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**Society for Technical Communication**

**Board of Directors Meeting**

**27 March 2018 5:00-6:30 PM EDT**

# Agenda Items

* Education report (20 mins) – Deborah Krat
* President report (10 mins) – Alyssa Fox
* CEO report (15 mins) – Liz Pohland
* Treasurer report and community engagement plans update (15 mins) – James Bousquet
* Pacesetter awards vote (10 mins)
* Succession planning (20 mins) – Alisa Bonsignore

# Attendees

Board

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

Office

* Liz Pohland, STC CEO
* Deborah Krat, Education Manager

Apologies

* Jane Wilson, Vice-President
* Liz Herman, Director

# Consent Agenda

* Approve February meeting minutes and summary

The meeting was called to order at 5:01pm. A quorum was established. The consent agenda was approved. The agenda was approved.

# Education Report

Ms Krat presented an update to the board on 2018 STC Education plans and progress to date. Asynchronous courses are a new offering since last year. Ms Krat outlined the currently planned synchronous courses. There has been interest in a general technical writing course Would like to re-start the Writing for Engineers course, and an Advanced Technical Editing course. STEM communications are an area of interest.

Ms Krat presented the self-paced/asynchronous course lineup. These courses allow for more flexibility for attendees who are in various international time zones, or who cannot get time off work to attend during the day. There will be asynchronous course over the Summit timeframe. More asynchronous courses will be scheduled throughout the year.

Still working on scheduling more webinars in June through September. Intend to reach out to Andrea Ames, Intercom Editor. A number of free webinars have been scheduled. Sponsored webinars were started last year.

The schedule for the Education advisory panel was shared. Considering putting together an education survey for after the Summit.

**Summit Education Overview**

Ms Krat is working closely with Mr David Caruso and Ms Marilyn Woelk.

There are seven pre-conference workshops. Three will be full-day workshops; four will be half-day workshops. Overall pre-conference workshops are doing well with registration. A certification workshop is being offered, with exam.

Will be offering more panel sessions than recent years. Will have a 65th anniversary town hall panel session. Trying a different session – an Improvisation workshop, which will be a paid workshop with an attendee limit of 20. Will have a speaker from Kennedy Space Centre at the Summit.

The Summit app has been launched to all attendees last Friday. So far, have only had good feedback on the app. Looking forward to using it on-site.

Ms Krat left the meeting at 5:26pm.

# President Report

Ms Fox presented an update on recent activities. She recently interviewed Ms Carla Johnson, the opening keynote speaker. Ms Pohland is working with the Honorary Fellow to see if they will be able to attend the Summit. Ms Fox presented a webinar for the Women in Tech Comm SIG, and she recently wrote a case study article for Intercom. Summit preparations are underway. Ms Fox has also been researching elections in other associations to get potential ideas from what other groups are doing. Looking to create a taskforce for a new logo for STC. Hope to unveil the new logo at the Summit, but that’s all we’ll do at that point in time; after the Summit, will look to update collateral, etc. Ms Fox outlined the members of the taskforce who will be working on this over the next two months.

*Move that the board approve the creation of a short-term STC logo task force as proposed.*

The motion passed.

Planning the April meeting agenda, holding transition calls with Ms Wilson and Ms Hunt. There have also been discussions around the community budgeting process, potential changes to consider, and which groups should be responsible for which pieces.

# CEO Report

Ms Pohland reported on membership so far. $644,157 in revenue. Difference of $50k Membership is not yet gaining.

Education revenue - there has been 286 paid attendees, $42k revenue, $1,305 less than this time last year. Currently feeling confident about meeting budget expectations. Asynchronous courses in lead up to Summit should help.

Conference update – revenue is $296,354, below last year by $63,794. Room nights are up on last year. Early bird/Gold members incentives finish this week. Will be sending a postcard out to Orlando locals through the convention centre mail list.

The Summit app has been launched.

**Certification**

169 exams have been taken as at yesterday. There have been 124 passes and 45 failures. Only 2 failures this year. Ms Pohland is being contacted daily about certification (email queries, etc). Once you sign up for the exam, you have a year to take it. Meeting with APMG CEO tomorrow regarding launching the Practitioner level. The Certification committee is working to update training materials for the trainers. Mr Craig Baehr is reviewing the differences between the 5th and 6th edition of the text book.

Royalties at end February were presented - $14,224.52 to go to split revenues.

**General Updates**

The audit began this week. On schedule for 2018.

M Pohland attended a Global Women In STEM leadership summit last week.

There are 53 days to the Summit. Staff is working hard to have a successful event.

Meeting on Friday with one of the realtors about upcoming move, look at potential space we need, property size, etc.

# Treasurer Report

Mr Bousquet presented the January financial report. Assets total $868,404. $68k lower than 2017 overall. Investments are $57k higher. Deferred revenue for dues is lower. All membership dues are realized at rate of 1/12 throughout the year. Total liabilities $1,054,312 – which is $115k better than last year.

Total net assets $(185,908). That is $50k better than 2017.

Revenue – Webinars above budget, membership dues is $32k below budget and slightly lower ($2k) than 2017. Total revenue is $82,860 vs budget of $121,508. Difference mainly due to membership dues. Expenses – personnel variance is favourable financially. Total expenses $154,924 against a budget of $188,620.

Operating change in net assets $(72,064). Total change in net assets – loss $(56,688).

Audit-ready statements are expected late April, early May.

Overall concerned about the ongoing revenue shortfall, and slide in membership.

*Move that the board accept the January 2018 financial statements.*

The motion passed.

**Community activity**

The community budget review committee needs to have better insight into the community activities.

# Pacesetter Awards Vote

*Move that the STC board approve the recommendation from the committee for the recipients of the Pacesetter award.*

The motion was seconded. The motion passed.

# Succession planning

After the January F2F meeting, Ms Bonsignore considered various risk and threats to STC, including the size of the staff.

The board should also consider how the economy influences needs of its members and potential members.

Ms Pohland commented that risk regarding staff is something she considers. There is some succession planning in place.

Ms Fox has also been reviewing the board position descriptions in preparation for the upcoming Nominating Committee. Both these and the CEO job description should be reviewed and considered regularly.

The meeting adjourned at 6:28pm.

# Email votes since last meeting

*Move that the STC board approves the recommendation for Honorary Fellow as presented by the Honorary Fellows committee.*

*This motion passed.*

*Move that the STC board approves the recommendation for Honorary Fellow as presented by the Honorary Fellows committee.*

*This motion passed.*