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**Society for Technical Communication**

**Board of Directors Meeting Summary**

**29 August 2019 4:30pm – 6:00 PM EDT, Webinar**

# 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

* Houston Chapter Name Change (5 min) – Bethany
* TC Value Taskforce charter (10 min) - Ben
* President Report (5 min) – Ben
* Treasurer Report (15 min) – Jim
* CEO Report (30 min) – Liz

# Consent Agenda

* Approve 25 July Meeting Minutes and Summary
* Approve 29 July Meeting Minutes
* Approve DCSA proposed changes

The meeting was called to order at 4:30pm. A quorum was established. The agenda was approved. The consent agenda was approved.

# Houston Chapter Name Change

Ms Aguad was contacted by Alan Porter, requesting a name change to the South-Central Texas chapter. The chapter now covers a wider geographic region, not just Houston. The population would be separate to the Lone Star North Texas chapter. Ms Pohland commented that it may not be administratively possible to reflect the change in the membership system before membership opens on 1 Sept.

*Move that the board approves STC Houston’s chapter name change to South-Central Texas chapter.*

The motion was seconded. The motion passed.

# TC Value Taskforce Charter

The charter for the Business Value of Technical Communication was presented.

Clarification was sought around one item on the taskforce.

Staff liaison will be Liz Pohland.

*Move that the board approve the charter for the Business Value of Tech Communication Taskforce.*

The motion was seconded. The motion passed.

# President Report

Mr Woelk updated the board on activities of the President. Met with Non-Dues Revenue taskforce last week.

# Treasurer Report

Mr Bousquet presented the financial report to end July 2019.

Assets total $619,537 against $617,027 in July 2018. Slight gain in investments in July on June and on last year.

Liabilities deferred revenue is slightly over July 2018. Deferred revenue for dues is about the same as last month. Total liabilities $727,791.

Total net assets $(108,254) against $(223,863) for July 2018.

**Revenue**

Webinars only at 45% of budget. Membership dues continue to be below budget. Total revenue is $1,300,035 to budget $1,321,026.

**Expenses**

Personnel under budget. IT support over budget by $20k.

Operating change in net assets $201,810 against a budget of $65,273. Total change in net assets $251,892 against $(55,107) for July 2018 and a budget of $85,515.

*Move that the board accept the financial report for the month of July 2019.*

The motion was seconded. The motion passed.

# CEO Report

Ms Pohland presented her report. Membership at 25 August is 3,664 members (down 561 on 2018). Revenue of $717,917, which is $(92,205) behind the EOY budget. New membership season opens on Sunday 1 September.

**Education**

As of Monday, 1,348 attendees. $77,557 in revenue. Currently $(54,095) behind budget. Several online courses started, and seeing an uptick in attendance and budget.

**Certification**

Foundation CPTCs 251 passes, 99 failures, 91 paid but not yet taken. Overall pass rate is 72%.

Mr Baehr is writing exams for Practitioner.

Trying to work with Pearson on the text book - stable edition, and easy to purchase and get.

**Roundtable**

The calendar to March 2020 was presented. Current subscribers was reported. Free access has been cut off to non-subscribers. Committee has met, agreed that marketing outside membership is important. Subscribers have access to all prior content.

**2020 Summit**

The CFP has been launched, open through mid-Sept. Registration rates have been increased. Conference committee is coming to office to meet and select the education program Oct 11-12. Ms Gilliam, Ms Ventura, and Ms Pohland will meet with them. Conference registration will open 1 Nov.

Ms Pohland and Ms Gilliam have been working on dates and locations for the 2021 and 2022 Summits. Already hard to find suitable venues for 2021.

**General updates**

Ms Pohland provided general updates on staff and society matters.

Draft of 2018 tax documents is being reviewed. Board is meant to approve them before being published.

Ms Wilson reported that the Nom Comm will be sending out questionnaires next week. A few more days left if any nominations yet to give.

The meeting adjourned at 5:25pm.

# Email votes since the last meeting

*Move that the board approve the recommendation from the Resourcing Taskforce, subject to review.*

The motion passed.

*Move that the board approves the STC 2018 990 form, with recommended edits included.*

The motion passed.