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Board of Directors Meeting Summary

25 June 2020, 4:30-6:00pm EDT

# Board

* Craig Baehr, President
* Kirsty Taylor, Vice-President
* Ben Woelk, Immediate Past President
* Timothy Esposito, Secretary
* James Bousquet, Treasurer
* Bethany Aguad, Director
* Todd DeLuca, Director
* Laura Palmer, Director
* Ann Marie Queeney, Director

# Office

* Liz Pohland, STC CEO

# Guests

* Beth Mauro, Senior Director of Client Services, AH/Chief Relationship Officer STC
* Justin Martin, Director of Client Financial Services, AH

# Agenda Items

* President report (10 min) – Craig Baehr
  + Year Ahead
  + Working Board
  + Committee Chair Approval/Board Liaison Signups
* Treasurer report (10 mins) – Jim Bousquet
* CEO Report (15 mins) – Liz Pohland
* Technical Communication Editor update (5 mins) – Laura Palmer
* AH Presentation (30 mins)
* Board Discussion (20 mins)

# Consent Agenda

* Approve May 28th meeting Minutes and Summary
* Approve the Annual Business Meeting minutes

# Minutes

The meeting was called to order at 4:32 pm. The agenda was approved. The consent agenda was approved.

## President Report

### Year Ahead

Are there other ways to recognize members of the Society?

Certification finalization with the final level being launched.

More changes to education, which will function by committee. The work is then handed to the staff to enact. What other ways can we contribute to education?

How else can we work with communities? Fundraisers? Happy hours?

### Committee Chair Approval/Board Liaison Signups

Mr. Baehr proposed Committee Chairs. Let him know what committees you’d like to be a liaison for and he will update a spreadsheet.

*Mr. Baehr made the motion that the proposed committee chairs be accepted. It was seconded. Motion passed.*

## Treasurer report

Mr. Bousquet presented the financial report to end May, 2020.

* **Assets:** $551,902, which is down on May 2019 by $220,164.
* **Liabilities:** $819,126 against $836,679 in May 2019.
* **Total Net Assets**: $(267,224)
* **Revenue**: $590,050 against budget $366,166 and $302,648 in April, 2019.
* **Expenses**: $604,682 against a budget of $645,331.
* **Operating Change in Net Assets**: $(14,632) against May 2019 $ 268,398 and budget of $172,670.
* **Conference Program**: $129,689 against May 2019 $383,832 and a budget of $248,845.
* **Total Change in Net Assets**: $(39,085) against May 2019 $295,534 and a budget of $181,504.

*Move that the board accept the financial report for the month of May, 2020. The motion was seconded. The motion passed.*

Mr. Bousquet then presented the Small Business Administration (SBA) Disaster Loan.

*Mr. Bousquet moved that the board approve the signing of closing papers for the $150,000 US Small Business Administration (SBA) loan agreement. Mr. Woelk seconds.*

The motion carried.

## CEO Report

Ms. Pohland presented a report on activities of the Society office.

### Membership

As of 6/22, we have 2,825 members (-618) from last year at this time.

FY20 membership income is $563,182. This is ($20,973) behind the straight-line budget, and ($124,977) compared to FY19 at this time.

### Education

As of 6/22, education revenue is $52,350 and currently ($22,169) behind the straight-line budget. This is typical in May due to the conference. Foundation course started June 24. Additional courses in July and August.

### Roundtable

Recommendation: Have the Education Committee do a survey of paying members to find out what works and doesn't.

### Certification

Foundation CPTCs number 307 passes, 120 failures. The overall pass rate is 72%; failure rate is 28%. There have been a total of 427 exams sat, with an additional 94 paid for but not sat.

Two candidates have sat and passed the Practitioner exam to date, one additional candidate has scheduled the Practitioner exam but not sat.

### AH MarComm

A series of slides showing data gathered by AH MarComm were displayed. Items such as social media growth (Facebook, twitter, LinkedIn), highlights of events on social media (tweets with images get the most traction), effectivity of ads taken out on Facebook and LinkedIn for Summit, and statistics from ConstantContact and MailChimp mailings were discussed. Of note, Technical Communication was one of the top 100 Journals for full downloads! Out of 10,000. Great news for ad placement.

### General Updates

Small business loan from SBA came in at $150,000. Need motion to approve. (already discussed).

Assisting STC Philadelphia-Metro Conduit Conference with their contract with the Franklin Institute.

Working on a hotel contract addendum for Atlanta (June 2021).

Setting up board strategy sessions with AH for August. Recommendation of two days, back-to-back, from 4:00-7:00 PM EST.

Gould and Smith awards data for award committee guidelines: 50% of Gould past recipients are currently active members; 20% of Smith recipients are active members (many are not in iMIS at all).

## Technical Communication Editor Update

One submission has been received, and other submissions are anticipated.

## AH Presentation

Two employees from AH attended to share their thoughts on STC. Beth Mauro is our liaison and works with Ms. Pohland to make sure services are delivered, and consult towards our success. She will be sending us a survey. Reach out to her as you need to as she is our contact and resource; reach out at any time. Justin Martin is the Director of Client Financial Services, and attended to share his thoughts on the STC financial situation. Besides them, there is a large team supporting the STC. Pivot is still a popular word when discussing the virtual Summit.

A number of slides were displayed showing MarComm, industry relations, and the STC website. An in-depth review of the STC financial state was made, along with several recommendations on how to course correct to improve our financial standing. Several of their recommendations had already been discussed with the board.

For technical support issues for STC and its communities, STC logs tickets on each community’s behalf, with AH to handle.

* Question: How is AH using Summit data for targeting? They are creating personas and determining the most engaged topics, for example. Then they will determine what the sweet spot is for STC content, and deploy assets there.
* Question: Will they send targeted marketing to individuals from Summit? Potentially, yes.
* Question: How is AH situated, given the current economy? They are OK now, but foresee a drop in the next year, due to the COVID crisis.

# Adjournment

The meeting adjourned at 6:03pm. All parties left at this time.