



Society for
Technical
Communication

Society for Technical Communication Annual Business Meeting

Online Meeting 15 June 2021, 5:00pm EDT

Call to Order & Introductions

Dr. Craig Baehr, STC President, called the meeting to order at 5:05 pm EDT. Dr. Baehr introduced the board members on video for the meeting, the parliamentarian, timekeeper, teller and assistants.

Credentials Report

Mr. Esposito moved that the list of delegates be the official roll of the voting members. The motion passed.

There were 76 members in attendance. President Baehr announced that, although a quorum was not present, the election results were still valid because under Article VIII of the Bylaws, balloting occurs prior to the meeting. Additionally, he announced that the STC Board would still take any adopted motions at the meeting under advisement.

Adoption of the Rules

Dr. Baehr presented the proposed annual meeting rules. The rules for the meeting were adopted without objection from the membership.

Agenda

- Call to Order & Introductions

Craig Baehr, President

- | | |
|--|-------------------------|
| ● Credentials Report | Tim Esposito, Secretary |
| ● Adoption of Business Meeting Rules | Craig Baehr |
| ● Adoption of Business Meeting Agenda | Craig Baehr |
| ● President's 2020-2021 Report | Craig Baehr |
| ● Treasurer's 2020-2021 Financial Report | James Bousquet |
| ● Introduction of Outgoing Board | Craig Baehr |
| ● Nominating Committee Report | Ben Woelk, Chair |
| ● Installation of the 2021-2022 Officers | Craig Baehr |
| ● Incoming President's Remarks | Kirsty Taylor |
| ● Business from 2020 Annual Meeting | Craig Baehr |
| ● New Business | Craig Baehr |
| ● Adjournment | Craig Baehr |

Adoption of the Agenda

The agenda was adopted without objection from the membership.

President's 2020-2021 Report

Dr. Baehr addressed the members citing goals and achievements from the past year.

- **We Have a New Strategic Plan** focusing on four growth areas, including Membership, Education, Communities, and Vitality.
- **We Have Reinstated the Membership committee** focusing on new marketing and member recruiting strategies. Thanks to Erin Gallalee for her continued hard work on this.
- **We Have Completed a Comprehensive Education program** revamp focusing on new courses and yearly education plan. Special thanks to Chair Dr. Jackie Damrau and her team for their exceptional work this year.
- **We Held Our Second Annual Virtual Summit** with expanded programming, networking, social events, and production value. We hope you enjoyed the experience. Thanks again to our conference chairs, Aiessa Moyna, Dr. Jane Wilson, Cindy Currie, as well as Elaine Gilliam, Director of Meetings and Convention Operations.
- **Our Community Affairs Committee** has expanded programming, held a wide range of regular events, and has a new focus on student members. Much thanks go to Ann Marie Queeney for her leadership and her team, as well.
- **Society Level Slack Communication** channels have been established, reorganized and moderated to improve communication with the membership.
- **The Website Audit and Redesign** project was launched with its ongoing mission to improve the member experience. Thanks to Tim Esposito and his team for their hard work.
- **Our Publications** feature two new editors, Dr. Miriam Williams (for *Technical Communication*) and Alisa Bonsignore (for *Intercom*), as well as a new publishing platform for Intercom.

- **A New STC Lifetime Service Award** has been established and will launch later this year.
- **Our Certification Program** expert level is in development for launch later this year, as well as new education offerings.
- **We Also Have an Improved Financial Position** despite a year of challenges.
- **And an Annual Report** summarizing the year in review will be published to the membership in the next 30 days, detailing the work we've done this past year.

Dr. Baehr then concluded by thanking all the committees and their chairs, the Board and Staff members, CEO Liz Pohland, and all the members for their roles in making this a successful year.

Treasurer's 2020 Financial Report

Mr. Bousquet opened by acknowledging that he is on the Haldimand Tract, land that was promised to the Six Nations of the Grand River in 1784. This is also the traditional territory of the Neutral, Anishnaabeg, and Haudenosaunee peoples.

The auditors' report on the financial statements for 2020 was approved by the STC Board at its meeting on Thursday, April 29, 2021. The Society's income tax submission for the past year will be available for members on the STC website and an annual report will also be made available in the next month.

Audited Financials

The opinion of the auditing firm, Wegner CPAs LLP, is that the Society's financial statements for 2020 present fairly, in all material respects, the financial position of the Society and the changes in its net assets and cash flows in accordance with accounting principles generally accepted in the United States of America.

The Society ended the year 2020 with total assets of \$621,970 and total liabilities of \$992,343. As the continued impact of the global pandemic became clearer in early 2020, STC revised its budget, planning for a negative \$40,140 change in net assets. The actual change (restricted and unrestricted) was negative \$142,235. This worsened the Society's total net deficit to negative \$370,373.

Re-planning Summit due to global pandemic restrictions meant that 2020 conference revenue was less than half of that of the prior year, 2019. Corresponding reductions in conference expenses were not enough to entirely offset the lower revenue. Consequently, total support and revenue from operations for the year was \$1,151,855, which was below the budgeted amount by \$310,145. Total expenses for operations were \$1,340,521, which was better than budget by \$182,819.

Thanks to effective cash flow management, no investment funds were used for cash-flow purposes.

Investment Performance

During the year, the Society reviewed its investment portfolio to ensure that it maintained a moderate profile and aligned with the asset allocation for equities, fixed-income funds and cash equivalents specified in our Investment Policy.

The investment portfolio balance increased in 2020 by \$44,761 to end the year 2020 at a value of \$510,380. The average return on our investments was positive 9.6% over the calendar year.

Closing

CEO Liz Pohland and STC staff once again deserve tremendous credit for the sacrifices they made in controlling expenses and creating operational efficiency in 2020, improving on the expense budget by 12%. However, despite a positive conference experience in 2020, registration and sponsorship revenue suffered. Staff renegotiated with the association management company to reduce that expense and to focus on key functions. The Education Committee deserves recognition for significantly increasing revenue from the Education program, and helping STC to better fulfill its mandate in that regard. There are also signs that drops in membership may be stabilizing, thanks to all of you who continue to recognize the value of STC and to support it.

Mr. Bousquet concluded by stating how much he appreciated the opportunity to serve as treasurer, and then referenced the incoming treasurer, Bobbi Werner. He also thanked his predecessor, Jane Wilson for her guidance, as well as the STC staff and board members.

Discussion

Members were invited to ask questions or make comments.

Cynthia Pao, South Central Texas Chapter: Are we seeing revenue from certification?

Response: Yes, we are seeing revenue. 50% of revenue is shared with APMG, our partner.

Richard Mateosian, San Francisco Bay Chapter: We saw a deficit and what plans do we have to turn that around?

Response: The report was for 2020. In 2019 we had a successful Summit that was profitable.

Question: Was the 2020 budget prepared before the pandemic?

Response: Yes. We did revise the budget in early 2020 to account for a rescheduled Summit. However, we still fell short of the revised budget as we were in unknown territory with the pandemic. While Summit was successful, it was not as fiscally lucrative as an in-person summit.

Question: At what level do you think the membership will stabilize?

Response: Membership is stable when we have seen membership numbers the same as prior years, or increasing, for at least 2-3 years in a row. We are seeing a trend towards stabilization.

Introduction of Outgoing Board

Dr. Baehr called for the 2020-2021 board to appear on camera. He then thanked outgoing board members Ben Woelk, Immediate Past President, Jim Bousquet, Treasurer, Bethany Aguad, Director.

Nominating Committee Report

Mr. Ben Woelk, Chair, presented the Nominating Committee report on the 2021 society election.

Of 1,979 eligible voters, there were 362 votes cast, which is 18.29% of total voters. Votes were cast through a secure, third-party software, provided by Intelliscan, which certifies the election results are accurate and confidential. All STC election rules were strictly adhered to and all necessary internal controls were in place to ensure the accuracy and integrity of the voting.

For the office of President, Vice President Kirsty Taylor automatically ascends to the office.

For the office of Vice President, three candidates were nominated:

- Miles Kimball received 73 votes
- Carolyn Klinger received 137 votes
- Aiessa Moyna received 146 votes

By your vote, Aiessa Moyna was elected Vice President.

For the office of Treasurer, two candidates were nominated:

- Bethany Aguad received 154 votes
- Bobbi Werner received 199 votes

By your vote, Bobbi Werner was elected Treasurer.

For the office of Director, five candidates were nominated for two positions:

- Theresa Daudier received 71 votes
- Joyce Lam received 150 votes
- Karen Levine received 132 votes
- Laura Palmer received 147 votes
- Sree Pattabiraman received 186 votes

One candidate withdrew after voting was completed. By your vote, Sree Pattabiramin and Dr. Laura Palmer were elected Directors.

For the office of Nominating Committee, four candidates were nominated for two positions:

- David Caruso received 182 votes

- Kylie Jacobsen received 174 votes
- Jack Molisani received 193 votes
- Roger Renteria received 144 votes

By your vote, David Caruso and Jack Molisani were elected to the Nominating Committee.

Mr. Woelk then thanked the 2020-2021 Nominating Committee: Dr. Liz Herman, Christina Mayr, Kelly Schrank, and Li-At Rathbun.

Installation of the 2021-2022 Officers

- Kirsty Taylor, President
- Aiessa Moyna, Vice President
- Timothy Esposito, Secretary
- Bobbi Werner, Treasurer
- Todd DeLuca, Dr. Laura Palmer, Sree Pattabiraman, and Ann Marie Queeney, Directors

The 2021-2022 Nominating Committee was recognized: Dr. Liz Herman, Christina Mayr, David Caruso, and Jack Molisani.

Incoming President's Remarks

Ms. Taylor opened by acknowledging the traditional owners of the country on which she lives, the Jaggera and Turrbal peoples.

As the first antipodean president of STC, Ms. Taylor asserted that STC belongs to everyone, not just the board or the staff.

The next year, Ms. Taylor will work from the following concepts:

- Consolidation
- Continuity
- Change
- Community

Community is at the essence of STC. Our communities in chapters, in SIGs, in the professional and personal relationships we develop across the world with our STC peers, in the generous sharing of knowledge and our precious time for our fellow STC members. Ms Taylor hopes we will find some new ways to form community with one another – through the STC Slack workspace or perhaps other mechanisms as our countries hopefully make steps towards creating a safe new social norm.

STC will need your help to **Consolidate** and also **Change**. There have already been great efforts by chapters working together to consolidate and reduce volunteer effort by sharing various activities. More of this collaboration, and trying new ideas is encouraged.

Continuity also needs to be balanced with **Change**. We, as a professional association, need to continue to change, just like we all do in our professional and personal lives, because we aren't working, living and networking in the same society that we were two years ago, 10 years ago, 20 years ago. We are half way through 2021 – we're not in the era of the Jetsons or Star Trek, but nor are we in the 1990s.

The essentials of STC need to continue – our communities, our quality publications, variety of educational offerings, outstanding annual conferences, our service to one another, and more. Ms. Taylor hopes you will continue to be understanding as we make changes to how some things have been – and also be patient as some change happens more slowly than we'd like.

If you want to be more involved in STC than you are today, or if you have ideas for where our shared future will be, please email Ms. Taylor at ktaylor.stc@gmail.com or even better, the whole board board@stc.org. There may not have been formal motions presented at this year's business meeting, but you can send your ideas to the Board at any time. The method of submission doesn't change the reception of the message.

Business from 2020 Annual Meeting

The following motions from the 2020 Annual Business Meeting, held on 2 June 2020, were referred to the Board of Directors.

The first 2 motions were as follows:

“That the Board consider making future Annual Business Meetings (ABMs) open to all members, regardless of Summit attendance status, by holding the ABM either fully virtually or in a virtual/in-person hybrid format.” AND “That the board consider modernizing the Annual Business Meeting processes to support remote members and generally increase member engagement in the Society as a whole.”

Both motions were put to vote at the meeting. The motions carried.

The Board discussed these motions at the September and October 2020 Board meetings, and the resolutions to the motions are as follows:

“The Board asked the CEO to discuss the matter with the Parliamentarian to confirm that we are in line with our bylaws and New York state law in holding the Annual Business Meeting virtually for 2021.”

The next motion of the 2020 Annual Business Meeting was: *“That the Board consider revising the new member and returning member signup experience.”*

The motion was put to vote at the meeting. The motion carried.

The Board discussed this motion at the October 2020 Board meeting, and the resolution to the motion is as follows:

“The Board has initiated the following actions to address this motion: forming a Website Task Force, forming a Membership Marketing Committee, and establishing strategic objectives that include the onboarding process as of our focus.”

The next motion of the 2020 Annual Business Meeting was: *“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 at the meeting. The motion carried.

The Board discussed this motion at the October 2020 Board meeting, and the resolution to the motion is as follows:

“The Board has instituted a Slack workspace and is developing a code of conduct for that space. This will be advertised to new and existing members.”

New Business

Pursuant to the meeting rules, only motions that were submitted in advance can be considered at this meeting. The deadline for receipt of member motions was Friday, June 11, at 5:00PM Eastern. We received no motions.

Adjournment

Dr. Baehr adjourned the meeting at 5:49pm EDT.