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**Society for Technical Communication**

**Board of Directors Meeting Summary**

**30 April 2018 4:00-5:30 PM EDT**

# Agenda Items

* 15 min – Scholarship committee proposal – Ben Woelk
* 10 min – Community model task force report – Jane Wilson
* 15 min – CEO report – Liz Pohland
* 10 min – Treasurer report – James Bousquet
* 10 min – Community budgeting task force update – James Bousquet
* 30 min – Executive session

# 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

Guests

* Ben Woelk, 2019-2019 Vice President
* Todd DeLuca, 2018-2019 Director

# Consent Agenda

* Approve January Meeting Minutes and Summary
* Approve March Meeting Minutes and Summary

The meeting was called to order at 4:01 pm. A quorum was established.

Ms Fox welcomed Mr Woelk and Mr DeLuca as guests to the meeting.

The consent agenda was approved. The agenda was approved.

# Scholarship Committee Proposal

Mr Woelk presented an updated proposal from the Scholarship Committee. The committee has identified potential alternative funding for the scholarship program, and vetted the funding idea with some STC members, including some society Fellows. The approach they have found would be similar to to other non-profits.

Ms Pohland joined the meeting at 4:06 pm.

The intent of the funding proposal is for the scholarships to be covered by donations without affecting the society’s operational budget. Other non-profits have programs where members can contribute to scholarship funds with their annual dues.

Contributing to a scholarship program could provide meaningful membership engagement – it could be a way for members to participate in the future of the profession, without asking for them to provide more money directly to the society. Administrative costs, such as recognising the tiered funding level, would be borne by the fund.

Another option could be a named scholarship; this would typically be aligned with an endowment.

Mr DeLuca commented that another option to consider would be members sponsoring student membership.

# Community Model Taskforce Report

Ms Wilson presented an update on the community model taskforce version 2. A primary focus is what the baseline community setup and experience should look like. A minimal set of office holders, events, and required functions have been identified. Various other suggestions and ideas have been put forward within the task force.

Intend to present a proposal a the board’s 19 May meeting, and then present at the Leadership program the next day.

# CEO Report

Ms Pohland presented her CEO report. Membership YTD is 3622 (vs 3724 in 2017). Revenue is $679,961 compared with $744,274 in 2017. The loss of membership is slowing down, but membership is still not increasing.

Education is doing well. $61,173 in paid revenue, with 47 more students and $7,060 more revenue than 2017. Ms Krat has been challenged to find ways to ensure that education revenue does not flatline during the Summit period – the asynchronous courses will help with this.

**Summit**

Revenue is $401,274 at 30 April, which is below 2017 by $40,880. Attendance is looking about the same as Columbus, Ohio (a bit below DC and Anaheim). Room nights are more than accounted for. The printed program PDF is now available online.

2020 conference update – meeting with Ms Gilliam and Ms O’Donnell, as well as an external conference consultant. Have been researching potential destinations.

**Certification**

At today, 174 exams have been taken, with 129 passes and 45 failures. 31 exams have been taken in 2018, with only 3 failures. Have discussed with APMG CEO Richard Pharro to launch the Practitioner level. STC will be responsible for leading the exam development. Mr Craig Baehr has volunteered to be involved in this process, and talking with APMG about what will be involved. The 5th and 6th editions of the text book have few changes, so we will be able to advise people they can use it. 7th edition is already underway, and Mr Baehr will be on the editorial team for that edition.

Ms Pohland provided some general office updates. The audit draft was presented to STC management and accountants last week. Working on plans for new tenancy from 2019, with a smaller office space a reduced duration lease.

Staff leave for the Summit on Friday, 18 May. The office will be closed during the Summit, but staff will be contactable by phone and email.

# Treasurer Report

Mr Bousquet presented the February financial report. Total assets are $732,483, which is lower than Feb 2017. Cash is lower than 2017. Liabilities- the commercial loan is $100k lower than 2017 (has been paid against). Total liabilities are $1,008,750. $187k better than 2017. Total net assets is -$276,267.

Revenue total is $162,388 against a budget of $243,107.

Mr Woelk left the meeting at 5:04 pm.

Some change in accounting processes between this year and last year. Expenses are tracking favourably against budget. Total expenses are $264,458 against a budget of $355,774. Personnel is lower due to the budgeted marketing person not being hired yet. The operating change in net assets is -$102,070. Doing slightly better than budget, which is -$112,757.

Total change in net assets is -$103,098 – our investments lost value in Feb, which is the first monthly loss in a year.

*Move that the board accept the February 2018 financial report.*

The motion was seconded. The motion passed.

# Community Budgeting Taskforce Report

Mr Bousquet provided an update on the taskforce working to ensure that all budget requests from communities are allocating monies in a way that provides benefits to all members.

Communities will be required to provide a report on their activities to help the budgeting team understand what activities have occurred in the past year, as the financial details presented do not necessarily show this kind of information. Communities will also be required to show their plans for engaging members and activities in the upcoming year.

Intention is to present the updated process at the Leadership program at the Summit.

Mr DeLuca left the meeting at 5:15pm.

# Executive Session

The board entered executive session at 5:15pm. Ms Pohland was in attendance, as well as the 2017-2018 board members.

Ms Pohland presented some funding requests that have come forward from members.

The board exited executive session at 5:28pm.

The meeting adjourned at 5:29pm.

# Email votes since the March Meeting

*Move that the board approve the committee’s recommendations for Intercom award recipients.*

*Move that the board approves the committee’s recommendation for the 2018 recipient of the Frank R. Smith award.*