#

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**24 July 2018 5:00 PM – 6:30 PM EDT**

# Board

* Jane Wilson, President
* Ben Woelk, Vice-President
* Kirsty Taylor, Secretary
* James Bousquet, Treasurer
* Alyssa Fox, Immediate Past President
* Alisa Bonsignore, Director
* Todd DeLuca, Director
* Jessie Mallory, Director
* Robert Perry, Director

**Office**

* Liz Pohland, STC CEO

# Agenda Items

* CEO Report – Liz Pohland 15 min
* Treasurer’s Report – Jim Bousquet 15 min
* President’s Report – Jane Wilson 5 min
* CAC update – 10 min
* Motions from Annual Business Meeting - 20 minutes

# Consent Agenda

* Approve minutes and summary of the 23 May board meeting.
* Approve minutes and summary of the 24 June board meeting.

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

# CEO Report

Ms Pohland presented a report on general society office matters.

**Membership**

Membership at 22 July is 4,054 members vs 4,070 in 2017, for a current difference of -16. There are a number of campaigns staff are pursuing to encourage members to join or re-join.

**Education**

As of 21 July, 645 paid attendees, $94k in paid revenues. Overall running behind budget a bit. Continuing to develop plans for the rest of the year.

**Certification**

At 17 July, 203 exams taken, 150 passes, 53 failures. Marketing call with APMG was held on 25 June. Will be focusing on nonmember professionals and students. RIT has signed a contract with APMG as an ATO.

**Merrill Lynch Board resolution**

A motion was presented to the board regarding signatories and authorization for the STC Merrill Lynch account.

*Move that the Society for Technical Communication (“the corporation”) is authorized and empowered to select and appoint an investment advisor or manager with full power and authority to buy and sell securities on a discretionary basis for the corporation’s account(s) as provided in the applicable Merrill Lynch advisory services client agreement (“advisory agreements”).*

*STC resolves that the corporation officer (Elizabeth E. Pohland, Chief Executive Officer) listed on the Advisory Services Agreement is authorized and empowered to execute and deliver Advisory Agreements on behalf of the corporation or organization, and to select and appoint one or more investment advisors, managers, or other person or entities with full power and authority to buy and sell securities on a discretionary basis for the corporation’s account(s) with Merrill Lynch, and as otherwise provided in the applicable Advisory Agreements.*

*STC resolves, further, that this resolution shall be and remain in full force and effect until written notice of revocation hereof shall be delivered to Merrill Lynch.*

The motion was seconded.

The motion passed.

Ms Pohland presented various matters relating to a general office update.

# Treasurer Report

Mr Bousquet presented the financial report to end May 2018.

Assets – Cash lower than 2017 by almost $100k. Investments went up a little in May slightly. Conference revenue is no longer deferred, has been realized. Behind budget on dues revenue. Total liabilities is $678,529. Total net assets $52,565.

Revenue is currently below budget by approximately $200k (actual revenue $998,591 vs budget of $1.2m).

Expenses – personnel variance is still favourable. Total expenses are about $23k below budget.

Operating change in net assets $223,184. Better than 2017, but worse than budget.

Total change in net assets $224,246.

The board discussed various financial matters.

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

The motion was seconded. The motion passed.

# President Report

Ms Wilson presented a report, and explained the change in the agenda. Ms Wilson will share the link the business value taskforce report.

Board liaison assignments have been sent out.

Summit committee – have had a kickoff with Ms Currie and Ms Bleiel the week before last. Have some good and new idea to energise the Summit. Have a post mortem/advisory meeting next week with some former Summit chairs. Matters relating to stipends and incentives offered to Summit participants were discussed.

Ms Mallory joined the meeting at 6:04pm.

# CAC Update

Ms Mallory provided an update on the Community Affairs Committee activities.

Ms Mallory has been pulling together a team for outreach, social media coordinator, etc. Working together to create a strategic plan for the year. Created overview docs, team contacts, and so on.

A motion was presented regarding the Phoenix chapter changing their name to Arizona chapter.

*Move that the board accept the request of the Phoenix chapter to now be called the Arizona chapter.*

The motion was seconded. The motion passed.

Ms Mallory has been working with a chapter that is struggling to get new volunteers. There is another chapter investigating options due to the challenges they are facing.

# Motions from the Annual Business Meeting:

**Motion 2**

Ms Li-At Rathbun, Santa Barbara and Los Angeles chapters, and Technical Editing SIG, made the following motion: “That the board consider re-attaching community affiliation to the basic STC membership.”

The motion carried.

The board discussed this topic. Trying to ensure that we understand the intention of the motion. Communities claim that the opt-in model has caused loss of members, beyond the overall society trend in membership loss. Some members also do not want to join chapters that do not relate to them.

The STC staff will look into the implications for iMIS of the various ideas discussed.

Will defer the third motion to the August meeting.

The meeting adjourned at 6:29pm.