****

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**26 March 2020**

# 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

# Agenda Items

* President report (5 min) – Ben Woelk
* Summit report (25 mins) – Phylise Banner
* CEO Report (15 mins) – Liz Pohland
* Treasurer report (10 mins) – Jim Bousquet
* CAC report (10 mins) – Bethany Aguad
* SIG Taskforce recommendation (10 mins) – Todd, Bethany
* Technical Communication Editor (10 mins) – Laura Palmer
* Membership engagement task force (5 min) – Ben, Liz

# Consent Agenda

* Approve February 27 Minutes and Summary

Ms Phylise Banner joined the meeting at 4:30pm

The meeting was called to order at 4:31pm. The agenda was approved. The consent agenda was approved.

# President report

Mr Woelk welcomed the board members and checked on how everyone is dealing with the current international COVID-19 situation.

# Summit report – Phylise Banner

Ms Banner, STC’s Director of Education, presented an update on the Virtual Summit 2020. The elements of the Summit were presented. Ms Banner has met with other colleagues in this space to discuss how the Summit can go virtual.

Ms Banner left the meeting at 5:07pm.

# CEO Report

**Membership**

Membership at 2,402 members, 614 lower than last year at this time. Membership revenue ($495,205) is down on 2019.

**Education**

105 attendees at 22 March. Two courses started this week. Ms Guren’s course has 31 participants.

**Roundtable**

From 1 April, Roundtable will be a part of Gold Membership. MarCom are putting up ads on social for Roundtable this week.

**Summit**

Pivoting the virtual Summit. Changed dates. Working on new budget for the conference.

Planning to launch screenshots of the virtual Summit environment next week.

Ms Pohland presented the Hyatt Bellevue response to the cancellation of the conference.

**Certification**

Foundation - 284 passes, 117 failures, 85 not yet taken. YTD 17 exams taken, 25 not yet sat. Pass rate is 59% this year, suspect because candidates haven’t taken courses to prepare before sitting the exam.

Two candidates have sat and passed Practitioner. Two have paid and not yet sat. Bank balance has not yet gone up.

On 6 April there will be a free member webinar on certification.

**General updates**

Weak cash flow. Starting to look into small business relief options for associations.

The physical office is closed. Staff working from home. Have moved the audit out as the auditors and others go virtual.

Need to find a date for the Annual Business Meeting.

Community budget checks are going out.

# Treasurer report

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

Assets - $646,609 ($898,325 in 2019). Liabilities - $1,038,123 ($1,311,089 in 2019). Deferred revenue dues is down, as is conference. Total net assets $(391,514) against $(412,764) last year.

Revenue – Education is at 63% of budget. Realised membership dues is 69% of budget. Total revenue $112,842 is less than budget ($182,751).

Expenses – personnel is slightly worse than budget. Community dues had not yet gone out. Total expenses is $221,608 against a budget of $311,249.

Operating change in net assets - $(108,766). Total change in net assets - $(135,359) against a budget $(124,964).

*That the board accept the financial report for the month of February, 2020.*

The motion was seconded.

The motion passed.

Mr Bousquet provided an update on community budget reviews.

# CAC report

Ms Aguad provided an update on the CAC activities.

*Move that the board approves STC West Michigan Shores and Southeastern Michigan Chapters merge to form the Michigan Great Lakes chapter.*

The motion was seconded. The motion passed.

Ms Aguad mentioned the various community concerns that the CAC is hearing, as well as feedback on the Virtual Summit.

# SIG Taskforce recommendation

Ms Aguad and Mr DeLuca presented the taskforce recommendations.

Transition process is planned. To be completed by July to prepare for new membership year.

The financial impact of this change, based on 2020 membership numbers, was presented.

*Move that the board approve the recommendations of the SIG task force.*

The motion was seconded.

The motion was amended

*Move that the board approve that SIGs become a Community of Practice or Community of Interest.*

The motion was seconded. The motion passed.

# Technical Communication Editor

Ms Palmer discussed the recommendations of the journal editor search committee.

*Move that the board approve the recommendations of the Technical Communication Editor appointment.*

The motion was seconded. The motion was discussed.

The motion was withdrawn.

# Membership engagement task force

This topic will be discussed at a future meeting or in the email forum.

The meeting adjourned at 6:17 pm.

# Email Votes since the last meeting

*Move that STC cancel the contract with Hyatt Regency Bellevue for the 2020 Summit.*

The motion passed.

*Move that the board accept the recommendations of the committee for the 2020 recipients of the Pacesetter and Community Achievement Awards.*

The motion passed.