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**Society for Technical Communication**

**Board of Directors Meeting Summary**

**24 April 2019 5:00 PM – 6:30 PM EDT**

# Board

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

# Office

* Liz Pohland, STC CEO

# Guests

* Laura Palmer, 2019-20 Director
* Bethany Aguad, 2019-20 Director

# Apologies

• Craig Baehr, 2019-20 Vice President

# Agenda Items

* Introduction – Jane Wilson 5 mins
* CEO Report – Liz Pohland 20 min
* Treasurer’s Report – Jim Bousquet 15 min
* Audit update – Robert Perry 15 min

# Consent Agenda

* Approve March meeting minutes and summary.

The meeting was called to order at 5:02 pm. A quorum was established. The agenda was approved. The consent agenda was approved.

Ms Wilson made some introductory comments, and welcomed the incoming 2019-20 board members. Ms Wilson commented on the Summit agenda and the schedule for board members, including the agenda for the F2F meetings at the Summit.

# CEO Report

Ms Pohland presented a report on the operations of the society.

**Membership**

As of 22 April, we have 3233 members. This is down 387 members on 2018. Same trajectory as in 2018, but with fewer members. Have had people registering for the Summit but not becoming members to take advantage of the lower registration rates.

Membership revenue to 22 April is $654,536. Although currently ahead of budget, it is below ($23,690) on 2018.

**Education**

705 attendees, with $36,377 in revenue.

**Summit**

At 22 April, 605 attendees, at 24 April, 620 attendees. Largest conference in at least 5 years, maybe more. New sponsors and exhibitors. More exhibitors than before. New Silver sponsor – Whatfix. Pre-conference sessions are doing well.

**Certification**

Total 297 exams taken, 216 passes, 81 failures. Average tests per month is increasing (currently 9.8 for 2019).

Mr Baehr has complete the sample exam for Practitioner. Being reviewed by Ms Pohland and other SMEs. After it’s approved, two more exams will be written.

STCCC’s bank balance is currently $6869.16. CPTC prices increased in March to $255 members and $505 for non-members.

There will be a separate accreditation process for Practitioner trainers.

**STC Roundtable**

Ms Pohland provided some background on the Roundtable initiative for the new board members – where it came from, and what its goals are. Ms Pohland presented the upcoming calendar and curators through to January 2020. Aligning somewhat with Intercom themes.

Ms Pohland presented the recommendation and pricing plan for Roundtable.

Ms Pohland presented data on the registrations and attendees at the webinars so far, as well as other data that is being tracked – website traffic, email opening, etc.

**General updates**

Office move is complete. Office will be closed from Fri, 3 May for the Summit.

# Treasurer’s Report

Mr Bousquet presented the financial update to end March, 2019.

Assets - $1,044,543 - $190k higher than March 2018. Investments moving back up again.

Liabilities - $1,516,065.

Total net assets $(471,522).

Revenue – webinars are below budget and below 2018. Membership dues are slightly behind 2018, but almost $40k below budget. Total revenue is $222,743.

Expenses – Personnel is below budget, IT support is slightly over budget (more expenses incurred due to the office move), Outside services is below budget. Total expenses to date $369,003, about $60k below budget.

Operating change in net assets - $(146,260), about $20k below budget, but $10k better than last year.

Total change in net assets $(111,375), slightly ahead of budget.

*Move that the board accept the March 2019 financial statements.*

The motion was seconded. The motion passed.

# Audit Update

Mr Perry presented the results of the 2018 audit on behalf of the audit committee. For the 2018 audit, we used a new firm, Wegner CPAs.

Comments from the auditors included:

“All significant transactions have been recognized in the financial statement in the proper period.”

“The financial statement disclosures are neutral, consistent, and clear.”

The auditors provided some recommendations – develop a Policies and Procedures manual.

*Move that the board accept the Audit Report for 2018.*

The motion was seconded. The motion passed.

Ms Wilson thanked Mr Perry and the audit committee for their service this year.

The meeting adjourned at 6:09pm.