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**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Quartz AB Room, Hyatt Regency Denver Convention Center**

**8 May 2019 1:00pm – 4:00 PM MDT**

# Board

* Ben Woelk, President
* Craig Baehr, Vice-President
* Jane Wilson, Immediate Past President
* Kirsty Taylor, Secretary
* James Bousquet, Treasurer
* Bethany Aguad, Director
* Alisa Bonsignore, Director
* Todd DeLuca, Director
* Laura Palmer, Director

# Office

* Liz Pohland, STC CEO

# Guests

* Timothy Esposito
* TJ Cardenas
* Ron Hinds

# Agenda Items

1:00-1:30 – Open Session for STC members

* 1:00-1:05 – Meeting Logistics – Ben Woelk
* 1:05-1:20 – Non-profit Associations/Board – Liz Pohland
* 1:20-1:30 – Committee Chairs/Liaison assignments – Ben Woelk

End of public portion of meeting

* 1:30-1:45 - Welcome to 2019-2020 Board and Context – Ben Woelk
* 1:45-1:55 – Icebreaker - Ben Woelk
* 1:55-2:40 - Envisioning Exercise - Alisa Bonsignore
* 2:40-2:50 - Break
* 2:50-3:00 – Nominating Committee Update - Jane Wilson
* 3:00-3:15 - SIG Task Force Recommendations - Ben Woelk/Todd Deluca
* 3:15-3:25 - Review Strategic Resourcing Task Force Charter (AMCs) - Jane Wilson
* 3:25-3:35 - Proposed Customer Experience task force - Ben Woelk/Todd DeLuca
* 3:35-3:45 - Discuss reboot of Business Value Task Force - Ben Woelk
* 3:45-4:00 - Open Discussion

# Meeting Logistics

Mr Woelk opened the meeting at 1:11pm. A quorum was established. The agenda was approved.

# Non-profit Associations/Board

Ms Pohland discussed overview information about serving on a board, what board service entails, what makes a good strategic board member, what a strategic board does. Modern concerns for association boards to consider – find a niche, focus on culture, and prove the value. (Culture – be diverse and open to all).

One of the members attending, TJ Cardenas, commented that he would like to see collaboration included in the diversity of the org, and stated that this was achieved at the Summit.

Mr Woelk requested that all of the board members read *The End of Membership as We Know It*. There have been other publications by ASAE since this was published. Ms Pohland will check for more recent publications.

Mr Woelk reminded the board that they have an additional filter on posting on social media that it will reflect on the society.

# Committee Chairs

Mr Woelk suggested that certain board committees would only need one board liaison, so for those only one will be assigned. Board members will be able to sign up for committee liaisons after today.

Mr Woelk presented his recommendations for committee chairs, and there was discussion over the committees that still required chairs:

* Audit Committee – Alisa Bonsignore
* Community Affairs Committee – Bethany Aguad
* Finance and Investment Committee – Jim Bousquet
* Nominating Committee – Jane Wilson
* Value of Technical Communication Taskforce - TBD
* Associate Fellow – Timothy Esposito
* Fellow – Leah Guren
* Body of Knowledge – Liz Herman
* Community Achievement Award/Pacesetter – Jackie Damrau
* Distinguished Chapter Service Award – Viqui Dill
* Certification – Craig Baehr
* Sigma Tau Chi/Alpha Sigma – Christine Christiansen
* Scholarship – Lisa Mileusnich

Advisory panels for Intercom and Technical Communication need to be requested from the editors/staff. EAP – As a new staff member, Ms Ventura would gratefully receive suggestions for potential members of this committee.

*Move that the board approve the currently presented list of committee chairs.*

The motion was seconded.

Mr Baehr offered to be the chair of the Certification committee, and so was included in the list.

The motion passed.

The public portion of the meeting ended at 1:37pm.

The meeting paused at 1:38pm.

The meeting re-started at 1:47pm.

# Welcome to 2019-2020 Board and Context

Mr Woelk welcomed everyone to the board. In the space program, when things went into crisis, they slowed down, rather than making rash decisions. It is going to be a challenging year.

The board members introduced themselves.

# Envisioning Exercise

The board members went through an exercise where they brainstormed and discussed where they see STC being in five years’ time, and how we would get there. Three top issues were identified in Saturday’s meeting – Value of Technical Communication, Professional Network, and Professional Development.

Terms from card sort in Nov 2018 – Market-driven, Innovative, Empowering, Cutting Edge, Premier.

Are people more likely to be joining education programs (e.g. college Tech Comm programs) rather than joining STC to get their chops? Is the more foundational education being done in academic institutions? What is covering mid-career?

Are we considering traditional practitioners rather than current practitioners? In some organisations, tech writers are becoming curators of content rather than writers.

What do we want our demographic to look like in 5 years?

Is tech comm practiced exclusively by tech comm professionals: people for whom this is solely their job? Or is there a significant population that sees it as a skillset applied in other job roles, such as a subset of engineering?

Communities have been the main driver of a lot of what we do, including resources and time spent. How will they be in the future, given they can be hard to maintain, sustain and grow, people have uneven experiences, there are rifts and valleys throughout.

Consider the externalities that will affect us – if/when a recession hits, environmental considerations (carbon tax affecting travel costs to Summit), hotel and hospitality pricing. How can we make things accessible in a way that external impacts do not so largely affect for example Summit attendance? Will the Summit be like it is in 5 years?

What should membership experience look like? What does growth mean?

The meeting paused at 3:00pm. The meeting recommenced at 3:09pm.

# Nominating Committee Update

Ms Wilson gave an update on the meeting yesterday. Good group, meeting went well. Lessons learned from last year. Need to be clear about who’s doing what, when. Everyone had an appreciation that potential candidates need to be open to change and moving forward. The team has self-organised into two pairs. Have a wide list of potential candidates.

Will review the interview questions and the ballot consent form. Suggestion to review the effectiveness of the election forum.

Planning to meet fortnightly and have a busy Summer. Will share more specific schedule when it’s developed.

# SIG Task Force Recommendations

Mr Woelk chaired a SIG taskforce, and he and Mr DeLuca presented a report that had been presented to the 2018-19 board.

Ms Pohland left the meeting at 3:30pm.

Ms Pohland re-joined the meeting at 3:33pm.

After discussing the various information presented and progress so far, it was decided to continue the taskforce for another year, refine it, consider metrics, establish a baseline.

Suggest going through re-chartering process through the northern summer, which the taskforce will help to facilitate.

*Move that the Customer Experience and Value of Tech Comm task force agenda items will be moved to a future meeting.*

The motion was seconded. The motion passed.

The meeting paused at 4:11pm. The meeting re-started at 4:18pm.

# Review Strategic Resourcing Task Force Charter

Ms Wilson discussed the proposed charter for the strategic resourcing task force. The charter and taskforce is intended to help us continue our due diligence and investigate this option.

*Move to approve the Resourcing task force charter as presented.*

The motion was seconded. The motion passed.

Ms Pohland provided a quick update on the number of Summit attendees and highlight financial revenue.

The meeting adjourned at 4:35pm.