

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Conference Call**

**20 March 4-5:30pm US EST/ 21 March 6-7:30am AEST**

# Attendees

Board

* Adriane Hunt, President
* Alyssa Fox, Vice President
* Kirsty Taylor, Secretary
* Jane Wilson, Treasurer
* Bernard Aschwanden, Immediate Past President
* Craig Baehr, Director
* Alisa Bonsignore, Director
* Liz Herman, Director
* Cindy Pao, Director

Office

* Liz Pohland, STC Interim CEO
* Stacey O’Donnell, STC Interim COO

# Consent Agenda Items

* Approve the 15 February meeting minutes and summary

# Agenda Items

* Call to order and approval of agenda
* President’s Report (10 minutes) – Adriane Hunt
* Interim CEO / COO Report (15 minutes) – Liz Pohland and Stacey O’Donnell
* Scholarship Committee Report (15 minutes) - Ben Woelk to dial in
* Treasurer’s Report (15 minutes) – Jane Wilson
* CAC Report (15 minutes) – Cindy Pao
* Board open-ness (10 minutes) – Kirsty Taylor
* Election Results (5 minutes) – Bernard Aschwanden
* Executive Session
* CEO Search update (10 mins) – Alyssa Fox

The meeting commenced at 4:00pm.

A quorum was established. The agenda was approved. The consent agenda was approved.

# President’s Report

Ms Hunt will be attending Spectrum in Rochester next week.

Ms Pao joined the meeting at 4:02pm.

# Interim CEO/COO Report

Ms Pohland reported on accounting updates.

The audit is starting next Monday. The auditors assured that they could meet the deadline required for the society’s annual business meeting. There was an $87,739 change in net assets (not new), due to personnel not re-hired at the end of the year. Community budget cheques have all been processed and mailed. Ms Pohland is also working on updating the staff handbook.

Washington DC /Baltimore chapter has a lot of energy and excitement for the Summit this year. The chapter is sponsoring the Rough Drafts to play after the Honors reception. Ms Pohland will be attending Rochester Spectrum, and also hoping to attend Conduit in Philadelphia.

**Summit**

Registrations are on par with the 2015 Summit in Columbus. Details for the closing session have been confirmed with Fix my Apps. The Fix my Apps team will also be attending the Summit. Two further speakers have been invited – Rahul Prabhakar and Andrea Ames. Conference sessions are completely full. Ms O’Donnell continues to work on selling exhibitor space; also looking at various marketing options including attracting local attendees for single day. The staff is working full-time on the Summit; it is the busiest time of year for them. It was suggested that the board can help by sharing posts and links on social media to their own follower lists, forwarding any marketing, etc.

**Certification**

Continuing to work on the module for CEU tracking. Foundation certification level is being marketed. APMG is working on promoting to accredited training organisations and universities. Some universities have approved CPTC as a required prior learning for selected graduate courses.

To date, 50% of the people who have done the exam are new members. 115 have registered to take the exam, but have not yet sat the exam.

STC will pay for a complimentary exam fee and for a text book for new membership renewals; the single winner will be drawn from all membership renewals.

**Membership**

3352 members as at 13 March. This is down on 2016, and trending a little further down since the February board meeting. Losing Classic members, who have been members for ~3 years, but gaining members in Gold category. Down a little in student renewals. The staff will be trying some different marketing, such as snail mail and Google Ads. Currently surveying members who did not renew for reasons why they chose not to renew.

**Education**

$45,184 in revenue, currently ahead of budget. Ms Jin and Ms Krat have courses planned out through July/August.

Mr Ben Woelk joined the meeting at 4:21pm.

# Scholarship Committee Report

Mr Woelk reported on the progress of the Scholarship Committee. The scholarship committee has been meeting monthly since July/August 2016. They have surveyed and compiled a list of chapter scholarships; developed best practice and sample documents, and published those documents; and developed recommendations for a society-level scholarship program.

The committee recommends that the society award two undergraduate and two graduate scholarships. All awards should include STC student membership. There are a diverse range of university program names; potential awardees may attend a course with one of these diverse names. Awards should be paid directly to the institution, rather than to the student. The committee acknowledged that they did not do extensive research into courses outside North America; there are some known restrictions in some countries, particularly around accepting payments from the US.

Next steps would include budgeting for the scholarships, or seeking external funding in support of the scholarships. The committee has suggested what they believe would be a meaningful amount to students. The committee would be happy to help to seeks sponsors, if that is the board’s direction.

Historically, in the past, recipients of scholarships do not engage in an ongoing relationship with the society. Some current chapters that offer scholarships would be willing for the society to take them on at a society level. The board discussed whether the scholarship should be motivated by being philanthropic in nature, or as an enticement to membership and an ongoing relationship. Mr Woelk recommended that the board review the materials that have been [posted online](https://www.stc.org/committees/scholarship-committee/).

Mr Woelk left the meeting at 4:39pm.

# Treasurer’s Report

Ms Wilson reported that the Finance and Investment meeting had been held immediately prior to the board meeting, in which the December financials were reviewed. There is no data to release to board yet.

Total change in net assets includes a surplus of $87k that was not planned. This surplus was mostly due to unspent personnel expenses.

Total net assets at end December was -$55k. At end December 2015, it was -$138k.

Logistics have gotten a little behind due to switch to QuickBooks and audit preparations. The next F&I meeting on April 5 should include reviews of the January and February numbers. Ms Wilson expects to be able to report on Dec 2016 – Feb 2017 at the April board meeting.

Ms Wilson is organising financial familiarisations with the new board members. Mr James Bousquet, the incoming treasurer, will be invited to the next F&I meeting.

# CAC Report

Ms Pao gave an update on the activities on the Community Affairs Committee.

*Move that board approves the community model task force as amended (10 team members and task force deadline May 31). The motion was seconded.*

*The motion carried.*

Ms Pao and Ms Herman are meeting fortnightly to discuss various community matters. As soon as an item is posted on the CAC website, it is posted through to social media accounts. A webinar is being held on Friday about starting a YouTube channel for communities.

Ms Judy Glick-Smith will be speaking for about an hour at the Leadership Program. The agenda has been set and publicised on the Summit page. Current registrants are being polled on their interest in various breakout session topics to guide choice of topics.

**Professional chapter outreach**

Central Iowa – working with the former treasurer to close bank accounts and file taxes. Charlotte Regional chapter does not have an active admin council; need to survey the membership about merging, dissolving, or recruiting more members. New England chapter needs help recruiting volunteers and needs a new treasurer. The treasurer role in particular suffers from the perception that it is very complicated.

Finance issues seems to be a common thread – could there be a model going forward where there is less financial requirements or activities? Marketing about the role, or changing the webinar name may help allay fears of the unknown.

**SIGs**

Met last week with the SIG outreach team, and discussed various SIGs that are struggling. SIG meetings are being arranged for the Summit, with an emphasis on volunteer recruitment.

Succession planning task force has produced a document, which is being reviewed before being sent to the board. Ms Pao and Ms Herman are working on a transition plan between them for the Summit.

# Board Open-ness

Ms Taylor discussed concerns about board open-ness and accessibility after reading member comments on the election forum. The board discussed various ideas, including blog posts of the highlights of recent board meetings, discussion topics around the strategy items discussed in November.

# Election Results

Mr Aschwanden reported on the outcome of the 2017 election. 437 ballots were returned from over 3000 members, which is a 14% response rate. Most votes were received on the first Monday and Tuesday, and then on the following Monday. Mr Aschwanden suggested that the language used around elections should be that a person is elected, not that they have won. He reiterated that all candidates on the election slate have skills and talents to offer STC, and those who have not been elected may be able to serve or help the society with other tasks.

# Executive Session

Ms Pohland and Ms O’Donnell left the meeting at 5:19pm.

The board entered executive session at 5:19am.

The board discussed the progress and recommendations of the CEO Search committee.

Ms Fox expressed that the committee was really pleased with calibre of candidates. It was a lot of work, and a hard decision, but a really good experience.

The board decided to reconvene on Wednesday 22 March at 3pm EDT to continue discussing details of the CEO position offer.

The board finished executive session at 5:41pm.

The meeting adjourned at 5:41pm.

# Email votes since the February meeting

The following votes were taken and passed via email since the last board meeting:

*Move that the board accepts the nominations of the CAA committee for 2017 award recipients.*