



Society for
Technical
Communication

Board of Directors Meeting Summary

27 May 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

Guests

- Liz Pohland, STC CEO
- Aiessa Moyna, Incoming Vice President
- Roberta Werner, Incoming Treasurer
- Sree Pattabiraman, Incoming Director

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)
- Service Award Revisions (15 mins)

- CAA Application Revisions (15 mins)
- Outgoing Board Member Final Remarks (15 mins)
- Schedule Next Meeting (5 mins)

Consent Agenda

- Approve April 29th meeting Minutes and Summary.

Minutes

The meeting was called to order at 4:32pm EST. The agenda was approved. The consent agenda was approved.

President's Report

STC Board Accomplishments

Mr. Baehr commended the board on the work they did this year.

- **Strategic Plan** focusing on Membership, Education, Communities, and Vitality.
- **Membership** committee reinstated focusing on new marketing and recruiting strategies.
- **Education** program revamp focusing on new courses and yearly education plan.
- **Virtual Summit** with expanded programming, networking, social events, and production value.
- **Community Affairs Committee** expanded programming, regular events, and focus on students.
- **Slack Communication** channels reorganized and moderated to improve communication.
- **Website Audit and Redesign** project launched and ongoing to improve member experience.
- **Publications** feature two new editors and a new Intercom platform.
- **New Service Award** developed for launch later this year.
- **Certification** expert level in development for launch later this year.
- **Operational Improvements** include re-negotiating the AH contract and expanding volunteer engagement.
- **Improved Financial Position** despite a challenging year, we have an improved financial situation.
- **And Others:** Send other accomplishments to Mr. Baehr and Ms. Pohland so they can be included in the annual report.

Thanks to all of you for what you've done!

Treasurer's Report

Mr. Bousquet presented the financial report.

March

- **Assets:** \$750,973, against \$542,199 in the same month in 2020.
- **Liabilities:** \$1,208,977 against \$1,008,040 in the same month in 2020.
- **Total Net Assets:** \$(458,004) compared with \$(465,841) in the same month in 2020.
- **Revenue:** \$290,093 against budget \$327,601 and \$279,638 in the same month in 2020.
- **Expenses:** \$411,879 against a budget of \$426,779 and \$479,200 in the same month in 2020.
- **Operating Change in Net Assets:** \$(121,786) against a budget of \$(99,178) and \$(199,562) in the same month in 2020.
- **Total Change in Net Assets:** \$(87,629) against a budget of \$(95,628) and \$(237,705) in the same month in 2020.

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

Staff Vacation

- Accrued Vacation Leave (Liability): \$29,082
- Board allowed a one-time carry over of 2020 vacation to 2021, to be used by the end of June 2021.
- Two staff are unlikely to use up 2020 carry-over by the end of June.

Move that the board extend the window for taking 2020 vacation to the end of August 2021. The motion was seconded. The motion passed.

Cash Projections

Mr. Bousquet projected STC cash holdings through the end of the year.

Member Suggestion

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

US Small Business Administration (SBA) Disaster Loan

Mr. Bousquet and Ms. Pohland discussed the benefits of applying for an additional disaster loan.

The board agreed to allow Ms. Pohland to apply for the funds.

CEO Report

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

Membership Revenue as of 5/23/21

FY21 membership income is \$526,341 with 2,581 members (-131 from last year). This is behind last year's revenue by (\$21,015). We are ahead of the 2020 straight-line budget by \$77,451. We need to make \$80,000 in dues to make budget by 31 August 2021.

STC Membership Highlights

- Benchmarking research on dues structure ongoing (potentially changing from career-level dues to engagement-preference subscription model with one level that is all-inclusive/all-access instead of fee structured).
- Welcome video and member testimonial videos/content
- 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
- Auto-renewals and auto-payment subscriptions (upgrade proposal)
- Alumni project: research alumni from TC programs
- CAC Leadership DAY success: 90% attendee rate

Education Revenue as of 5/24/21

Education revenue is \$84,226, \$32,762 ahead of last year and \$21,646 ahead the straight-line budget, with \$11,000 currently in future course and webinar sales in iMIS through July 2021.

2021 Education Highlights

Education Committee

- Working on finalizing list of courses and webinars, last meeting of current committee is June 1
- Plan to increase size of committee for 2021-2022

Moodle hosting provider: Classroom Revolution

- Beginning to use improved Moodle platform

Education survey for topics, etc.

- Education Committee reviewing responses

Summit Registration Revenue as of 5/23/21

At 2 weeks from the start date, Summit revenue is \$211,330 with 330 registrations and currently (\$65,592) behind the straight-line budget and ahead of last year at this many weeks out by \$46,207 (after refunds were processed).

As of today, revenue is @\$215,000 with 340 registrants (not including exhibitor or sponsor attendees). We are @\$32,217 ahead of all 2020 revenue (final registration totaled \$182,840 in 2020 with 388 attendees). We need \$85,000 to make the 2021 budget.

Conference Updates

2021 Conference (5-9 June)

- Tuesday, June 8, 8:30-9:00 AM EST: Coffee/tea with the BOD (informal networking) in 2 group meetings.
- PDF program online now.
- Proceedings complete.
- Schedule for Board—please attend the social events and as much of the Summit as you can, starting with Welcome Orientation Sunday night.
- Exhibit Hall is set up and designed. Venue almost totally complete. Attendees will receive login instructions in early June.
- Meetings with AV Company for rehearsals and production through June 4.
- 4 Pre-conference workshops being held.
- Booked Rick Franklin, blues musician, at the closing event.
- All sessions will be transcribed live during the session.
- Honors Event and SIG open house public (no Summit registration required).

Industry Relations Highlights

Slides containing industry relations highlights were shared.

General Updates

- SBA PPP loan came through for \$62,499 (forgivable).
- AH moved all STC data to AH servers (the "N" drive) and decommissioned onsite server (the "G" drive).
- Reminder about Annual Business Meeting, Tuesday, June 15th, 5:00-7:00 PM—all outgoing and incoming board members to attend
 - Parliamentarian Donald Garrett again
 - Ms. Pohland is working on script (with Mr. Esposito's and prior year's motions)
 - Rehearsal/Agenda forthcoming (speakers: Mr. Baehr, Ms. Taylor, Mr. Bousquet, Mr. Woelk)
 - Motion form is up (motions due by Friday, June 4)
 - Reminder about "annual report" for publication, potentially in June near the ABM.

Excellence in Service Award

Mr. Baehr presented a revised charter for the proposed Excellence in Service Award.

Move that the board approve the Excellence in Service Award proposal. The motion was seconded. The motion passed.

Community Achievement Award Application Revisions

Ms. Queeney provided feedback from the Community Achievement Award Committee on their proposed revisions.

Move that the board approve the 2021 Community Achievement Award application. The motion was seconded. The motion passed.

Outgoing Board Member Final Remarks

The outgoing board members shared some parting remarks about their experiences on the board.

Schedule Next Meeting

The board discussed scheduling upcoming board meetings. It was decided to poll the incoming board members via a Doodle poll to determine the schedule for future meetings.

Adjournment

The meeting adjourned at 6:12 pm.

Next Meeting

TBD

Email Votes

Some board matters were handled outside of board meetings, via email. The email motions for the 2020-2021 year were:

August 6, 2020

Move that the board accept the recommendation of the Technical Communication Editor Search Committee. The motion was seconded. The motion passed.

October 8, 2020

Move that the board review and approve a short policy statement from the DEIAP Committee. The motion was seconded. The motion passed.

November 6, 2020

Move that the board approve the STC 2019 information and income tax submission, including the Form 990, Form 990-T, Virginia Form 500, and all applicable schedules and forms. The motion was seconded. The motion passed.

January 4, 2021

Move that the board accept the revised 2021 budget. The motion was seconded. The motion passed.

February 3, 2021

Move that the Board accept the DCSA committee recommended award nominations and citations for 2021. The motion was seconded. The motion passed.

February 4, 2021

Move that the board accept and approve the recommendations of the Scholarship Committee to award \$500 scholarships to Meghalee Das and Nieve Funston for 2021. The motion was seconded. The motion passed.

March 23, 2021

Move that, for the 2021 election--given that a director candidate has chosen to withdraw after votes were tabulated but before being reported to membership, the board declares the top two remaining as the successful candidates. The Society will report the election results with an asterisk next to the withdrawing candidate's vote total and an explanation that the candidate withdrew. The motion was seconded. The motion passed.