

**Society for Technical Communication**

**Board of Directors Meeting Minutes**

**Conference Call**

**31 January 3-4:30pm US EST/ 1 February 6-7:30am AEST**

# Attendees

Board

* Adriane Hunt, President
* Alyssa Fox, Vice President
* Kirsty Taylor, Secretary
* Jane Wilson, Treasurer
* Bernard Aschwanden, Immediate Past President
* Craig Baehr, Director
* Alisa Bonsignore, Director
* Liz Herman, Director
* Cindy Pao, Director

Office

* Liz Pohland, STC Interim CEO
* Stacey O’Donnell, STC Interim COO

# Consent Agenda Items

* Approval of Nov 4-5 meeting minutes and summary
* Approval of Dec 7 meeting minutes and summary
* Approval of Dec 21 meeting minutes and summary
* Approval of Ms Savannah DeFreese’s admission to Sigma Tau Chi (STX)
* Approve Robert Young to chair new Community model taskforce
* Approve the committee’s recommendations that Madelyn Flammia, Richard Johnson-Sheehan and Gregg Wickliff for the Jay R. Gould 2017 award
* Approve the Fellow’s committee recommendations that Mark Lewis, Patrick Lufkin and Linda Roberts be elected to the rank of Fellow.

# Agenda Items

* Call to order and approval of agenda
* President’s Report (10 minutes) – Adriane Hunt
* Interim CEO / COO report (15 minutes) – Liz Pohland and Stacey O’Donnell (include update on closing panel and invited speakers for Summit)
* Treasurer’s Report (15 minutes) – Jane Wilson
* Ethics issue (10 minutes) – Liz Pohland, Adriane Hunt
* Nominating Committee update (15 minutes) – Bernard Aschwanden
* ISA competition update (10 minutes) – Alyssa Fox
* CEO Search Update (5 minutes) – Alyssa Fox
* Strategy update (10 minutes) – Adriane Hunt

The meeting commenced at 3:00 pm.

A quorum was established. The agenda was approved. The consent agenda was approved.

# President’s Report

Ms Hunt thanked Mr Cameron in the STC office for connecting her with Ms Emily Bradford about Technical Writer being included as #3 in the Best Creative and Media Jobs, ranked by U.S. News.

From the strategy items we discussed in December, Ms Hunt encouraged all board members to become owners and start working on the various areas.

# Interim CEO/COO Report

Ms Pohland gave some general updates on the office. Of note, the financial systems are moving from an old platform to Quickbooks. 2016 year-end finances are in progress. The Election slate has been released.

**CPTC**

Staff training is scheduled to cover certification in iMIS. CEUs and education will be able to be tracked. A number of strong proposals were received to deliver pre-conference CPTC training. Ms Chris Hester has been selected to deliver the pre-conference training session.

At 30 January, there were 73 Foundation CPTCs, with 103 registered to take the exam.

**Membership**

There has been an improvement on last board meeting, but still behind compared to 2016. We have been using ads on Facebook, LinkedIn, and other social media.

**Education**

Ms Jin is working on a graph to report education revenue. As at 30 Jan, education revenue was $17031.

**Summit update**

Registrations for Summit are now at 227 (47 registrations in past 24hrs due to the deadline today). Ms Jin has invited three speakers. No more space for further speakers.

# Ethics Issue

Ms Wilson joined the meeting at 3:17pm.

Information has been distributed to the board email list. One member has asked that another member have their membership withdrawn.

It was decided for Ms Pohland and Ms Hunt to draft a letter together to the member who requested that the other person have their membership withdrawn.

A webinar on Ethics is being scheduled for February.

# Treasurer’s Report

Ms Wilson presented the treasurer’s report for month ending Nov 30, 2016. They are interim financials due to financials being moved into Quickbooks.

Total cash at end Nov is $101,329. Difference of almost $100k on 2015. Accounts Receivable dropped to $34k, due to collections that have been paid up. Assets $613,426 at month-end.

Total liabilities $688,814.

Revenue – webinars under budget by $32k at end Nov (actuals to end of Dec was $178,923 - $15k under).

Expenses – Personnel costs are under budget (as per rest of year, due to an unfilled staff position). IT support significantly higher than budgeted, about $78k over budget. Keeping an eye on this line item.

Professional fees under budget – but we have not noted any accounting assistance yet for service fees. Total expenses tracking at about $200k under budget overall.

Change in Net Assets and Non-Operating Activities – the market is basically flat. Had a small gain on investments ($554). -$71k total change in net assets.

*Move that the interim November financials are accepted as presented. The motion was seconded. The motion passed.*

# Nominating Committee Update

Mr Aschwanden reported on a conversation yesterday with Mr Steven Jong, who ran a petition to be included on the 2017 election slate. \

Mr Aschwanden and Ms Hunt are working on procedures for handing over chairing the Nom Comm. Ms Becky Todd has helping.

The election is moving ahead well. Mr Aschwanden pushed the candidates to meet tighter timelines for promotional materials to get in earlier.

# ISA Competition Update

Ms Fox updated the board on an email she has received from Ms Brown-Hoekstra.

# CEO Search Update

Ms Fox updated the board on the CEO search. The last phone interview was to be held today. We received some really awesome candidates. Details are being finalised for in-person interviews in the DC area 6 and 7 March. Next week, the interview teams will have a sync up call to discuss how the phone interviews went. February will be spent coordinating and planning the in-person interviews.

Budget has been allocated if any non-local candidates needed to travel, and also for the committee to travel. Current estimates are that the costs will be below budget.

# Strategy Update

Ms Hunt incorporated the strategy update in her main report. Goal for the strategy to move ahead as Ms Fox takes over as President in May.

Ms Pao will share the community information with the new taskforce chair, Mr Robert Young.

The meeting adjourned at 3:44 pm.