



Society for  
Technical  
Communication

# Board of Directors Meeting Summary

26 August 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

## Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- Treasurer's Report (15 mins)
- CEO Report (15 mins)
- Committee Charter Approval (5 mins)
- CAC updates (10 mins)
- General discussion (10 mins)

# Consent Agenda

- Approve July 28th meeting Minutes and Summary.

## Minutes

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

## Treasurer's Report

Ms. Werner presented the financial report.

### July

- **Assets:** \$667,605, against \$592,885 in the same month in 2020.
- **Liabilities:** \$924,544 against \$898,634 in the same month in 2020.
- **Total Net Assets:** (\$256,939) compared with (\$305,749) in the same month in 2020.
- **Revenue:** \$794,460 against a budget of \$948,301 and \$767,581 in the same month in 2020.
- **Expenses:** \$791,677 against a budget of \$773,614 and \$840,235 in the same month in 2020.
- **Operating Change in Net Assets:** \$2,783 against a budget of \$174,687 and (\$72,654) in the same month in 2020.
- **Total Change in Net Assets:** \$113,433 against a budget of \$180,900 and (\$77,613) in the same month in 2020.

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

### Staff Vacation

*Move that the Board approve to pay out the balance of unused 2020 vacation time to all STC office personnel. The motion was seconded. The motion passed.*

## CEO Report

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

## General Updates

### Industry Relations Contract

New agreement finalized. Summit prospectus and media kit being developed. Meetings under way regarding Summit 2021 Expo Hall size and setup, including some new opportunities for new exhibitors/sponsors.

### STC Website and iMIS Upgrade

Met with AH Web team and awaiting upgrade proposal (moving from WordPress to Drupal). Met with iMIS support vendor about membership opening and iMIS upgrade needed for new functionality.

### Avon Murphy Database Proposal

- Background: RFP and Proposal both written by Avon
- Technical Communication industry database of articles
- 1 estimate @\$20,000 in technology expenses to produce the database
- Avon estimates 1 year to produce tool
- Thank you for your comments on the documents. Requesting a Board lead to write to Avon with the Board's comments/feedback/questions, etc.

The Board agreed to draft a response to his proposal. Ms. Taylor will follow up.

### SBA Loan Funded

- Additional funding in SBA EIDL has been received

## CPTC Certification Updates

The STC Certification Commission (STCCC) is a 501(c)(3) nonstock corporation and is a separate legal business entity from STC, with its own bylaws, articles of incorporation, and annual tax filing, however STC is the "sole member" of the Commission. The STCCC is not subordinate to STC. As the CEO managing both organizations, Ms. Pohland maintains a separate bank account for the STCCC. STCCC Business Account current balance is \$29,959.94, with \$3,229 due for July exams.

When the last Commission was disbanded in 2012, per advice of legal counsel, the STC Board of Directors assumed responsibility for the STCCC since there was no revenue in the corporation at that time. To avoid a conflict of interest, the auditors recommend reinstating a STC Certification Commission (including assigning a chairman and re-assigning STC as the sole member) at the \$50,000 annual gross receipts stage (which we have not yet met annually).

STCCC's annual net royalty per year (split 50% with APMG): 2021 (to date) is \$15,024; 2020 was \$17,130; 2019 was \$17,775; and 2018 was \$1,120. STCCC's net is minus any prior development costs incurred.

Current CPTC program data:

- **Foundation:** 415 Foundation CPTCs, 28% Fail, 72% Pass
- **Practitioner:** 6 Practitioner CPTCs, 50% Fail, 50% Pass
- **Expert:** Launch date expected EOY 2021

## Membership Revenue

FY21 membership income is \$572,614 with 2,930 members (-144 from last year on this week). This is behind last year's revenue by (\$24,109) and the 2021 straight-line budget by (\$25,906).

Current renewal rate is 49%, retention rate is 63%, and churn rate is 4.3%.

We would need to bring in 199 members to match last year's total of 3,129, and \$37,416 in dues to make the EOY budget of \$610,030 by 31 August 2021.

## Membership Highlights

- 2022 Membership season opens 1 September.
- Marketing ongoing (Season of Learning, "We Are TC" KnowledgeXChange).
- Benchmarking research on dues structures and engagement-preference subscription models. Ms. Gallalee will present in September with data on how STC compares with other associations.
- Welcome videos and member testimonial videos/interviews.
- LinkedIn Sales Navigator data in progress.
- Outreach to CVP non-renews and alumni from TC programs.
- Membership-related IT/Web Projects:
  - iMIS hosting proposal, iMIS upgrade
  - Updating and streamlining membership form and information
  - Free "New to TC" signup (prospect building for newsletter)
  - Community Reports improvements
  - Autorenewals and autopayment subscriptions (post upgrade)
  - Demographic and Member Profile updates (post upgrade)
  - Website updates for membership areas (esp. home page menu reorganization and content consolidation)

## Education Revenue

Education revenue is \$119,752, which is \$43,895 ahead of last year and \$18,432 ahead of the straight-line budget, with over \$10,000 in future course and webinar sales currently in iMIS. The

CPTC Practitioner course already has 5 registrants.

Education revenue is ahead of last year's total EOY revenue by \$7,348.

STC needs \$35,248 in revenue to make the EOY budget but expects to surpass budget projections.

## Summit OnDemand Revenue

All Summit revenues as of 8/23/21 total \$252,525, which is (\$47,475) behind budget.

## Conference Updates

- 2021 Summit (5-9 June, Virtual)
  - OnDemand sales marketing and survey up
- 2022 Summit (15-18 May, Chicago, IL)
  - Discussion with Hyatt in September re: revising contract and site visit
  - Conference Committee in place and meeting
  - CFP now open
  - Website updates
- 2023 Summit (13-17 May, Atlanta, GA)
  - Rebooked contract from 2021
  - Addendum under review

## Industry Relations

Ms. Pohland shared an Industry Relations progress report showing no further change in IR sales for exhibitor revenue from the conference, sponsor revenue, advertising revenue, webinar revenue, and job bank and salary database revenue.

## Committee Charter Approval

The DCSA Committee, Website Committee, and Associate Fellow Committee charters were presented. While they were acceptable, the Board decided to create a charter template to apply to all submitted charters.

Existing charters will be reviewed by Ms. Taylor, Mr. Esposito, Ms. Pohland, and Ms. Moyna to determine standard components. A charter template will be created, and all charters will be placed in such a template, going forward.

# CAC Updates

## CAC Community Preferred Tools Survey

- Strong response (72) and a lot of valuable feedback.
- Jamye Sagan is leading this CAC subcommittee.
- Themes: Leaders are looking for best practices & recommendations for platforms; convenience, ease of management, and free access to tools.

## SIG COI Status Update (2021 Membership Season)

- Nine SIGs transitioned to the SIG COI model last year.
- Engagement has been slow, but this is not unusual for a new initiative.
- Increased activity in recent months.
- No SIG COIs are ready to transition to a SIG COP.
- Several facilitators have not submitted their SIG COI application (due in August).
- CAC support
  - Monthly SIG COI facilitator meet-ups.
  - Facilitator recruitment and onboarding.
  - Facilitator manual

## Recommendation

Recommend that STC offers all SIG COIs as an option for the 2022 membership year and defer decisions on whether particular SIG COIs should dissolve until June 2022 or if STC makes changes to its membership model in 2022.

Rationale:

- New membership option that still is taking hold
- Previous SIG inactivity still is being overcome
- Slack is a new social media tool that is helping to drive activity
- Potential STC membership model changes may bring additional changes next year
- STC member interest in SIG COI topics has been documented

## Challenges

- Facilitator recruitment
- Slack engagement
- Reliance on Slack only
- Awareness of SIG COIs

## Actions

- Recruit co-facilitators & exp. members.

- Invited members to join. CAC exploring Slack training.
- Informal meet-ups. Surveys.
- Sept. 23 SIG COI Anniversary Celebration

## Looking Ahead

- SIG COI facilitators need to increase their Slack channel membership and post more frequently.
- Supplement Slack with informal virtual meet-ups.
- Co-facilitator arrangement is helpful.
- Re-assess specific SIG COI's viability in 2022.

## General Discussion

Ms. Taylor recommended Lisa Melonçon as the Chair for the STX/AS committee.

*Move that the Board approve the chair for the STX/AS committee. The motion was seconded. The motion passed.*

## Adjournment

The meeting adjourned at 6:29 pm.

## Next Meeting

September 30, 2021 at 5:00pm EDT