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**Board of Directors Meeting Summary**

**Conference Call**

**29 August 5-6:30pm US EDT/ 30 August 7-8:30am AEST**

# Attendees

Board

* Alyssa Fox, President
* Jane Wilson, Vice President
* Kirsty Taylor, Secretary
* James Bousquet, Treasurer
* Adriane Hunt, Immediate Past President
* Alisa Bonsignore, Director
* Liz Herman, Director
* Jessie Mallory, Director
* Robert Perry, Director

Office

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

Guests

* Li-At Rathbun
* Nicoletta Bleiel, Chair, Associate Fellow nominating committee
* Paul Mueller, Chair, Fellow nominating committee

# Consent Agenda Items

* Approve 19 July meeting minutes and meeting summary.
* Approve the following charters:
  + Ken Rainey Award
  + Body of Knowledge
  + Accessibility SIG
  + API SIG
  + CIC SIG
  + Lone Writer SIG
  + Policies and Procedures SIG
  + Technical Editing SIG
  + Instructional Design and Learning SIG
  + Usability and User Experience SIG

# Agenda Items

* Call to order and approval of agenda. Approval of the consent agenda.
* Fellows proposal and discussion – 20 min. – Li-At Rathbun
* AF/Fellows criteria – 15 min. – Nicky Bleiel and Paul Mueller
* President’s report – 5 min. – Alyssa Fox
* CEO’s report – 10 min. – Liz Pohland
* Treasurer’s report – 15 min. – James Bousquet
* Membership update – 15 min. – Stacey O’Donnell

Ms Rathbun joined the meeting at 4:58pm. Ms O’Donnell joined the meting at 5pm.

The meeting started at 5:00pm. A quorum was established. The agenda was approved. The consent agenda was amended – the Accessibility, Technical Editing, Policies and Procedures and API SIGs were removed from the consent agenda for further discussion.

Ms Mallory joined the meeting at 5:01pm.

# Associate Fellows and Fellows proposal and discussion

Ms Fox welcome Ms Rathbun to discuss financial and process considerations for Associate Fellow and Fellow honours.

Ms Rathbun opened her comments by stating that STC has many volunteers who commit a significant amount of their time to the society and its activities, and that they do not volunteer this time in order to receive awards or honours in the future. Ms Rathbun discussed her experiences of having someone want to nominate her for Associate Fellow, later going through the Associate Fellow nomination and award process, and in nominating candidates for consideration for Fellow. Ms Rathbun mentioned a number of issues that have been encountered, from unexpected costs through to procedures that could be more clearly documented. Ms Rathbun made a number of suggestions for the board to consider.

Ms Fox thanked Ms Rathbun for bringing forward her suggestions. Ms Fox made a few clarifications to misunderstandings, including that only new work would be considered for an STC Fellow nominee.

Ms Nicoletta Bleiel joined the meeting at 5:20pm.

Ms Fox thanked Ms Rathbun for joining the meeting and her suggestions for the board’s consideration.

Ms Rathbun left the meeting at 5:26pm.

# Associate Fellows/Fellows guidelines

Ms Bleiel commented on the new guidelines and application form that had been submitted to the board previously. Ms Bleiel and Mr Mueller have been working to align the Associate Fellow and Fellow criteria where appropriate, and ensure there is appropriate differentiation between the two honours. The intention was to raise the bar both for Associate Fellow and Fellow awards. Honourees should have contributed a lot to the profession, to the society, or to both.

Mr Mueller joined at 5:30pm.

Changes to Fellow considerations included adjusting some percentages, tweaking the language, and ensuring consistency with Associate Fellow. Academic and work qualification were combined. Consideration has not yet been made for potentially reducing the weight of awards, as the board has discontinued the International Summit Awards.

For Fellows, academic and professional criteria have been combined, as some esteemed people had one, and not the other, and this was preventing them from being considered. For Fellows, the committee are also considering awards from the nominee’s employers, not only STC or competition awards.

Also wanted a way to recognise that when you contribute to other organisations, you can contribute to the reputation of STC.

A vote on the criteria and changes was not required.

Ms Bleiel and Mr Mueller left the meeting at 5:44pm.

# President’s report

Ms Fox discussed recent updates. Approval of the new Women in Technical Communication SIG. She has received the community model taskforce report – will have more discussions in the September meeting. Board members are required to review the document before the next board meeting.

There are some more charters coming up for discussion and approval.

An academic task force is being set up, which will look at who the academic champions are in STC, how can we work more closely with them, bridge a divide that might be there between academics and practitioners in technical communication.

# CEO’s report

Ms Pohland reported on various staff and office updates.

General office/staff update – will be replacing external accountant with an accounting firm. Cost is a little higher, but below finance budget set for 2017. 2018 budget planning begins in September with the new accounting firm.

**Credit card resolution**

Credit card names did not change when Mr Lyons left the society. F&I Committee suggested a second staff member be on the contact list with the bank.

A proposal was put to the board in a slide – this is the wording on the slide:

“Move that the Society for Technical Communication (“the corporation”) resolves to enter into a non-consumer credit card account relationship with SunTrust Bank; that the officers listed on the Corporate Resolution and Certificate of Incumbency form dated 29th August 2017 are authorized to enter into, execute, and deliver in the name of and on behalf of the corporation the agreements, documents, or other instruments deemed reasonable and necessary to establish and administer the credit card account; and that this corporation shall be bound by the terms and conditions of said agreements, documents, or other instruments as the same may be amended from time to time.

The Society for Technical Communication resolves further that the corporation shall furnish to SunTrust Bank a certified copy of these resolutions as well as the names and signatures of the officer(s) designated in the resolutions, which shall continue in full force and effect until written notice of rescission or modification as is documented on the Corporate Resolution and Certificate of Incumbency form dated 29th August 2017.”

A motion was put to the board:

*Move that the board handle the credit card resolution as shown on the slide.*

The motion was seconded. The motion passed.

**Personnel updates**

Ms Pohland reported on various personnel updates.

**Membership**

Ms O’Donnell will provide a more detailed update in her report. 2017 membership is down on 2018. Membership for 2018 opens on Friday, 1 Sept.

**65th anniversary**

Ms Pohland has met with Mr Rhyne Armstrong. A new anniversary logo is being used, and anniversary phrasing will be used in all of our upcoming marketing.

**Summit**

Call for proposals opens on Friday; the theme will be Communicating the Future. Various changes to programming are being considered. Ms Gilliam and Ms O’Donnell are going on a site visit in September and will meet with the Orlando chapter. Keynotes are being researched, along with invited speakers.

**Certification**

Have not yet received the mid-year report from APMG. APMG is focusing marketing to academia. 16 schools are pursuing some form of ATO adoption for their 2018-2019 school year. The certification module is on hold while membership is opened in iMIS. The committee will be holding a certification kick off meeting.

**Education**

Revenue is $118k at end August. 16 more webinars have been scheduled for the year, as well as more online courses. Three are asynchronous courses.

# Treasurer’s report

Mr Bousquet reported on the May financials for the society. June will be available to the board soon.

In assets, the cash was $250,919. Cash is now just under $100k, may be closer to $50k due to payroll. For liabilities and net assets, end May was -$13,157.

**Revenue**

Membership dues are lagging behind budget by $100k. Conference registration was $444k, below budget by $60k. The conference attracted the same number of attendees, even with lower society membership numbers. There will be some Summit expenses carried over in the June financials.

**Expenses**

Total expenses is $925k, which is better than budget by $49k. The operating change in net assets is $127,118. Total change in net assets is $153,198.

Overall, things are OK. Have not dipped into line of credit this year. Can expect the cash number to go down in June through August. Membership has continued to lag, which has affected the dues revenue.

Mr Perry left the meeting at 6:13pm.

*Move that the board accept the May financial statements.*

The motion was seconded. The motion passed.

# Membership update

Ms O’Donnell presented an update on 2017 membership. There continues to be a membership gap. Down 636 on 2016. On the up side, there were 100 attendees at Summit who were not member who were granted membership, which accounts for the bump in the graph on August.

Membership comparison details were presented. Lost in almost every membership category, except Gold. The Corporate Value Program has 41 companies with 381 individuals; an average of 9 individuals per company.

There are 665 international members; 399 in Canada, 25 in Australia.

Changes will be made to the online membership application form, so that we can gather demographics on our members (industry, job, etc).

**2018 membership changes**

Membership will be opening on 1 Sept, a little earlier than usual. Linking to our anniversary celebrations, there will be changes to the names of the membership categories, and some dues changes. Classic will become Professional and Academic; New TC Professional will become New Professional, and Gold Value Package will become Gold.

The Professional and Academic category’s name has been chosen deliberately to call out academic involvement with that category. The academic community has been 6-8%; need to highlight that academics are included and are considered as professionals.

Ms O’Donnell compared pricing to other societies incoming up with these categories and costs.

There will be a membership grace period until 15 Jan 2018. Members will be able to print out their membership invoice now.

**65th anniversary Sapphire**

A 65th anniversary donation category is being established. When a member makes a donation, they will be identified as a 65th Anniversary Sapphire. They will be able to make the contribution through the online application form. Ms Fox thanked Ms O’Donnell for her hard work on the membership changes.

The meeting adjourned at 6:31pm.

# Recent email votes

The following motions have been voted on by the board in email. All motions passed.

*Move that the board approve the proposed certification committee charter.*

*Move that the board approve the proposed guidelines for the DCSA, DSAS, and DSSA awards.*

*Move that the board approve the updated CAC charter.*

*Move that the board approve the creation of a new SIG, Women in Tech Comm.*

*Move that the Board accept the vote of Charlotte Chapter members to merge with the Carolina Chapter effective September 1, 2017.*