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**Society for Technical Communication**

**Board of Directors Meeting**

**19 May 2018 9:00 AM – 2:00 PM EDT**

# Agenda Items

* 9:00-9:15 - Audit report approval – Alisa Bonsignore
* 9:15-9:30 - CEO report – Liz Pohland
* 9:30-9:45 - Financial report – James Bousquet
* 9:45-10:00 - Branding and logo survey update – Liz Pohland and Alyssa Fox
* 10:00-10:10 - Break
* 10:10-10:25 - CAC year-end report – Liz Herman
* 10:25-10:40 - Community model/budgeting overview for leadership program – Jane Wilson/James Bousquet
* 10:40-11:05 - Scholarship deep dive – All
* 11:05-11:40 - Post-mortems for committees/task forces from board liaisons – All
* Lunch 11:40-12:50
* 12:50-1:05 - 1-2 things you wish you knew when running for board – All
* 1:05-1:25 - Nom Comm criteria for coming year – Alyssa Fox
* 1:25-1:40 - Pres wrap-up/overview of the year/carrying STC forward – Alyssa Fox
* 1:40-1:45 - Last words of people rolling off – Liz Herman
* 1:45-2:00 - Wrap-up and adjournment

# Attendees

**Board**

* Alyssa Fox, President
* Jane Wilson, Vice-President
* Kirsty Taylor, Secretary
* James Bousquet, Treasurer
* 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

Apologies

* Adriane Hunt, Immediate Past President

# Consent Agenda

* Approve April Meeting Minutes and Summary

The meeting was called to order at 9:00am.

The consent agenda was approved. The agenda was approved.

# Audit report approval

Ms Bonsignore presented the audit report. The report was approved by the Audit committee in May. The only item of note arising from the audit was the need for an accounting policies and procedures manual to be developed.

*Move that the board accept the 2017 audit report as presented by Rubino.*

The motion was seconded. The motion passed.

# CEO report

Ms Pohland presented the CEO report.

**Membership**

Membership as of 13 May is 3717 members with revenue of $693,085. This is down on budget, but not as far behind on budget as previous years have been (69 fewer members than at this point in 2017).

The Corporate Value Program is doing really well – 55 new companies. The Professional and Academic category is where we are having issues. Renewals are an issue. These will need to be focus areas after the Summit. Gold members are renewing. Student membership is doing well.

**Education**

YTD there have been 476 paid attendees, and almost $65k in revenue. Asynchronous courses are running over the Summit period, rather than going quiet while the staff is focused on the Summit.

**Conference**

Similar numbers to Columbus conference.

**Certification**

As of 15 May, 181 Foundation CPTC exams have been taken, with 131 passes and 48 failures. The pass rate is up significantly this year.

Discussed launch of Practitioner level with APMG in the past week. Mr Craig Baehr will lead this effort. There will be an online exam, and the intention is to launch by the end of the year. Ms Pohland provided some overview details of the intentions of the Practitioner exam. Mr Ron Faigen from APMG will be attending the Summit.

The body of knowledge for the Practitioner exam has not yet been decided. Various option are being considered.

Ms Pohland presented graphical data relating to the certification program since the launch in 2016. 2018YTD is slightly above average for exam volume compared to the previous two years.

For royalty, there is $11,974.52 to go to the revenue point on the Foundation level.

iMIS and CEU tracking is yet to be sorted out. Some testing of the system is required. CEUs have been manually tracked so far.

**General office updates**

Looking for new office space for a move in 2019. There will be a significant reduction in space. Anticipate entering into a three-to-five year lease. Looking at affordable buildings in more urban spaces.

# Financial report

Mr Bousquet presented the March 2018 financial report.

Assets: Cash is much lower than 2017, due to paying down the line of credit. Investments decreased slightly, but are higher than 2017. Total assets $854,452.

Liabilities: Commercial loan has not changed from Feb. Deferred revenues is lower than 2017, but it is the kind of liability that we want. Deferred revenue for the conference is higher. Total liabilities $1,185,146.

Total net assets - **-**$330,694. Worse than 2017, for second month in a row. A number of different contributing factors to the decline in Feb and Mar.

Revenue: Webinar revenue is up on 2017, but slightly behind budget. Membership dues are significantly behind budget by $76k, but only behind 2017 by $11k. Total revenue is $100k below budget.

Expenses: Personnel is running below budget. There is a significant difference between the budget and actual on IT support. Ms Pohland said Mr Fiagbedzi will be looking to try to reduce IT expenses. May be looking a little high due to annual bills being paid in a lump sum earlier in the year. Also looking at figures from a month-by-month basis on annual averaged lines. Total expenses $414,783, just a few hundred dollars higher than last year. Under budget overall by $110k.

Operating change in net assets: Have an operating loss of **-**$153,276. This is above the budget of **-**$162,986.

Total change in net assets is **-**$159,013. Better than budget by $5k.

*Move that the board accept the financial report for the month of March, 2018.*

The motion was seconded. The motion passed.

# Branding and logo survey update

Ms Fox updated on the progress of the logo survey. Survey questions were sent through social media to tech comm practitioners. Had been hoping for more responses than were received.

The taskforce decided that we don’t have enough information to update the logo from this survey.

The taskforce will continue to work through the Northern Hemisphere summer. Still intend for a new logo in the 65th year. Keep this effort focused on the logo, not other aspects of the brand.

Important to coincide with the office move (letter head) – or to be done by the time of the office move.

# CAC year-end report

Ms Herman presented a report on the activities of the Community Affairs Committee. Ms Herman has put some structure to the CAC volunteers, and assigned some official roles, including having advisory members who were not involved in the day-to-day running of the CAC, but provided advice and a sounding board to the CAC chair.

Most communities re-chartered throughout the year. An Ethics webinar was held (hold over from previous program year).

Opportunities include starting a web support group to help communities with their websites. Some members are responsive and helpful to other communities for website support. Currently crowdsourcing a manual online, and need a few more volunteers in this area. The support group is also designed to help take some work off Mr Fiagbedzi, as his role is not intended to be one of community website support.

Need a structured calendar of events for the year. The board is requested to support and speak in CAC webinars. Ms Mallory will be seeking new volunteers to fill recently vacated roles.

One SIG is in the process of re-chartering.

Concerns – merged two chapters with other chapters, and closed a student chapter. Three chapters are at risk of closure, due to no new leadership.

# Community model/budgeting overview for leadership program

Ms Wilson outlined what she will talk about at the Leadership program tomorrow. Intends to outline the base membership experience that members should experience when they join or are part of a community. Also the base setup required for a chapter that the taskforce has proposed.

*Move that the board accept the criteria for the baseline chapter model as presented.*

The motion was seconded. The motion passed.

# Scholarship deep dive

The board engaged in further discussions arising out of the April meeting, and discussed various options relating to potential scholarships and how they could be funded.

# Post-mortems for committees/task forces from board liaisons

Board members provided feedback on how working with the various committees and taskforces went throughout the year. This was the first year of assigning board liaisons to commitees and taskforces, and it’s worth understanding if the model should be continued.

Board members mentioned their thanks to Ms Elaine Gilliam for her support of various community initiatives.

The meeting recessed at 11:40am. The meeting re-convened at 1:02pm.

# 1-2 things you wish you knew when running for board

Ms Fox asked the board members to share items that they might have wished they had known when they were running for the board. Ms Fox is preparing to chair the Nominating Committee and is interested in informing that process.

# Nominating Committee criteria for coming year

Ms Fox sought comments from the board for consideration during the nominating committee process in 2018-2019.

# President wrap-up/overview of the year/carrying STC forward

Ms Fox provided an overview of recent activities in preparation for the Summit. She has been working on the next stops for the logo task force, as well as preparing Ms Wilson as incoming President.

To recap of the year, achievements included three new task force initiatives, launched a new SIG (Women in Tech Comm), and launched new education topics and formats.

# Last words of people rolling off

Ms Herman made farewell remarks.

# Wrap-up and adjournment

Ms Fox thanked the board for their service. It has been an honour to work with you all.

The meeting adjourned at 2:01pm.