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**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Limestone Room, Hyatt Regency Denver Convention Center**

**4 May 2019 9:30am – 4:00 PM MDT**

# Agenda Items

* 9:30 – 10:00 - Introductions
* 10:00 – 10:30 - Strategy Exercise – Alisa Bonsignore
* 10:30 – 10:50 - CAC Report – Jessie Mallory
* 10:50 – 11:00 - Break
* 11:00 – 12:00 - AMC Search Update – F&I Committee
* 12:00 – 1:30 - Lunch
* 1:30 – 1:50 - Certification Update – Craig Baehr
* 1:50 – 3:00 - Roundtable Discussion
* 3:00 – 3:10 - Break
* 3:10 – 3:40 - Requests for the Nom Comm – All
* 3:40 – 4:00 –Farewell Remarks – Jessie Mallory, Robert Perry, Alyssa Fox

# Consent Agenda

* Approve April meeting minutes and summary.

# Attendees

2018-19 Board

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

2019-2020 Incoming board members

* Craig Baehr – Incoming Vice-President
* Bethany Aguad – Incoming Director
* Laura Palmer – Incoming Director

STC Office

* Liz Pohland - CEO

The meeting started at 9:43am. A quorum was established. The agenda was approved. The consent agenda was approved.

Ms Wilson welcomed the incoming board members. All members introduced themselves.

# Strategy Exercise

Ms Bonsignore introduced the exercise.

What is the purpose of STC? The group brainstormed a word or short phrase each.

Suggestions:

* Education
* Industry Promotion (herald)
* Professionalisation
* New Content
* Building Professional Network
* Employment Opportunity
* Career Development
* Training
* Business Value (Individuals)
* Global community
* Value of TC (advocate for profession)
* Academic Scholarship Support
* Goldlilocks skills (professional development)

How do these purposes influence where we see STC in five years?

# Community Affairs Committee Report

Ms Mallory presented a report on the achievements of the CAC this past year.

The strategic plan for the year was to: collaborate remotely on team goals; identify team roles and distribute responsibility; and plan initiatives for the year. Various initiatives were undertaken throughout the year, including newsletters, leadership webinars, surveys, and more.

Regarding the chapter baseline initiative, most chapters are not meeting all of the minimum criteria (such as budgeting and monthly meetings), apart from having a President and Treasurer.

Updates have been made to consolidate CAC information on the CAC website, so that information is not across both the STC website and the CAC website. Efforts were made to streamline the contacts and reduce requirements to update every year. Worked to document team roles and structure, to help transition as the CAC members change each year. Leadership resources and the Community Handbook have been updated.

Regarding the chapter baseline – lots of chapters are doing OK. A lot of basic information is documented in the Community Handbook, but people aren’t aware. Added more outreach directors to the CAC to help spread the communication and outreach.

Ms Pohland left the meeting at 10:42am.

Ms Pohland rejoined the meeting at 10:45am.

The meeting recessed at 10:49am.

The meeting re-started at 11:01am.

# Resourcing Initiative

The Finance and Investment committee have been investigating alternative resourcing possibilities since November 2018. A report on the progress was presented to the board.

The meeting adjourned for lunch at 12:07pm.

The meeting re-started at 1:38 pm.

# Certification Update

Mr Baehr presented an update on certification activities in 2018-19, including progress with the Foundation level and the Practitioner level.

The syllabus areas for both Foundation and Practitioner exams were discussed.

An exam is being used for Practitioner due to the effort involved in other styles of testing at this level. Practitioner is scenario-based, estimated at 100 minutes, 16 multiple choice questions (80 marks), though there might be multiple sub-questions. A planned timeline for the Practitioner rollout was presented.

# Roundtable Discussion

Mr Woelk left the meeting at 2:21pm.

The positioning scenarios suggested by the Roundtable committee for Roundtable were presented.

Mr Woelk rejoined the meeting at 2:23pm. Mr Baehr left the meeting at 2:24pm.

Research into payments has shown that companies aren’t paying for memberships, but do pay for training and subscriptions.

Mr Baehr rejoined the meeting at 2:27pm.

Various options were discussed around subscriptions and memberships. We are launching a product with Roundtable, and it should be considered in product terms.

A decision on both pricing and membership is required before the Fall memberships season opens up.

The meeting paused at 3:15pm. The meeting restarted at 3:25pm.

# Requests for the Nominating Committee

This year, we will be recruiting for VP, Secretary, 2 Directors and 2 Nominating Committee Members. Ms Wilson opened up to comments from the board and incoming board on the process, lessons learned, and what qualities/criteria should be considered in the recruiting process.

Concerned was expressed over the lack of engagement in the most recent election cycle – what about webinars, videos, open forum? Even a video presentation? The question forum had no engagement this year. Some repetition in the qualification/application questions. This past year, a call was not put out for self-nominations. This was an oversight. Heavy in-person recruiting at the Summit last year that helped.

It was noted for VP candidate, they must be aware there would be a big time commitment for VP/President.

# Farewell Remarks

Mr Perry, Ms Mallory, and Ms Fox said goodbye.

The meeting adjourned at 4:03pm.