#

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**29 August 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

**Office**

* Liz Pohland, STC CEO

Apologies

* Robert Perry, Director

# Agenda Items

* CEO Report – Liz Pohland 15 min
* Treasurer’s Report – Jim Bousquet 15 min
* President’s Report – Jane Wilson 15 min
* Nominating Committee Report – Alyssa Fox 15 min
* Marketing Plan/Business Value Taskforce Discussion 30 min

# Consent Agenda

* Approve minutes and summary of the 24 July 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**

End August (end of membership year) 4,229 members (against 4,275 in 2017). Difference of -46. Revenue on membership is down.

New Membership Campaigns

The 2019 membership season opens on Saturday.

Two new membership levels are being offered: Sustaining members level 1 and level 2 – both are 15 year memberships.

Two donation types will be accepted when members renew. Pricing and categories for memberships will be the same throughout the year.

CVP and Industry partner will be separated into two membership types.

**Education**

Went well through Summer. At the end of Summer, there were course cancellations, students not signing up. Autumn is booked heavily.

**Certification**

As of 10 August, 65 exams taken in 2018. Seeing more uptake in the program.

EU citizens who are members of STC are covered under GDPR.

Craig Baehr is working toward updating the Foundation exam, and working toward Practitioner.

Royalty update: now $2234.52 to go to break even.

**General office updates**

Audit RFP responses have been received, the deadline is 31 August. Saul Carliner’s survey ended on Monday, over 700 responses, which is more than 10% of membership.

Logo taskforce meeting on new logo design. Office move plans underway. Current office building is being sold.

CFP for speakers for the Summit opens on 4 Sept. Salary database will be published in Sept/Oct.

# Treasurer Report

Mr Bousquet presented the financial report to end June 2018.

Assets: $32,547 cash, $419,904 investments (up $28k on 2017). Total assets $622,070.

Total liabilities $823,964. Total net assets -$201,894.

Revenue – conference very close to budget. Webinars slightly better than 2017. Total revenue is 83% of budget.

Total expenses $1,125,890. Operating change in net assets: **-**$29,280. Total change in net assets **-**$30,213.

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

The motion was seconded.

There was a question on some expenses. The question was answered.

*The motion passed.*

Mr Bousquet presented the financial report to end July 2018.

Total assets $616,977. Total liabilities $823,964. Total net assets -$223,863.

Revenue – total $1,210,210.

Expenses –Total expenses $1,269,978 vs budget of $1,328,186.

Operating change in net assets –$59,768. Total change in net assets -$52,183.

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

The motion was seconded. The motion passed.

# President Report

The list of committees have been posted. The board needs to ensure that committee members are OK, but we don’t need to formally approve them.

*Move that the board approved the following committee chairs for 2018-19:*

*Jay R Gould – Russell Hirst*

*Ken Rainey – Karen Schriver*

*The motion was seconded. The motion passed.*

*Move that the board approve Lloyd Thompson Taylor as the chair for the Sigma Tau Chi/Alpha Sigma committee, with the understanding that he is currently a student member, and will need to become a Professional member in 2019 membership year.*

The motion was seconded. The motion did not pass. The board discussed matters relating to the motion. The motion will be put to an email vote in the coming days.

South-west Ontario chapter has voted to close. 18 members – 9 voted to close, 8 had no response.

*Move that the board close the South West Ontario chapter.*

The motion was seconded.

Chapter bylaws indicate that chapter reserves should go to the nearest chapter geographically (STC bylaws would have funds returning to the society).

Ms Mallory commented that the chapter had discussed the potential to merge with the Toronto chapter.

Mr Bousquet excused himself from voting and discussions unless there were matters of facts that needed to be clarified or commented on.

The motion passed.

*Move that the board accept the terms of South West Ontario chapter bylaws and allow the dissolving chapter’s reserves to go to the nearest chapter.*

The motion was seconded.

The motion passed.

**Motions from the business meeting**

*Move that the board allow non-English inscriptions on Associate Fellow and Fellow honours, in addition to English.*

The motion was seconded.

Inscriptions would need to be reviewed by the awardee to ensure the language is appropriate. Other requests for languages other than English on awards will be considered by the CEO.

The motion passed.

# Nominating Committee Report

Ms Fox presented a report on the Nominating Committee progress. Quite a few people interested; 12 confirmed for running for the board, 5 for Nom Comm. Nom Comm is meeting fortnightly. Working on consent packages. Will be doing paired interviews. All interviews to be completed in three weeks to eliminate recency bias.

Preliminary slate discussion will be in late Oct. Chair will only vote if there is a tie between the committee members. Have been updating campaign guidelines.

Need to check if the NDA is in the consent package; so that applicants are aware of the NDA terms before they are asked to sign it if they are successful.

The schedule was presented.

Ms Pohland pointed out that membership will need to be checked again in Jan before the election.

Candidates dropped out in 2018 election due to lack of knowledge of responsibilities. Ms Fox wants to share with the board potential candidates certain sections of the board handbook. Chapter 1, Chapter 2 and Chapter 5.

# Marketing Discussion

Ms Wilson plans to put the business value taskforce on hold until we get some information back from the other sources that are being considered.

An idea for a pilot workshop on content strategy/marketing over two days was discussed. All participants have volunteered their time and have agreed to participate at their own expense.

**Marketing strategy project at RIT**

Mr Woelk has suggested that STC be an organisation that participates in a post-graduate student marketing strategy class. The class is required to put together a formal marketing plan for a real company or organisation. The plan includes a market situation analysis, target market identification & description, a value proposition, marketing objectives, strategies and tactics and an implementation plan. A SWOT analysis is a small part of the plan.

Organisations have not yet been decided. Final project report are due in in November.

The meeting adjourned at 6:37pm.

# Email votes since last meeting

*Move that the board approve the creation of a new Health and Medicine SIG.*

The motion passed.