

**Society for Technical Communication**

**Board of Directors Meeting – Webinar**

**27 February 2018 5:00-6:30 PM EST**

# 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

* 5:00-5:20 – Treasurer’s report – James Bousquet
* 5:20-5:30 – Community model task force report – Jane Wilson
* 5:30-5:40 – Academic task force report – Alan Houser
* 5:40-5:45 – CAA vote
* 5:45-6:00 – CEO report – Liz Pohland
* 6:00-6:30 – CAC report – Liz Herman
  + Update on Leadership Program
  + Update on SIG activity investigation (beyond just sending leaders to summit)
  + Orlando Central Florida name and structure

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

# Treasurer’s Report

Mr Bousquet presented the November financial report.

Mr Perry joined the meeting at 5:02pm.

In November, cash is back into six figures. Total assets $653,823. Total liabilities increased to $764,222 (higher than Nov 2016). Total net assets is -$110,400, which is worse than 2016. There are some possible accounting changes that add to the difference between Nov 2016 and Nov 2017.

Revenue – Education was slightly behind budget, Membership dues are over $200k behind budget.

Expenses – personnel continues to be the largest expense. There were fewer staff in 2017, so the expenses were favourable against budget. Variance to YTD budget was also favourable. The lower personnel costs more than offset the worsening revenue variance.

Ms Hunt joined the meeting at 5:08pm.

Total change in net assets end Nov $66,367 (budget was $79,472). That is $138k better than Nov 2016.

*Move that the board accepts the financial report for November 2017.*

*The motion was seconded. The motion passed.*

Mr Bousquet presented the December 2017 financial statements. These details include the full 12-month period, but they are not the finalised statements for the year.

Assets – cash is higher, investments continue to grow. Total assets $749,219.

Liabilities – incorrectly coded iMIS deposits grew slightly (these deposits could help the bottom line when they are coded correctly). Total liabilities is $888,603. Total net assets worsened again in December, -$139,384. This is better than last year, but still negative. If we look at total net assets by month, it’s better than 2016, but still negative and trending downwards. That tends to be normal for this time of year.

Education revenue at the end of December was showing as $10k below budget. iMIS pre-paid corrections may be webinar revenue, and are likely to be adjusted, and the budget has been hit on education. Membership revenue is $200k below budget. Preliminary total revenue for 2017 $1,856,452. $270k worse than 2016, and worse than budget.

The variance in expenses continued to grow. There were significant invoices at year-end. Preliminary total expenses for year end is $1.874,302; lower than 2016 and lower than budget. The biggest saving in expenses has been in personnel, community dues budgeting, internet costs, and professional fees.

Operating change in net assets is -$17,850. Total change in net assets is bolstered by the investment portfolio’s performance, which has had good growth there. Total change in net assets is $37,731. That is $76k better than Dec 2016, and only $8k short of budget.

These figures are the “soft close”, as they are not the final year-end, audit-ready financials. There could be some changes as the accountants finalise and check various aspects. Mr Bousquet expects that the audit-ready year-end statements will be ready next month. Depending on how it plays out, the bank reconciliations and differences could cancel each other out.

Overall, things are OK. Membership dues continue to be a concern.

*Move that the board accepts the December 2017 financial statement.*

*The motion was seconded. The motion passed.*

# Community model task force report

Ms Wilson presented an update on the community model task force. The membership of the task force is set up. Members include Mr Perry, Ms Mallory, Ms Phoebe Forio and Mr Charles Crawley.

Ms Wilson commented on the expectation for this task force. Its aim is to look at the baseline chapter model, what should be the leadership structure, what are the required functions, and so on. The intention is to have a proposal to the board by April. Only the chapter model is in scope for this task force; not every community style.

Ms Pohland offered for herself or Ms Gilliam to be a liaison to the task force if office help is required. There will be a spot on the leadership program at Summit to update the community leaders on what the task force has been doing.

# Academic task force report

Mr Alan Houser joined the meeting at 5:27pm.

Mr Houser discussed the goals of the task force – namely to identify current STC student chapter sponsors, and to survey them and heads of academic departments to identify both benefits and blocking factors to STC. The task force members include Mr Houser, Ms Pam Brewer, Ms Lisa Meloncon, Ms Jennifer Cannon, and Mr Russell Kirkscey. The task force includes academic staff and graduate/post-doctoral students.

The goal of the task force is to provide their results to the board at the Summit, or at the board’s convenience.

The board discussed how we could support the task force. Mr Houser and Ms Mallory discussed the task force survey and the CAC student outreach; it was determined there should not be any confusing overlap between both initiatives. A current list of student chapters and their sponsors will be provided to the task force. Ms Mallory is working with Mr Fiagbedzi in the STC office on getting that information updated on the STC website currently.

Ms Mallory has cold called around 300 schools in the past few weeks, and will share any relevant information with Mr Houser

Mr Houser left the meeting at 5:40pm.

# CAA vote

The recommendations from the CAA committee were reviewed (full details were provided for the board’s review prior to the meeting).

*Move that the board approve the 2018 CAA awards, as recommended by the CAA committee.*

*The motion was seconded. The motion was approved.*

# CEO Report

Ms Pohland presented her report.

Membership revenue for the 2018 membership year is $602,643. This is $30k down compared to 2017. There was a larger membership drop between 2016 and 2017 within the comparative time periods. We have 3,138 members; a difference of 57 people to 2017. That’s a 5% decrease. To make up the difference, would need 160 members paying an average of $192. There will be a new CVP member company joining STC soon.

**Education**

Ms Krat has been working hard to keep education ahead. At the moment, education is about $3k behind 2017, as there’s no live courses this week. Not currently worried about that variation. There have been 40 additional students over last year.

**Summit**

Revenue is currently $246,294, which is below last year by $28k. There are 315 registrants vs 334 last year, though there are more room nights booked at this point than last year.

Ms Krat has been working on the conference app to launch mid-March. The app contains an exhibitor map, the ability to schedule meetings with other attendees, to create your own schedule and more.

**Certification**

160 have taken the exam with 117 passes and 44 failures. 17 exams have been taken in 2018, with only one failure. There are some signs of interest in the program picking up. APMG have launched digital badges for the CPTC.

The Certification committee met on 26 Feb. The vanilla training material is being updated. Foundation program marketing and promotion was discussed. Will be discussing marketing with APMG. The committee intends to launch the Practitioner level in 2018. The 6th edition of the textbook is being reviewed and compared to the 5th edition.

Ms Pohland presented the APMG royalty update for end Jan 2018. There needs to be a further $15,969.92 in revenue before royalties are shared between STC and APMG. 16 more people took the exam in Feb.

**General updates**

The election has been launched. In the first 24 hours, 10% of eligible voters have voted. It is good to see such interest in the election. The email comes from Intelliscan, as it must come from an independent third-party. Mr James Cameron can trouble shoot with members if they did not receive their email.

Staff annual reviews have been held. The updated staff handbook was provided to all staff.

FY2017 audit has been scheduled to start 26 March.

Ms Pohland will be attending and presenting at the Global Women in STEM leadership summit 19-20 March.

# CAC report

Ms Herman presented an update on the Community Affairs Committee activities.

The leadership program agenda for the Summit is being worked on. Ms Herman provided some highlights. The CAC is working with the Orlando Central Florida chapter on their proposed topics at the leadership program. Requests for sponsorship funds was sent to communities on 23 Feb.

The Orlando Central Florida chapter is petitioning the board to change their name. They are currently the only geographic chapter in Florida; there are other state-level chapters with corresponding state chapter names. As we see former regional chapters merge into covering larger regional areas, the community model task force and recommendations will be important. The chapters is interested in running local events for local members throughout their membership areas.

*Move that board approve that the Orlando Central Florida chapter change its name to the Florida chapter.*

*The motion was seconded. The motion passed.*

Ms Herman provided information about some of the SIGs and their activities and member engagement.

Ms Herman will set up an agenda for a potential SIG managers meeting at the Summit to be considered.

The meeting adjourned at 6:21 pm.

# Email votes since last meeting

Move that the board approve the minutes of the STC Annual Business Meeting held in 2017.

The motion passed.

Move that the board approve the committee’s recommendation for recipient of the Ken Rainey Award for Excellence in Research for 2018.

The motion passed.

Move that the board approved the updated STC Employee Handbook.

The motion passed.

Move that the board approve the submitted Constitution and Bylaws of the Texas Tech student chapter.

The motion passed.

Move that the board approve the API SIG charter.

The motion passed.