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**Society for Technical Communication**

**Board of Directors Meeting – Phone call**

**30 October 2017**

# 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

# Agenda Items

* CEO report – 15 min. – Ms Pohland
* Treasurer report – 10 min. – Mr Bousquet
* Partnership program update – 10 min. – Ms Wilson
* CAC report – 10 min. – Ms Herman
* President report and discussion – 45 min. – Ms Fox
  + Strategic objectives for focus areas
  + Community model task force report
  + Steve Jong survey discussion

# Consent Agenda Items

* Approve Minutes and Summary of 3 Oct 2017 meeting.
* Approve Policy and Procedure SIG charter

The meeting was called to order at 3pm. The agenda was approved. The consent agenda was approved.

# CEO report

Ms Pohland is working with accounting firm to complete the audit and meet tax filing deadlines; currently expect to meet the deadlines. Current plan is to present the 2018 budget at the November board meeting. Working on community accounting and rollover balance sheets. Some community budgets are rolling in, some need extra time.

There are two viable candidates for the marketing position; reference checks are underway, with intention to make an offer this week. Andrea Ames will begin on 1 Nov as Intercom Editor. She is eager to get the word out and to solicit content. There will be a public announcement. The Salary database has been released to members.

**TCWorld/Tekom conference**

Tekom has around 9000 members. There is a very large European conglomerate of different groups that attend the conference. Ms Pohland met with the CEO, tekom Germany President, Vice-President, and tekom Europe chairperson. Looking for some way for STC and tekom to collaborate. Tekom are developing their own standard iiRDs – and have their own skill process. Topics discussed at tekom are at the edge of what is going on in Europe, will pass on to David Caruso for consideration for the Summit.

In the day before the conference, Ms Pohland attended an International Roundtable meeting, with over a dozen international communities represented. Saul Carliner and Nicky Bleiel also attended. There was lively discussion.

**2018 membership**

As of 23 Oct, membership renewals have flat-lined, in exactly the same way as last year. Revenue $113,100 YTD; was $112,170 last year. The number of members is about the same. At Day 52 2017, we have 639 members; on day 52 2016 it was 875 members.

**Certification**

APMG has had a fee increase, which is mainly impacting ATOs when they purchase exams. At 30 Sept, revenue to break even is about $25.5k, about the same as end August. 124 exams have been taken - 91 passes, 33 failures. The pass rate is 73%. The CEU module is almost ready in iMIS. APMG is focusing their marketing on institutions and schools. Four institutions are going through accreditation with APMG. Texas Tech and Texas Christian University are working on curriculum to be able to offer exams. Also working with another community college in California.

**Education revenue and attendance**

Revenue is $157,650 as at 22 Oct.

# Treasurer report

Mr Bousquet presented the financial statements to end August 2017.

Assets – cash is down to $89,481. Down on July. Investments make up for part of the variance. There aren’t the same pre-paid expenses as in 2016. Total assets are down $40k on August 2016.

Liabilities and net assets – we have already received two early registrations for Summit 2018. Overall liabilities $668,643. Total net assets is -$44,599. Better than July; also better than August 2016.

**Revenue**

Total revenue is $1,402,618. Membership dues are lagging behind budget by $162k. This lag is a significant portion of our total revenue shortfall; conference registration is also a contributor.

**Expenses**

Staff are working hard at keeping expenses down. Expenses are lower than last year at this time; also better than budget. The main reasons are keeping personnel numbers down and not spending as much on external professional offerings. The internet service for the office is cheaper. Some other expenses will be incurred later in the year, such as taxes.

Total change in net assets is $121k to end August. $24k less than what we had budgeted, but $75k higher than 2016. Membership renewals should help when they start coming in more.

*Move that the financial statements to end August are accepted.*

The motion was seconded. The motion passed.

# Partnership program update

Ms Wilson presented an update on a partnership program. In the past few years, STC has instituted a partnership program with some organisations that have similar membership, similar missions, and may even have overlapping members. Have an MoU with multiple organisations; most include reciprocal agreements for advertising and member pricing. Have been looking at ways to bump up the partnership to make it a more dynamic area. Wanted to create more of a community amongst the organisations.

Propose that everyone take a look at the charter and it is discussed in email in the future.

# Community Affairs Committee report

Ms Herman presented a report on the activities of the CAC. The board has approved the CAC charter, and the merger of the Charlotte chapter into the Carolina chapter. Mr Aiyyangar is very active, working with Mr Cameron in the office on updates and making sure the website is updated. CAC accounts currently have 918 Twitter followers, 138 likes on Facebook. An ethics webinar has been completed after requests last year.

Have worked with several chapters, including some struggling ones, on chapter outreach. Common themes are being unable to find candidates to run for office; new community leader; and having an inactive community.

At the suggestion of Ms Mallory, welcome packs are being offered to student chapters, and regular outreach packs are planned. Social media plans in the works for student outreach. Ms Mallory is staying engaged with the Academic SIG. Good synergy between that SIG and student outreach liaison so that they have a plan for how to reach students at the Summit. Ms Herman will share strategy document with the board.

**Oct – May activities**

There will be a CAC webinar schedule of events. Ms Houghton and Mr Jong are working on ideas and schedule. There will be focussed outreach, initiated by both the CAC and the STC office. This is going well. Ms Gilliam reaches out when she thinks the CAC needs to know to reach out to a community. Ms Herman thanked Ms Gilliam for her assistance.

Starting to look at budget reviews for communities.

Received a proposal for Orlando – Central Florida for leadership program planning/sessions at Summit (not leadership day). They will be attending the monthly CAC meeting this week. Discussing with David Caruso and others to understand what the intent of the sessions will be and how they can fit with the Summit.

Questions were asked about plans for a leadership program at the 2018 Summit, and what the budgeting process is for it. Previously, the leadership program has always been run by the CAC.

Ms Herman left the meeting at 3:50pm.

# President report and discussion

There will be some upcoming email votes on charters, including Agile SIG, API SIG, possibly STX/AS committee charters, TechComm leadership think tank charter. STX and AS are the student honour societies.

The Nominating Committee will have a preliminary slate to present to board via email for approval before the November meeting.

# STC strategy

Ms Fox discussed with the board reviewing the objectives in thee focus areas to ensure they are still appropriate, and review the community model task force report. There is a proposal from Mr Jong to conduct a study on members/potential members.

The board looked at the various objectives for the various focus areas and discussed various topics around economic contribution of technical communication.

When the society’s vision and mission was last reworked, there was a shift from publicising the profession to focussing on the individuals who are in the profession; their different career paths, roles in organisations, core skills, and so on.

Objective 4.4 – encourage SIG creation around new skill areas and hot topics. The new Women in Technical Communication SIG is an example of that.

A note was made that the board should discuss 501(c)(3) and 501 (c)(6) at the January F2F meeting.

# Community Model Taskforce report

Some ideas have already been implemented, such as reducing the dues for Classic membership in 2018. Student membership has also been reduced.

There was general agreement on suggestions that should not be implemented (after soliciting further feedback, and due to the board’s awareness of various restrictions of the society).

Ideas to discuss potentially implementing:

* Regional groupings
* Buddy system
* Possibly reduce SIG and chapter fees

The idea for regional groupings is for chapters, but it might be an idea for SIGs as well, so that they can share information. For example, share webmaster expertise. There were no objections to pursuing the ideas to consider implementing.

The board is grateful for the work, contribution, and suggestions of the community model taskforce. The next step in evolving the community model should be a board-chaired taskforce, and the current taskforce should be disbanded. Ms Wilson agreed to chair the new taskforce. Mr Perry and Ms Mallory agreed to serve on the taskforce. A charter will be put together.

**Steve Jong’s survey proposal**

There was insufficient time to discuss this proposal in detail. There was general acceptance for the idea, but further details needed to be discussed in email.

The meeting closed at 4:30pm.

# Email votes since the last meeting

Move that the STC Board approve Andrea Ames as the Executive Editor of Intercom magazine, commencing 1 January 2018, according to the date and compensation parameter outlined by Liz Pohland, STC CEO.

Move that the board lower the percentage of voting members from whom an election petitioner must obtain signatures from ten percent to five percent and count eligible members as of August 31 of the calendar year preceding the election, including the following bylaws change:

New Bylaws Text

D. Nomination by petition. Additional candidates for the Nominating Committee and the positions of director, Secretary, Treasurer, and Vice President may be nominated by petition of five percent of the voting members of the total membership as of August 31 of the calendar year preceding the election.