#

**Society for Technical Communication**

**Board of Directors Meeting Minutes**

**26 September 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 30 min
* Office move update – Liz Pohland 10 min
* Treasurer’s Report – Jim Bousquet 20 min
* President’s Report – Jane Wilson 10 min
* CAC Report – Jessie Mallory 10 min

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

# CAC Report

Ms Mallory reported on CAC activities.

# CEO Report

Ms Pohland presented an update on general staff activities.

**Membership**

The year ended at 4,252 members, vs 4,318 in 2017, for a current difference of -66.

Year-end membership dues revenue was $765,415 (was $829,547 in 2017). Membership statistics by membership type was examined, to see where there are changes, potential trends, etc.

Professional and Academic membership was down by 42. Gold membership was on the rise, renewals went up, though overall Gold membership was down on 2017. TC Professional is down a bit. Student membership was up by 54. A testament to some of the student chapters and their strong leadership, as well as students wanting to be certified. Retired membership has grown a little.

2019 membership opened on 1 September. Tracking right along with last year. At 23 September, behind by 19 members over last year. Have had two people upgrade – one to P&A sustaining and one to Gold sustaining. Membership revenue is at $48,618 ytd.

**Education**

$48k behind budget. Partially related to summer months; June and early September is hard to fill courses.

**Certification**

Data hasn’t changed much since last time reported. Ms Pohland has signed the GDPR contracts.

Trainers are busy with upcoming online and in-person courses and taking queries for company-wide training. Mr Baehr is working toward launching Practitioner and updating the Foundation exam.

Have hit the threshold for income on royalties – STC received the first cheque from APMG in August. This is bonus income (unable to plan for exactly when we would meet the royalty threshold.

**Summit update**

The CFP has opened and closes on 4 October. Committee is meeting in person at their own cost to select sessions. Registrations will open on 5 November. Looking at keynote speakers. Committee is extremely organised.

**General updates**

Auditor engagement letter was signed and sent to the selected audit firm. Liaising re time of audit and time of office move.

F&I committee is looking to streamline the investment portfolio.

Some 2018 annual fund donations have been received – some for student scholarship, and some for general fund.

Ms Fox is chairing the logo task force. Have received a set of designs with new logo. More simple, modern, easy.

Technical Communication editor contract is due for renewal with Texas Tech University.

Have received all of the budget spreadsheets from the accounting firm.

Erin Gallalee will be finishing with STC on October 3.

**Office move**

Ms Pohland presented an update on the new office locations that are currently being considered. Probably stay near Fairfax. More urban areas, while desirable, have a higher cost per square foot, and higher cost for parking, etc.

The initial set of four proposals has been narrowed to three.

Favoured property is offering 7 months of free rent. They are asking for a seven year lease. Has a clause for terminating the lease at five years, also has a clause for sub-letting.

The property being proposed is near the current office, is a new spec suite of a building. Exactly the amount of space we need right now. Would move in March 2019, well in advance of the conference. Not have to worry about stress of moving in the middle of the conference. Nothing is signed yet; next step would be an official contract to work on the lease.

Ms Pohland considered the idea of no office at all. None of the current staff wanted to telecommute all of the time.

Ms Mallory left the meeting at 5:49pm.

# Treasurer Report

Mr Bousquet presented the financial report to end August 2018.

Assets – cash is $40,253. Down on 2017 by $19k. Accounts Receivable is down, which is good for cashflow. Total assets $561,657.

Liabilities –Deferred revenue liabilities are lower than 2017. Total liabilities $781,668. Higher than 2017 by $126k.

Total net assets -$220,011.

Revenue – conference numbers are the same. All revenue items are worse than budget, except for sales and royalties, which is not a large line item.

Expenses – Overall, expenses are better than budget by about $90k.

Operating change in net assets -$61,146. $160k variance to budget. Total change in net assets is -$48,329, $140k below budget. Investments gained again in August.

Ms Fox left the meeting at 5:59pm.

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

The motion was seconded.

*The motion passed.*

# President Report

Ms Wilson made some announcements – asked everyone on the board to renew their membership sooner rather than later. Also please share the CFP for Summit, submit your own proposals, etc.

F2F meeting will be the first weekend in November. Our next online board meeting is scheduled for the week before the F2F meeting; so it will be cancelled in deference to time for the F2F.

The meeting was adjourned at 6:06pm.

# Email votes since last meeting

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

The motion passed.