booths in the exhibit hall; versus 25 in 2019. Our new exhibit sales person, Moira, was an asset. Met or exceeded goals in relation to room block, attendees, and budget.

**What was different in 2019?**

Programming – added more sessions, started earlier. Six time slots on Mon and Tues, more concurrent sessions per time slot.

Mr Bousquet joined the meeting at 4:37pm. Mr DeLuca joined the meeting at 4:37pm.

Worked strategically on topics needed - 175 proposals submitted, 87 were accepted, 49% acceptance rate. Workshops – recruited some workshops, as well as accepting submissions.

Survey results were reviewed. About 15% of attendees submitted a survey on the Summit.

Programming elements were discussed.

Logistics around awareness of the program (arriving in time for Sunday night keynote, etc) were discussed.

Changes made to the website were discussed. Committee worked on the content, Mr Fiagbedzi and other members of the staff helped with technical and other aspects. Posted the program on Nov 5. Potential attendees could take advantage of end of year budget. Summit website traffic was very high. Program committee used social media for extra publicity – Facebook, Twitter, LinkedIn. Notebook blog posts, as well as the local chapter posting about their social events.

The committee balanced vendor time, to make it work for both vendors and attendees.

Highest attendance since 2013 in Atlanta.

Ms Currie and Ms Bleiel left the meeting at 5:05pm.

Handover between past and future committees was discussed.

# 2020 Summit Conference Chair Proposal

The board discussed the submissions received for 2020 conference chairs.

*Move that the board accept the proposal for Summit committee co-chairs received from Aiessa Moyna and Cindy Currie.*

The motion was seconded. The motion passed.

# Treasurer Report

May financials are not yet finalised; Mr Bousquet presented some cash and debt projection information.

Mr Bousquet hopes to revise the Treasurer Handbook during this year.

# CEO Report

**Membership**

3,415 members, down 491 on last year. Same trend YoY. Revenue $683,381, but overall $41k behind on 2018.

**Education**

A number of presenters have not been able to present their webinars/education sessions. 724 attendees, $37,386 in revenue. A new EAP has been put together. A lot of people approached Ms Ventura at the conference and said they wanted to be involved.

Presented upcoming education plans.

**Certification**

YTD 41 exams taken, 24 paid but have not sat. Pass rate currently 72%. Pass rate fell a bit this year. Average exams are increasing this year.

50% revenue share balance is $7842.50.

Mr Baehr is completing the sample exam for Practitioner. Now working on live exams.

**Roundtable**

Stage 2 of the launch has been delayed with the BluePay auto processing.

**General**

Ms Pohland is on vacation next week; office closed on 4 July. Ms Gilliam is researching locations for 2021 and 2022.

# President Report

Mr Woelk presented updates to some of the committee chairs – Ms Lisa Melonçon has agreed to be the Ken Rainey chair, Ms Sally Henschel has agreed to be the J.R. Gould chair. Mr Woelk has proposed membership for the Non-Dues Revenue taskforce, with Mr Aschwanden as chair and other proposed members.

# Resourcing Taskforce update

Ms Wilson provided an update on the progress of the Resourcing Taskforce.

# Review BoK charter

The current BoK charter was discussed.

The meeting adjourned at 6:04pm.

# Email votes since the last Board meeting

*Move that the Membership Engagement Task Force charter is approved.*

The motion passed.