



Society for
Technical
Communication

Board of Directors Meeting Summary

25 March 2021, 4:30-6:00 pm EST

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

Guest

- Liz Pohland, STC CEO

Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- President's Report (5 mins)
- Treasurer's Report (20 mins)
- CEO Report (20 mins)
- Slack Update/Discussion Continued (15 mins)

- Awards Updates (20 mins)
 - o CAA/Pacesetter
 - o Frank R. Smith
 - o *Intercom Award*

Consent Agenda

- Approve February 25th meeting Minutes and Summary

Minutes

The meeting was called to order at 4:30pm EST. The agenda was approved. The consent agenda was approved.

President's Report

Mr. Baehr and Ms. Pohland are working on a meritorious service award.

Ms. Taylor has been working on a document from the DEIAP panel.

The Community Achievement Award Committee suggested changes to the application will be reviewed next month.

Treasurer's Report

Mr. Bousquet presented the financial report.

February

- **Assets:** \$772,465, against \$650,075 in the same month in 2020.
- **Liabilities:** \$1,205,580 against \$1,030,186 in the same month in 2020.
- **Total Net Assets:** \$(433,115) compared with \$(380,111) in the same month in 2020.
- **Revenue:** \$134,363 against budget \$163,799 and \$110,842 in the same month in 2020.
- **Expenses:** \$202,592 against a budget of \$211,390 and \$236,224 in the same month in 2020.
- **Operating Change in Net Assets:** \$(68,229) against a budget of \$(47,591) and \$(125,382) in the same month in 2020.
- **Total Change in Net Assets:** \$(62,743) against a budget of \$(45,816) and \$(151,975) in the same month in 2020.

Move that the board accept the financial report for the month of February, 2021. The motion was seconded. The motion passed.

Cash Projections

Mr. Bousquet projected STC cash holdings through the end of the year. The projected amount remains positive throughout the year.

Community Budget Reviews

A small update on community budgets was provided. Thirty are approved with two to follow up.

CEO Report

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

General Updates

- PPP loan application in (forgivable): \$62,499
- 2020 audit ongoing (audit committee to meet Wegner)
- Cassie DeMoss (AH IR Manager) has been replaced by Christina DeRose (new Industry Partnership Program and Media Kit online)
- IT meeting with AH to set date for moving STC data to AH servers and decommissioning onsite server (week of April 26th)
- Many meetings with Mr. Esposito on website updates and edits, redesign homepage, SEO training, removing plugins, consolidating mailing lists
- Election has ended, and Mr. Esposito will send a poll about selecting a date for the Annual Business Meeting (week of June 14th)

Membership Revenue as of 3/21/21

FY21 membership income is \$477,994 with 2,335 members (-62 from last year). This is behind last year's revenue by (\$21,481). We are ahead of the 2020 straight-line budget by \$132,694. We had a new sustaining member this week as well.

How board members can help! Prospecting for new member contacts and lead research on where TCers are in different industries.

Education Revenue as of 3/22/21

Education revenue is \$61,775, \$44,495 ahead of last year and \$26,015 ahead of the straight-line budget, with \$5,645 currently in course and webinar sales through June 2021 (the June budget will be \$70,000+).

Summit Registration Revenue as of 3/21/21

At 12 weeks from the start date, Summit revenue is \$127,240 with 221 registrations (-13) and currently (\$34,292) behind the straight-line budget and behind last year by (\$25,015). As of yesterday, revenue is \$136,195, with 230 registrants.

One-day (no ondemand, less expensive) and emerging nation rates up online with full schedule and times. Finalizing featured speakers (way below budget) and entertainment (Dill Pickers, magician, trivia contest).

Industry Relations

The new IR manager has signed 3 new exhibitors for Summit.

Slides showing how STC has fared on website interaction and social media are included.

Slack Update

Mr. DeLuca and Ms. Aguad led a discussion on how the STC Slack workspace is being used. The free version of Slack that STC uses offers minimal data insights, and those were shared. Membership on the workspace is increasing and activity in the channels is also improving. Direct messages between participants are on the rise.

Mr. DeLuca and Ms. Aguad will reach out to Jane Wilson to discuss consolidating Slack workspaces for Summit with the general STC workspace.

Ms. Pohland will work with the STC staff so they become more involved with Slack and so members can more readily reach out to them.

Committee Liaison / Awards Update

Community Achievement Awards Committee/Pacesetter

The board reviewed the recommendations for the Community Achievement Awards and the Pacesetter Awards.

Move that the board approves the Community Achievement and Pacesetter Awards Committee's recommendations for the recipients of the Community Achievement, Pacesetter, Community of the Year, and Most Improved Community awards. The motion was seconded. Ms. Queeney recused herself from the vote. The motion passed.

Frank R Smith Award Committee

The board reviewed the recommendations for the Frank R. Smith Award and the Pacesetter Awards.

Move that the board approve the nominations for the 2020 Frank R. Smith Award. The motion was seconded. The motion passed.

Intercom Awards

The review panel for the Intercom awards is scheduled to meet by the end of March to make their recommendations to the editor.

Adjournment

The meeting adjourned at 5:47 pm.

Next Meeting

April 29th, 4:30-6:00 PM EST