



Society for
Technical
Communication

Board of Directors Meeting Summary

29 April 2021, 4:30-6:00 pm 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

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)
- Audit Committee (15 mins)
- *Intercom* Awards Updates (5 mins)
- Excellence in Service Award (10 mins)
- CAA Application Revisions (15 mins)

Consent Agenda

- Approve March 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

Getting feedback from the certification expert panel of the first draft of the expert level schema.

The plan is to present it at the next board meeting, or the following.

Will talk about the proposed Excellence in Service Award later in the meeting.

This year we have a working board and our efforts have shown great results.

Treasurer's Report

Mr. Bousquet presented the financial report.

March

- **Assets:** \$764,373, against \$518,112 in the same month in 2020.
- **Liabilities:** \$1,248,771 against \$981,914 in the same month in 2020.
- **Total Net Assets:** \$(484,398) compared with \$(463,802) in the same month in 2020.
- **Revenue:** \$217,030 against budget \$245,700 and \$199,911 in the same month in 2020.
- **Expenses:** \$349,260 against a budget of \$337,835 and \$366,829 in the same month in 2020.
- **Operating Change in Net Assets:** \$(132,230) against a budget of \$(92,135) and \$(166,918) in the same month in 2020.
- **Total Change in Net Assets:** \$(114,025) against a budget of \$(89,473) and \$(235,666) in the same month in 2020.

Move that the board accept the financial report for the month of March 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 update on community budgets was provided.

Member Suggestion

A member approached Mr. Bousquet about the possibility of changing the community funding model. A few possible options were discussed.

CEO Report

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

General Updates

- PPP loan application complete for \$62,499 (forgivable). In the last review stage, ACH provided, "funds are reserved."
- 2020 audit complete: recommend writing an annual report for publication in June with the ABM.
- AH moving STC data to AH servers and decommissioning onsite server this week.
- Many meetings with Mr. Esposito on website updates and edits, redesign homepage, SEO training, removing plugins, consolidating mailing lists, SIG sites.
- *Intercom* has almost caught up to its regular production schedule.
- BOK progress made on reviewing *Intercom* articles and moving them into BOK.

Membership Revenue

FY21 membership income is \$508,556 with 2,489 members (-49 from last year). This is behind last year's revenue by (\$14,119). We are ahead of the 2020 straight-line budget by \$105,706.

STC Membership Highlights

- LinkedIn Sales Navigator project
- CVP non-renews outreach to individuals and industry research for prospects
- Website suggestions for membership areas (esp. home page)
- Updating and streamlining membership form and information
- Demographic and Member Profile updates
- CAC and community updates
- Community Reports (Armstrong), iMIS hosting proposal, iMIS upgrade
- Autorenewals and autopayment subscriptions (upgrade proposal)
- Alumni project: research alumni from TC programs

Education Revenue

Education revenue is \$82,197, \$31,131 ahead of last year and \$31,537 ahead of the straight-line budget, with \$6,080 currently in future course and webinar sales in iMIS through early June 2021.

Education Highlights

Education Committee

- Working on courses and webinars

Moodle hosting provider: Classroom Revolution

- Moodle training for staff ongoing

Education survey for topics, etc.

- Extended deadline into May and linked publicly on social media

Summit Registration Revenue

At 6 weeks from the start date (42 days out), Summit revenue is \$163,964 with 275 registrations and currently (\$66,796) behind the straight-line budget and behind last year by (\$44,431). As of today, revenue is \$166,672 with 277 registrants. After refunds processed last year, we are only \$1,148 away from 2020 revenue one week out (final registration totaled \$183,000 in 2020).

2021-2023 Conference Updates

2021 Conference (5-9 June):

- Exhibit Hall setup and designed
- Meetings with AV Company for rehearsals and production.
- Preconference registration still very low—set date of mid-May for when we will cancel to be fair to instructors. Potential to offer them as courses instead.
- Looking for assistance with publicity efforts. Suggestions welcome.
- Dill Pickers unable to perform. Looking for a new entertainment networking event for Wednesday PM.

Other

Slides detailing Industry Relations, MarCom reports, email statistics, and Google Analytics were included for the Board to review.

Audit Committee

Wegner submitted the audit report this week. The Audit Committee reviewed and voted to accept the audit report.

Move that the board approves the audit report. The motion was seconded. The motion passed, with 2 abstentions.

Intercom Awards Updates

The board reviewed and approved the nominations for the *Intercom* awards.

Move that the board approve the nominations for the 2020 Intercom Awards. The motion was seconded. The motion passed with one abstention.

Excellence in Service Award

Mr. Baehr presented a draft for a new Society-level award, the Excellence in Service Award. The intention of the award is to honor longtime volunteers at the society level who are looking for engagement after serving in other roles or winning other awards. Discussion points included the nomination process and who would be on the panel to grant the award.

Mr. Baehr asked that the board review the application and send further feedback to him before the next board meeting.

Pittsburgh Chapter Vote to Dissolve

The Pittsburgh chapter has voted to dissolve. The chapter's motion passed with one abstention.

Move that the board approve the dissolution of the STC Pittsburgh Chapter, per the Chapter membership's vote to dissolve. The motion was seconded. The motion passed.

CAA Application Revisions

The suggested revisions to the Community Achievement Award were reviewed and discussed. Most discussion centered on the effect of reducing the Bonus section and the problem of equitably scoring a possible new section on diversity, equity, and inclusion. Ms. Queeney will take the feedback to the CAA committee for their consideration.

Adjournment

The meeting adjourned at 6:07 pm.

Next Meeting

May 27th, 4:30-6:00 PM EDT