Board of Directors Meeting Summary

29 October 2020, 4:30-6:00pm EDT

Attendees

Board

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

Office

- Liz Pohland, STC CEO

Guests

- None

Agenda Items

- President's Report (5 minutes) - Craig Baehr

- Treasurer's Report (15 mins) – Jim Bousquet
- CEO Report (20 mins) – Liz Pohland
- Annual Business Meeting Motions (15 mins) - Tim Esposito
- Strategic Planning (20 mins) - Craig Baehr
- Committee Reports (20 minutes)

Consent Agenda

- Approve September 24th meeting Minutes and Summary

Minutes

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

President's Report

- Mr. Baehr created a strategic planning folder on the Google drive. Please review it.
- The next meeting would fall on Thanksgiving, so it will instead be held on Tuesday, November 24th, 4:30 EST.
- December's meeting will fall earlier to avoid Christmas, most likely the second week in December.
- A preliminary budget will be presented in November, with a full budget discussion in December.

Treasurer's Report

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

- **Assets:** $546,984, against $539,026 in September 2019.
- **Liabilities:** $869,841 against $669,739 in September 2019.
- **Total Net Assets**: $(322,857) compared with (130,713) in 2019.
- **Revenue**: $917,225 against budget $1,185,333 and $1,475,456 in September 2019.
- **Expenses**: $1,012,012 against a budget of $1,147,050 and $1,294,590 in September 2019.
- **Operating Change in Net Assets**: $(94,787) against September 2019 $180,866 and a budget of $38,283.
- **Total Change in Net Assets**: $(94,719) against September 2019 $229,434 and a budget of $54,183.

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

CEO's Report

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

Finance/Operational Updates

- Met with new Merrill Lynch advisor to review portfolio (documents are in Oct meeting folder). Outlook is positive.
- Finalizing 990s with Wegner. An email board vote will be needed before filing.
- Emailed Parliamentarian about virtual annual business meeting change vote last month: "for the 2021 Annual Meeting, you're definitely in the clear to have that virtual"—will send resources for future
- Working on 2021 budget scenarios—likely present budget twice in Nov and Dec.
- Staff Vacation Carryover Proposal
    - The STC office will be "closed" (as much as possible) from December 21 to January 1, using vacation leave for the days that are not holidays.
      (Staff will still check email and keep an eye on phones, social media, the website, etc.)
    - Vacation leave at the end of the year for each employee rolls over 100% into 2021, but must be taken by June 30th. Any unused rollover by July 1st would be forfeited completely.

Move that the Board approve staff leave balance carryover to June 30, 2021. The motion was seconded. The motion passed.

- Landlord Proposal to move from Suite 406 to 208

IR STC 2020 Closed/Won - YTD

Opportunity Name	Account Name	Amount	Close Date
STC2020 Webinar	TechSmith Corporation	6000	10/1/2020
STC2020 E-Ad	TechSmith Corporation	1500	10/1/2020
STC2020 E-Ad	University of Wisconsin-Stout	2500	9/28/2020

STC2020 CVP	ConnectWise	665	7/30/20 20
STC2020 Eblast	Drexel University	1500	6/30/20 20
STC2020 E-Ad	George Mason University (GMU)	1500	6/11/20 20
STC2020 Eblast	Drexel University	1400	5/28/20 20
STC2020 E-Ad	George Mason University (GMU)	400	5/19/20 20
STC2020 E-Ad	George Mason University (GMU)	400	5/19/20 20
STC2020 E-News	Joan Francuz	1000	4/17/20 20

AH Marcom

In September, AH MarCom drafted posts for STC's Facebook, Twitter, and LinkedIn pages highlighting key initiatives including webinars, online courses, reduced membership rates, call for proposals, and more.

September 2020 Growth:

- Facebook: 94
- Twitter: 32
- LinkedIn: 102

Constant Contact Summary

September emails featured education eblasts, the IR team introduction, and the Summit call for proposals extension.

Membership

Membership Revenue as of 10/25/20

As of 10/25, FY21 membership income is $81,144 with 393 members (-46 from last year). This is behind last year's revenue by ($5,717).

Total current/active = 2020 (3,128) + sust. (5!) + new 2021 (131) = 3,264 members

The 2021 membership budget has not yet been set. The black line is last year's straight-line budget (overlaps blue line). We are behind the 2020 budget ($41,121).

Membership Updates

- Membership and Marketing Committee—
  - LinkedIn Sales Navigator
  - Conduct CVP and industry research for prospects (who is missing from our company lists?)
  - Outreach for welcoming members and membership support
  - Review AH survey/website suggestions for membership areas
- Corporate Value Program revamp
  - Group individual membership opportunities (like current offering)
  - Corporate membership opportunities bundled with IR offerings (January 2021) (https://www.controlledreleasesociety.org/sites/default/files/docs/2020/Images/CRS%20-%20Corporate%20Member%20%26%20Advertising%20-%20Overview.pdf)
- High-school and college-level memberships (18+) and CVPs
  - 250+ high schools focused on STEM
  - 300+ academic programs (http://tek-ritr.com/techcomm-programmatic-central/maps-of-tpc-programs/)
  - CVP with schools who want to advance student success

Education

2020 Education Revenue as of 10/26/20

As of 10/26, education revenue is $100,126 and currently ($28,047) behind the straightline budget and ahead of last year by $12,499. We currently have $5,196 in future education sales on webinars and courses, with several being uploaded for Jan-March timeframe.

Education Updates

- Education Committee: meeting biweekly
  - Working on courses for Q4 (priority on courses over webinars)
  - Difficult to find instructors for Nov/Dec 2020
  - Liz, Craig, Bethany to meet with Jackie to discuss syllabus
- Education survey for topics, etc.
- Roundtable still suspended.

2021-2022 Conference Updates

- CFP for 2021: fewer submissions in than past years, but strong submissions. Also asking invited speakers to bypass proposal process. Preliminary program should be done by mid-Nov.
- 2021 Conference (6-9 June):
  - Committee meeting often
  - Two distinct events: virtual (Engagez) and onsite (Atlanta)
  - Budget discussion & financial modeling
  - Registration rates decision (open reg Nov 15)
  - Meeting with Atlanta Hyatt, options:
    - Move conference to 2023 or 2024, with some penalty ($100,000 in contract)
    - Hold conference but revise contract to accommodate reduction in attendees
- 2022 Chicago Hyatt contract addendum on hold
- LavaCon/Tekom (free expo registration email)

Publications Updates

- Working with AH Pubs team to launch PubsPro beta on Intercom. (robust flipbook edition with readership data).
- Two Intercom editor proposals forthcoming from strong candidates (due first week in Nov). Propose change from 8 issues/year to 6 in 2021.
- New I and TC pubs model:
  - Making the current issue "open access" for anyone and making archives members-only, or
  - Making the current issue and archives for members only and make the immediate past issue "open access"
  - Currently we only have one article per issue open
- Salary Database
  - Industry Insights contract not executed ($14,500)

- ○ Need sponsorships to cover the expense from IR team (propose skipping the year—publish every 2 years going forward?)

Other...

- ● Websites—Website task force work ongoing
  - ○ Auditing content and PlugIns, fixing 404s, deleting or unpublishing outdated or duplicate pages
  - ○ BOK meeting
  - ○ Listserv review
- ● Communities
  - ○ CAC webinars
  - ○ Community Budget season
  - ○ SIG ABMs

Annual Business Meeting Motions

Motion 2

"That the Board to consider revising the new member and returning member signup experience."

- ● The motion was put to vote. The motion passed.

Response: The board has initiated the following actions to address this:
1. Website review committee
2. Membership committee
3. Strategic plan objectives

Motion 3

"That the Board consider instituting an STC-wide community chat application, such as a Slack workspace that all STC members get as part of their membership."

- ● The motion was put to vote. The motion passed.

Response: The Board has instituted a Slack workspace and is developing a code of conduct. This will be advertised to new and existing members.

Motion 4

"Move that the STC Board consider modernizing the Annual Business Meeting processes to support remote members and generally increase member engagement in the Society as a whole."

- The motion was put to vote. The motion passed.

Resolution: STC has consulted with the parliamentarian and received confirmation for holding the Annual Business Meeting virtually for 2021.

Motion 5

"Move that the STC Board consider modifying the STC bylaws to permit student members to serve as STC Directors on the STC Board. And, if this motion passes, that the Board consider having it take effect for the current elections (for positions that start in June 2021)."

- The motion was ruled out of order, as the process for amending Society bylaws is documented in Article X of the STC Bylaws.

Motion 6

"Move that the STC Board consider modifying the STC bylaws to permit student members to serve on the STC Nominating Committee. And, if this motion passes, that the Board consider having this change take effect for the current elections (for positions that start in June 2021)."

- The motion was ruled out of order, as the process for amending Society bylaws is documented in Article X of the STC Bylaws.

Strategic Planning

STC Mission

The Society for Technical Communication promotes excellence in communication through comprehensive education, career development opportunities, information resources, and communities.
STC fosters innovation in the discipline of technical communication by advancing the knowledge, skills, and competencies of its global and diverse membership.

STC Vision

STC connects technical communicators in a wide range of industries and disciplines, promoting professional growth and excellence, making technology usable and accessible. STC advocates for a world that values:

- Clear, concise communication that improves people's lives;
- Intelligent content: dynamic, networked, modern, and accessible;
- Safe, efficient, and effective use of products (technical systems, software, services);
- Technical communication as a global information authority in all markets;
- Equity, inclusion, and unbiased communication; and
- The technical communication community and its related subject matter experts in providing answers and solutions to complex technology problems for businesses.

More editing will be done after the meeting on this section.

STC Strategic Objectives

- Improve Membership Growth & Experience. Demonstrate STC's value proposition and enhance the member experience to promote growth and retention of members.
- Provide Education and Career Resources. Offer year-round education programs and career resources in a variety of formats.
- Strengthen and Grow STC's Communities. Create a place of belonging for members and enable strong Chapters and SIGs.
- Ensure STC's and the Discipline's Ongoing Vitality. Serve the discipline as the definitive source of ALL THINGS TECH COMM.

Improve Membership Growth & Experience

Demonstrate STC's value proposition and enhance the member experience to promote growth and retention of members.
- Develop a new member onboarding process that provides a positive user experience and engages new members in STC early (Membership Director & Committee)
- Develop a comprehensive and diverse retention and recruitment plan (Membership Director & Committee, AH MarCom)
- Develop a revised revenue model for dues and benefits (Membership Director, AH, Board Subcommittee or Membership Committee)
- Develop new marketing to recruit members including diverse, global, and new populations (AH MarCom/IR, STC Staff)
- Evaluate and enhance communication channels with membership (Social Media/Website/Mail list Committees)

- Gather regular member feedback to improve membership benefits and offerings (AH and STC Staff)

Provide Education and Career Resources

Offer year-round education programs and career resources in a variety of formats.
- Curate a year-round education plan and strategy that includes a breadth of offerings at all skill levels (Education Manager, Education Committee)
- Develop innovative approaches, topics, and programs (Education Committee)
- Partner with new and existing affiliates (vendors, academics, practitioners) and platforms to provide new educational opportunities (Education Committee, Education Manager)
- Provide resources and training for members to support every phase of their career path (Education Committee)

Strengthen and Grow STC's Communities

- Create a place of belonging for members and enable strong Chapters and SIGs.
  - Develop a plan for structuring and strengthening STC communities (CAC)
  - Provide leadership development training for communities, encouraging succession and volunteering (Communities, CAC, Communities Director)
  - Facilitate community communication and networking through a user-friendly, common set of tools and resources (Social Media/Web Committees, CAC)

Ensure STC's and the Discipline's Ongoing Vitality

- Serve the discipline as the definitive source of ALL THINGS TECH COMM.
  - Improve the website content and usability, creating a one-stop-shop for all STC's offerings (Website Committee/AH Web team)
  - Develop and explore sources of non-dues revenue (STC Board or Task Force)
  - Streamline programs and services to promote effective resource management and recruit/incentivize volunteers (CEO)
  - Expand recognition programs for exceptional volunteerism and service (STC Board, CAC, Award/Honors Committees, Communities)
  - Evaluate and improve STC's business model and offerings responsive to needs and trends of members and the discipline (CEO, STC Board)
  - Promote awareness of STC and the discipline to the full range of technical communication stakeholders (CEO/MarCom/Board, Everyone)

Committee Reports

Community Affairs Committee (CAC)

That the Board approve the change of Lone Writer SIG COI's (Community of Interest) name to Solo Technical Communicator, per the membership's vote. The motion was seconded. The motion passed.

Ms. Aguad and Dr. Palmer left the meeting at 5:52.

Nominating Committee

Move that the Board approve to extend the meeting by 10 minutes. The motion was seconded. The motion passed.

Move that the Board approve the preliminary slate for the 2021 election. The motion did not carry.

Adjournment

The meeting adjourned at 6:11 pm.