Board of Directors Meeting Minutes

28 July 2021, 5:00-6:30 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
- Erin Gallalee, SCT Director of Membership and Community Relations

- Jane Wilson, 2021 Conference Committee Co-Chair

Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- Treasurer's Report (15 mins)
- CEO Report (15 mins)

- Summit Report (25 mins)
- Membership Report (15 mins)
- Nominating Committee Report (15 mins)

- CAC, SIG COI, Chapter Merges (10 mins)
- Committee Chair and Board Liaisons (5 mins)

Consent Agenda

- Approve June 24th meeting Minutes and Summary.

Minutes

The meeting was called to order at 5:00pm EST. The agenda was approved. The consent agenda was approved.

Treasurer's Report

Ms. Werner presented the financial report.

June

- **Assets:** $729,937, against $677,763 in the same month in 2020.
- **Liabilities:** $1,050,777 against $967,131 in the same month in 2020.
- **Total Net Assets**: ($320,840) compared with ($289,368) in the same month in 2020.
- **Revenue**: $707,487 against a budget of $866,400 and $687,761 in the same month in 2020.
- **Expenses**: $700,076 against a budget of $674,670 and $732,128 in the same month in 2020.
- **Operating Change in Net Assets**: ($7,411) against a budget of ($191,730) and ($44,367) in the same month in 2020.
- **Total Change in Net Assets**: $49,529 against a budget of $197,055 and ($61,233) in the same month in 2020.

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

CEO Report

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

General Updates

Wegner: 990 Filing

Final draft of 990, 990T, and VA 500/8879. Board will need to review and approve before filing.

SBA Loan

$500,000 modification application—all documents in, awaiting a loan officer and information from the IRS.

Salary Database

RFP on work with 3-5 industry partners, including past companies. May not get full sponsorship funds to cover expenses but will proceed with Salary Database publication.

Avon Murphy Database Proposal

- Research database of articles from *Technical Communication* and other industry publications/sources
- Estimate @$20,000 in technology expenses to produce the database
- Estimate 1 year to produce the database and test the interface and functionality
- Mr. Murphy is willing to contribute from his own funds toward the project

Association Headquarters

Industry Relations Contract: (AH is terminating all but Summit sales; STC no longer qualifies for the IR program). Currently in new contract negotiations. Shared disappointment in staffing and ROI.
New STC Website and iMIS Upgrade: AH recommends a redesign of STC website to support marketing and reduce customer service issues (awaiting AH proposal).
How do we fund and support the work of a new website project?
AH provided recommendations for possible areas to reduce costs.

Financial Health Check

A couple of slides showing charts and statistics about STC financial health were shared.

Personnel Update

Ms. Pohland shared estimated 2020 vacation carryover accruals for the STC staff; these will expire at the end of August. The board has the ability to pay the staff for accumulated vacation hours they have earned but have been unable to take.

Membership

Revenue

FY21 membership income is $563,990 with 2,837 members (-112 from last year). This is behind last year's revenue by ($20,210). We are ahead of the 2021 straight-line budget by $4,582. Current renewal rate is 62%, and churn rate is 6%.

We need to bring in 292 members to match last year and $50,622 in dues to make budget by 31 August 2021.

Membership dues dropped by 30% on 1 July.

Highlights

- Marketing ongoing (Season of Learning).
- Benchmarking research on dues structure.
- Welcome videos and member testimonial videos/interviews.
- LinkedIn Sales Navigator project.
- CVP non-renews outreach to individuals and industry research for prospects.
- Alumni project: outreach to alumni from TC programs
- 2022 Membership opens 1 September.
- Membership-related IT/Web projects:
  - Updating and streamlining membership form and information
  - Community Reports (Armstrong), iMIS hosting proposal, iMIS upgrade
  - Auto Renewals and auto payment subscriptions (upgrade proposal)
  - Demographic and Member Profile updates
  - Website updates for membership areas (esp. home page menu reorganization and content consolidation)

Education Revenue

Education revenue is $112,117, which is $50,081 ahead of last year and $22,717 ahead of the straight-line budget, with over $2,000 in future course and webinar sales currently in iMIS. At mid-year, we have beaten last year's total revenue by $287. We need $42,883 in revenue to make the EOY budget. To date, we have 1,006 paid attendees in 2021, vs. 345 in 2020.

Summit Registration Revenue

In June, Summit revenue ended at $248,205 with 427 registrations and ($51,795) behind the straight-line budget but ahead of last year by $34,100. In the platform, there were over 470 registrants (with a 91% conversion rate).

Summit OnDemand sales are now open for July and August 2021 (may be extended through September, like last year).

Conference Updates

- 2021 Summit (5-9 June, Virtual)
  - OnDemand sales marketing and survey up
- 2022 Summit (15-18 May, Chicago, IL)

- ○ Discussion with Hyatt on 16 August
- ○ Site visit possible in the coming months
- ○ Meeting in early August with new conference committee
- ○ Virtual component is being considered
- 2023 Summit (13-17 May, Atlanta, GA)
  - ○ Rebooked contract with the Hyatt from 2021
  - ○ Virtual component will be considered

Industry Relations

Ms. Pohland shared an Industry Relations progress report showing exhibitor revenue from the conference, sponsor revenue, advertising revenue, webinar revenue, and job bank and salary database revenue.

MarCom Activities Report

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

Summit Report

Ms. Wilson joined the meeting at the start of the Summit Report session.
Ms. Wilson and Ms. Moyna presented their analysis of the 2021 Summit and recommendations for 2022 and beyond

Goals and Key Decisions

Goals

- Host a hybrid in-person and virtual event (and be prepared to move fully virtual, if necessary)
- Increase attendees/speakers outside North America
- Focus tracks to better match interest/expertise of audience
- Increase revenue over 2020
- Manage expenses closely

Key Decisions/Actions

- Adopted new Conference Committee structure
- Eliminated Instructional Design track; expanded Tools & Technologies
- Shifted to a fully virtual event (November)
- Reconfigured Summit schedule

- Opted for multiple Featured sessions as opposed to opening + closing keynotes

Results: 2021 Summit by the Numbers

- Proposals received: 111, including 17 workshops
- Sessions invited: 17
- Proposals accepted: 73, including 11 workshops
- Sessions offered: 86, including 4 workshops, plus networking, entertainment, Innovation Hub, STC sessions
- Total attendees: 427
- First-time attendees: 171
- Non-member attendees: 100
- Estimated Total Revenue: $279,648 YTD
- Estimated Registration Revenue: $249,680 YTD
- Estimated Sponsor & Exhibitor Revenue: $35,600 YTD

Survey Feedback

Ms. Wilson and Ms. Moyna shared some of the survey feedback.
- The overall opinion of the Summit was Excellent and Very Good.
- The thoughts on the virtual conference platform had high numbers in the Very Good category.
- Top factors for deciding to attend Summit included: appeal of session topics, session speakers, and learning new skills.
- Based on the quality of education sessions, featured speakers, social events, and other conference experiences, most people rated the value of Summit registration fees as: Excellent (25%), Very Good (30%), and Good (31%).
- The overall quality of the education sessions were rated as Excellent and Very Good.
- The quantity of education sessions was Just Right, and the timing for sessions and breaks was Just Right.

Recommendations

- Continue to provide a virtual event – possibly separate from the Summit, at a different time of year, at a lower cost.
- Committee structure allowed for more focused contributions and better attendee/speaker outreach, but was sometimes overwhelming for committee members. If you continue with these managers, define roles more carefully and encourage them to recruit teams.
- Separate co-chair and track manager roles.
- Keep working to increase participation from outside North America.
- Reconsider whether we should continue to offer workshops as part of Summit (especially if virtual).
- Investigate closer alignment with the Education Committee on program speakers and topics, while still looking for new, unique speakers.

Verbatim Feedback

- "I always count on the STC Summit for excellent education on a range of topics, delivered by some of the best speakers in the industry. This year's event was no exception!"
- "The 2021 Summit was great. I was able to attend and learn new things all from the comfort of my home! There was a great range of speakers and education sessions – a great three days of learning!"
- "Virtual conferences often feel like watching a bunch of videos. However, STC managed to build in enough interaction and networking to make you feel like you were actually attending an event with other people. Well done!"
- "This was the best Summit ever. I got a chance to see the community leaders and volunteers in action, whereas in an IRL setting all of that would be transparent to me. So thank you, leaders, staff, and volunteers! ☺"
- "This was my first conference, and I'm already looking forward to the next one!"

Membership Report

Ms. Gallalee joined the call to give a membership report.

Membership Comparison

A graph showing a comparison of membership numbers for the past 4 years was shared. There is a downturn in membership numbers each year from 2017.

Breakdown by Category

Ms. Gallalee shared multiple tables and ratios showing the different membership levels and the number of members in each level from 2017 onward, including retention rate, renewal rate, churn rate, and average tenure. She also reported on the activities of the Membership Marketing Committee and the ongoing IT/Web projects.

Membership Marketing Committee

- Content
- Academic
- LinkedIn Sales Navigator
- New Member Outreach
- Current Member Outreach
- Benchmarking

IT Projects

- Upgrade iMIS
- More robust member profile/directory
- Payment receipts/confirmations
- Improved member process/cart/auto pay
- Improved community reports/membership reports
- Improved product organization between website/iMIS
- Certification Module

Nominating Committee Report

Dr. Baehr shared the requirements for board positions and the questions asked to potential candidates. He requested feedback on the questions and roles. Additionally, send potential candidate recommendations to Dr. Baehr.

CAC, SIG COI, Chapter Merges

The Eastern Ontario and Toronto Chapters have voted to merge.

Move that the Board approve the merger of the STC Eastern Ontario Chapter with the Toronto Chapter, per the chapters' membership vote to merge. The motion was seconded. The motion passed.

SIG COI Status

Ms. Queeney presented a report of the SIG COI status.

Recommendation for 2022 Membership Season

- Continue for another year with the current organization.
- Facilitators complete the renewal application in the July-August timeframe for membership renewal season.
- Assign an interim facilitator for those SIG COIs without a permanent facilitator.
- Continue working with facilitators to promote and increase engagement.

Rationale

- Inaugural year. New endeavors take time to gain momentum and acceptance.
- Promising activity has begun.
- STC member survey: Interested in UX, Agile & API.
- In general, Slack groups take about a year to become active. (Based on feedback by SIG COI facilitator).

Dr. Palmer left the meeting at 6:37 pm.

Committee Chairs and Board Liaisons

Ms. Taylor is working to find some committee chairs. She is making requests for STX/AS and Rainey Award committees, and reviewing the DEIAP.

Move that the Board approve the chairs for the CAA/Pacesetter, Conference, and Jay R. Gould committees.The motion was seconded. The motion passed.

Adjournment

The meeting adjourned at 6:52 pm.

Next Meeting

Thursday, 26 August, 2021 at 5:00 EDT