



Society for  
Technical  
Communication

# Board of Directors Meeting Summary

24 June 2021, 5:00-7:00 pm EDT

## Attendees

### Board

- Kirsty Taylor, President
- Aiessa Moyna, Vice President
- Roberta Werner, Treasurer
- Timothy Esposito, Secretary
- Craig Baehr, Immediate Past President
- Todd DeLuca, Director
- Laura Palmer, Director
- Sree Pattabiraman, Director
- Ann Marie Queeney, Director

### Guests

- Liz Pohland, STC CEO
- Bethany Aguad, past board member
- James Bousquet, past board member

## Agenda Items

- Thoughts from the Immediate Past President (10 mins)
- Call to order and approval of agenda
- Consent agenda items
- Board Overview and Etiquette (15 mins)
- CEO Report (20 mins)
- Treasurer's Report (20 mins)

- Nominating Committee Discussion (1 min)
- Slack (10 mins)
- Committee Chairs and Board Liaisons (15 mins)
- Getting to Know the New Board (20 mins)

## Consent Agenda

- Approve May 27th meeting Minutes and Summary.

## Minutes

The meeting was called to order at 5:02 pm EDT. The agenda was approved. The consent agenda was approved.

## Thoughts from the Immediate Past President

Mr. Baehr thanked the board for their collective gift.

Ms. Aguad and Mr. Bousquet left the call at the conclusion of the gift acknowledgement.

## Board Overview and Etiquette

Ms. Taylor reviewed board protocol for the new board members, and as a refresher for existing board members.

## CEO Report

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

## General Updates

SBA EIDL second loan application has been submitted—"loan modification is being processed."

Request a formal vote of the Board: Need to supply a letter to our SBA loan officer stating the CEO has Board approval to apply for an increase in the loan from \$150,000 to \$500,000. (We will later need a second vote for acceptance of any approved funding.)

*Move that the board approve that our CEO apply for a SBA EIDL loan modification up to \$500,000. The motion was seconded. The motion passed.*

SBA PPP loan for \$62,499 (will apply for forgiveness when application to do so is available).  
Publications all on schedule now.

Bank balance is stronger than last year at this time @\$178,000, but \$60,000 in Summit-related and AH invoices are due.

## Membership

### Revenue

FY21 membership income is \$539,961 with 2,714 members (-109 from last year). This is behind last year's revenue by (\$23,221). We are ahead of the 2020 straight-line budget by \$68,252. We need to make \$70,069 in dues to make budget by 31 August 2021. Membership dues drop by 30% on July 1.

### 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
- Season of Learning Summer Marketing
- Annual Business Meeting—recording and chat are up

## Education

### Revenue

Education revenue is \$97,684, which is \$45,334 ahead of last year and \$23,184 ahead of the straight-line budget, with \$3,900 currently in future course and webinar sales in iMIS through October 2021 (with more courses currently being scheduled). We need \$57,316 to make budget.

### Highlights

Education Committee

- On hold for 2021-2022

Education survey for topics, etc.

- Education Committee provided with responses (will also share Summit survey data)
- Summit sessions and workshops
- Perennial courses: Tech Editing Fundamentals and Advanced
- Certification courses

## Summit

### Registration Revenue

Summit revenue is \$248,205 with 427 registrations and (\$51,795) behind the straight-line budget and ahead of last year by \$34,100. On the platform, over 470 registrants (and each day about 300 people online at once).

On 6 July, we will open Summit OnDemand sales for July and August 2021 sales.

### Updates

2021 Conference (5-9 June, Virtual)

- OnDemand sales open 6 July
- Speaker/Summit surveys
- Speaker assets going out (surveys, session data, room chat)
- OnDemand survey will be posted
- EventLink debrief
- Engagez debrief
- Invoices for services due (less than original estimates)
- More detailed report next month when June financials are closed

2022 Conference (15-18 May, Chicago, IL)

- Discussion with Hyatt in August

2023 Conference (13-17 May, Atlanta, GA)

- Rebooked contract from 2021

## Industry Relations Highlights

Ms. Pohland shared showing exhibitor and sponsorship revenue, advertising revenue, and a won/lost sales report.

## MarCom Activities Report

Ms. Pohland shared several slides showing statistics for social media, email campaigns, and Google analytics for the sites.

## Treasurer's Report

Ms. Werner presented the financial report.

## May

- **Assets:** \$810,928, against \$551,902 in the same month in 2020.
- **Liabilities:** \$1,297,005 against \$819,126 in the same month in 2020.
- **Total Net Assets:** (\$486,077) compared with (\$267,224) in the same month in 2020.
- **Revenue:** \$362,940 against budget \$409,499 and \$590,050 in the same month in 2020.
- **Expenses:** \$519,440 against a budget of \$525,725 and \$604,682 in the same month in 2020.
- **Operating Change in Net Assets:** (\$156,500) against a budget of \$(99,178) and \$(199,562) in the same month in 2020.
- **Total Change in Net Assets:** (\$115,703) against a budget of (\$111,789) and \$(30,085) in the same month in 2020.

*Move that the Board accept the financial report for the month of May 2021. The motion was seconded. The motion passed.*

## Staff Vacation

- Accrued Vacation Leave (Liability): \$30,341
- Board voted last month to extend the window for taking 2020 vacation to the end of August 2021.
- At F&I meeting, the option of paying out all or part of the vacation leave balance not used by the end of August was discussed. Any further discussion or action?

## Nominating Committee Discussion

The Nominating Committee is meeting next month. Send nomination recommendations to Mr. Baehr for both Board positions and new Nominating Committee candidates.

## Slack

- Slack membership is up to 622 people, but they may not all be members. Will confer with Erin to compare with a membership list.

- Through August 30th, we are upgraded to premium. This will let us invite ALL members to join Slack. Proposing to send an email to members who haven't joined, with a link to join.
- Mr. DeLuca will work with Ms. Pohland and Ms. Gallalee to review who are STC members and to invite all other members who are not yet on Slack.

## Committee Chairs and Board Liaisons

Ms. Taylor is working to find some committee chairs. The Website Task Force will be upgraded to a committee, and a charter will need to be drafted.

- Audit Committee – TBD – Board member
- Community Affairs Committee – Ann Marie Queeney
- Finance and Investment Committee – Bobbi Werner
- Nominating Committee – Craig Baehr
- Associate Fellow – Rachel Houghton
- Fellow – Mak Pandit
- Website Task Force/Committee – Tim Esposito
- Body of Knowledge – Deanne Levander
- Distinguished Chapter Service Award – Danielle Villegas
- Certification – Craig Baehr
- Scholarship – Kylie Jacobsen
- Education Committee – Jackie Damrau, co-chair Bethany Aguad
- Sigma Tau Chi/Sigma Alpha – TBD
- Community Achievement Award/Pacesetter – TBD
- DEIAP – TBD
- Conference – TBD, EOI? F2F and Virtual?
- Jay R. Gould – have approached someone
- Ken Rainey – TBD

Each committee has a Board liaison, if a Board member is not already the Chair. Please let Ms. Taylor know if you're interested in being liaison to particular committees.

*Move that the Board approve the proposed committee chairs for 2021-2022. The motion was seconded. The motion passed.*

## Canadian Chapter Mergers

Eastern Ontario would like to merge with Toronto.

## Getting to Know the New Board

Ms. Taylor facilitated an activity to help the Board better know its members.

## Adjournment

The meeting adjourned at 7:12 pm EDT.

## Next Meeting

Wednesday, 28 July, 2021 at 5:00 pm EDT