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**Society for Technical Communication**

**Board of Directors Meeting – Phone call**

**28 November 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
* Stacey O’Donnell, COO

# Agenda Items

* CEO report – 10 min. – Ms Pohland
* Treasurer report – 10 min. – Mr Bousquet
* Vision statement – 10 min – Ms Bonsignore
* Budget discussion – 60 min

# Consent Agenda Items

* Approve Minutes and Summary of 30 Oct 2017 meeting.
* Approve Education Advisory Panel charter and 2018 panel members.

The meeting was called to order at 5pm. A quorum was established. The agenda was approved. The consent agenda was approved.

# CEO Report

Ms Pohland presented her report. She reported on membership to date – at 26 November, revenue is $205,011 with 1,120 members. Excited to see a little uptick. On the day by day comparison, membership is still down for the year-on-year period. Comparing day by day is a little difficult, as we started earlier this year.

Education revenue has flatlined slightly due to Thanksgiving. Offering some special Black Friday/ Cyber Monday webinar bundles; good uptake of those offers. That revenue is not shown in the charts in this meeting.

**Certification**

Certification is currently lagging behind in meeting the break-even point to see any royalties. 130 exams taken, 92 passes, 38 fails. On average, five exams are taken per month. Will work on certification marketing and also remind people that they need to study before taking the exam.

**2018 Summit**

Session acceptances have been sent out, still researching keynotes. Waiting on budget before deciding what to spend. Registration for the conference opens 1 Dec.

# Treasurer Report

Mr Bousquet presented the financials to end Sept 2017.

The F&I committee reviewed Sept financials on Nov 20.

At end Sept, has $87k cash, slightly down from August, slightly up from 2016.

Liabilities and net assets – Overall liabilities are at $714k, better than prior year.

Total net assets is negative 87,828 (38k less than 2016).

**Revenue**

Total revenue at end Sept $1,511,109. August year-on-year differences on membership dues was -$90k. Sept YoY difference -$127k. Summit and webinar revenues is slightly lower than 2016. Education expected to come up to budget by end of year.

**Expenses**

Overall, better than budget and less than Sept 2016. Outside services expense has gone up – mainly due to additional expense around the audit; professional fees are lower than budget – not as many accounting fees, but spending more in audit.

**Operating change in net assets**

At $48k, better than 2016, but is only about 30-40% of the budget. This time last year was -$16k.

**Total change in net assets**

Investments are doing fairly well. Overall change in net assets to $89k in positive. $76k better than Sept 2016, but $31k less than budget.

*Move that the board accept the September 2017 financial statements.*

The motion was seconded. The motion passed.

# Vision Statement

Ms Bonsignore discussed the vision statement rewrites.

# Budget discussion

Overall, budgeting for a surplus of $18k, which is more conservative than last year. Every area has been budgeted in a more conservative manner, yet aiming to bring in more revenue than prior years. Membership is now about 50% of budget income.

Intend to hire a marketing person in early 2018 to help drive membership and other revenue.

Personnel cost are shared across all program areas. Anticipating similar expenses to 2017.

**Conference**

Various assumptions have been made in budgeting that include considerations around staffing, attendance at the Summit, and costs for the Summit.

Mr Steve Lyons, from STC’s financial firm, joined the meeting at 5:31pm.

**Education**

This program includes certification. When certification incurs income, it will need its own program. Relying on education to bring in new income. GoToWebinar appears to be much cheaper than past years’ phone/AV costs; to be confirmed when usage increases.

**Governance**

Mostly board costs come under governance. Also includes election software and parliamentarian costs. Expenses $72k, similar to budget last year, significantly less than 2015.

**Marketing and PR**

There is no revenue in this program area. Expenses include social media ads, email clients, some travel for staff. Included an expense for a Senior Marketing Manager. Travel component is for staff to travel to promote STC.

STC was not able to hire the preferred person for the marketing position. The hiring process is restarting.

**Membership**

The most significant line is dues. Expecting a slight increase in member numbers – about 500 ppl. Decreased dues rates for two areas, which we hope will influence renewals or attract new members.

There was general discussion around marketing, developing new ideas, needing new ideas from a new staff member, and the delay in hiring a marketing person. There are also detailed plans on how increasing membership by 500 members is achievable.

**Community Relations**

This area includes SIG dues, and expenses for leadership program at 2018 Summit. Assuming very similar to other chapter and SIG expenses as 2017. Some communities do not complete budgeting process or ask for budget. CAC and community webinars really want to use the society’s GoToMeeting licence and open voice. This might increase the cost of staff time in this area. If communities want to run regular webinars, they would need to establish their own accounts with a provider. Unsure of the cost impact to the society of using our account for community webinars.

**Professional Development**

Includes the salary database. We receive some sponsorship from Adobe for it, which roughly covers the overall expenses for the database. The budget assumes potential scholarships will be looked at near the start of the new college year.

**Communications and Publications**

Intercom and the Technical Communication journal. Expecting a slight increase in advertising, there has recently been some extra interest. This includes advertising on STC websites across the board. Subscription income was impacted by a subscription service that stopped trading, so seeing some increase as institutions find other ways to subscribe to our publications. If membership increases, might increase some sales in subscriptions.

**General and Administrative**

All operating expenses, staff benefits, rent, and so on. Slight increase in personnel, as Ms O’Donnell and Ms Pohland are working more in this area. Assuming similar IT budget. Internet costs are down. Can now split out expenses more clearly than previously. Audit has gone over this year, expect 2018 to be an easier process. All legal fees are listed under governance. Did not assume a reduction in rent.

Ms O’Donnell has reduced our iMIS contract by half.

Thanks to Ms Pohland, Ms O’Donnell and the staff for putting together such a thorough budget, well-listed assumptions. Excited to see a small surplus.

*Move that the board approve the 2018 budget as presented by the CEO.*

The motion was seconded. There was no discussion. The motion passed.

The next meeting will be on Dec 12 4:30pm EST.

The meeting adjourned at 6:15pm EST.

# Email votes since the last meeting

*Move that the board approve the API SIG charter.* This motion did not pass.

Move that the board approved the Sigma Tau Chi (STX) and Alpha Sigma (AS) guidelines. This motion passed.