

**Society for Technical Communication**

**Board of Directors Meeting Minutes**

**Conference Call**

**15 February 4-5:30pm US EST/ 16 February 7-8:30am 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 Jan 31 meeting minutes and summary
* Approval of Ken Rainey Research Award Nomination
* Approval of Associate Fellow committee recommendations
* Approval of Southeastern Michigan chapter revised bylaws
* Approval of Audit committee members

# 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
* Treasurer’s Report, incl. community budgeting (20 minutes) – Jane Wilson
* CAA award recommendations (10 minutes) – *if received in time*
* Community Leader Accountability (15 minutes) – Cindy Pao
* Fellow application query (10 minutes) – Liz Herman

The meeting opened commenced at 4:01pm.

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

# President’s Report

Strategy updates – there have been some updates in the strategy spreadsheet.

# Interim CEO/COO Report

Financial data is being moved from Great Plains to QuickBooks. Staff timesheets are being moved to an online system. Year-end performance evaluations of the staff are underway. Ms Pohland will be working on updating the staff handbook this year.

**CPTC update**

The staff has undertaken iMIS certification module training. There will be a lot of work on our side to create certification modules inside iMIS, which needs to be implemented this year.

Ms Chris Hester is marketing her pre-conference training workshop.

At 13 Feb, there are 75 Foundation CPTCs, with 111 registered to take the exam. Pass rate remains at 85%. The staff have not been tracking time between signing up for CPTC and when the candidates pass the exam.

Working with APMG to budget and plan out the Practitioner level.

**Membership**

3118 members have joined or renewed so far. The progress rate is on a similar path to 2016.

**Education**

There have been 132 participants in education offerings so far this year. That is tracking a little ahead of last year at the same time.

**Summit**

The staff is really excited; registrations are ahead on previous years.

Ms O’Donnell reported on the expo hall. The Washington, DC ; location seems to be bringing more companies in to exhibit. Adobe will be holding Adobe Day on the Sunday. There is a new silver sponsor, and a new Bronze sponsor. New exhibitors include Oxygen XML and Datazone.

# Treasurer’s Report

Ms Wilson presented a summary of the community funding process. The budget committee consisted of Ms Wilson, Mr James Bousquet, Ms Pohland, and Ms Gilliam. All communities have the option to submit a budget for funding. The deadline for submission was 31 Oct. Usually only half are submitted on time. The final cut-off date is Jan 1. Ms Gilliam followed up with a number of communities, so there were few who the committee did not hear from.

Some communities did not submit budgets, including student chapters, some new-ish SIGs.

A few communities have submitted a budget, but it has not yet been approved for various reasons, including 990 or Financial Report not being submitted.

Communities with high reserves were reviewed, but only a few have more than the recommended levels in reserve. The recommendation is that communities have 6 months to 2 years in reserves. Many communities have under 3 years’ reserve; just a few with 4 or more years’ reserve. Two communities have low reserves (less than 6 months in reserve).

No monthly report was presented, due the closing out the prior financials in the former financial software.

# CAA Award Recommendations

As the committee’s recommendations were not available in time for all board members to consider them, the board will have an email vote on this matter.

# Community Leader Accountability

Ms Pao discussed challenges that the CAC is experiencing with some communities, such as open and responsive communication.

Ms Pao suggested that the Directors at Large could be involved with communities more directly, and communities could be responsible for reporting to them in some way. The underlying impetus is to set expectations and accountability for community leaders. There are some challenges with the varying calendars of communities (e.g. due to school year, STC’s prior fiscal year, STC’s current fiscal year) and being able to reach out to new leadership early in their tenure. The board discussed whether there is bandwidth on the staff to be involved more with the communities.

The Community Leader handbook should be reviewed and updated in the next year; responsibilities and accountabilities for all parties clearly outlined. SIGs will need to re-charter this year.

# Fellow Application query

The board discussed an enquiry that was received by a board member from an STC member regarding another member’s Fellow application. The board agreed that the first point of contact for any applicant should be the committee, then the board. Neither the committee nor the board should comment on confidential matters relating to an applicant with a third party.

The meeting adjourned at 5:06pm.