Board of Directors Meeting Summary

28 October 2021, 5:00pm ET

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
- Craig Broadbent, AH Director of Web Solutions
- Sarah Black, AH Director of Content and Creative

Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- Treasurer's Report (20 mins)
- CEO Report (20 mins)
- CAC/Community Events (5 mins)
- Website Redesign Proposal (30 mins)
- Executive Session (10 mins)

Consent Agenda

- Approve September 30th 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.

September

- **Assets:** $897,316, against $546,985 in the same month in 2020.
- **Liabilities:** $1,198,295 against $869,842 in the same month in 2020.
- **Total Net Assets**: ($300,979) compared with ($322,857) in the same month in 2020.
- **Revenue**: $951,099 against a budget of $1,112,100 and $917,225 in the same month in 2020.
- **Expenses**: $979,622 against a budget of $971,504 and $1,012,012 in the same month in 2020.
- **Operating Change in Net Assets**: ($28,523) against a budget of $140,596 and ($94,787) in the same month in 2020.
- **Total Change in Net Assets**: $69,394 against a budget of $148,583 and ($94,719) in the same month in 2020.

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

CEO Report

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

General Updates

2022 Budget:

Board presentation Wednesday, 3 November, 4:30-6:30PM EST

Current Bank Balances: (as of 10/27/21)

- STC Business Account $208,401.22
- STCCC Business Account $37,876.94
- Line of Credit: $105,483.26 available credit (current balance $244,516.97). $80,000 payment made to principal in October.

Investments:

Ms. Werner and Ms. Pohland have a meeting with STC's investment advisor next week. Will share any reports he provides with the Board.

Office Space:

Looking into subletting offices.

2021 Audit:

Wegner engagement letter in board drive for Audit Committee approval.

Advertising and Sponsorship Sales:

Using ASAE's marketplace listing to find association sales companies interested in picking up the advertising and sponsorship opportunities not associated with the Summit. We are already selling for the 2022 Summit.

Publications:

- Both on schedule with 2022 calendars published.
- November issue of Technical Communication open to public with Constant Contact registration
- Salary Database proposal signed and work underway.

AH Website Proposal:

Web Director Craig Broadbent asked to present and discuss the concerns about the website proposal received by STC.

2022 Membership Revenue as of 10/27/21

FY22 membership income is $81,466 with 412 members (-14 from last year). This is behind last year's revenue by ($322). We are behind the 2022 budget by ($12,739). There were 2 CVPs and additional members renewing this week for the Amazon gift card promo.

Currently @ 33% are new members and 67% are renewing (renewals don't expire and become lapsed until 12/31/21).

2022 Membership as of 10/24/21

412 members (-14 from last year)

STC Membership Highlights

- Much marketing ongoing ("We Are TC" KnowledgeXchange meetups and panels going very well). Started a KXC Slack channel for ongoing discussion. YouTube channel for video library.
- Benchmarking research ongoing for dues structures and engagement-preference subscription models. Comparing varying association models.
- Ongoing LinkedIn Sales Navigator data progress. Marketing CVP memberships.
- CVP non-renews outreach to individuals and industry research for prospects.
- Academic offerings and marketing in academic arenas.
- Membership-related IT/Web Projects:
  - iMIS hosting proposal, iMIS upgrade—deadline this year
  - Ongoing website updates for membership areas (esp. home page menu reorganization and content consolidation). Ongoing updates to versions, plugins, and themes.
  - Free New to TC signup (prospect building for opt-in newsletter)—trial with open TC issue
  - Updating and streamlining membership form and information
  - Autorenewals and autopayment subscriptions (post upgrade)
  - Demographic and Member Profile updates (post upgrade)

Education Revenue as of 10/24/21

Education revenue is $156,190, which is $59,064 ahead of last year and $28,050 ahead the straight-line budget, with @$10,000 in future course and webinar sales currently in iMIS, and webinars and courses scheduled out through March 2022.

We have surpassed the EOY budget goal of $155,000 by $1,190, and we have surpassed 2020's EOY total income by $46,786.

Education Engagement

In the month of September, AH prepared 11 emails and 14 social media posts in September that marketed STC's Educational Opportunities: STC Online Courses, Live Webinars, Summit OnDemand, Summit Call for Proposals, CPTC Certification, and STC's Season of Learning.

Conference Updates

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

- Committee reviewing proposal submissions through Nov 8th. Mid-November program online and registration open.
- Exhibit and Sponsorship Prospectus publishing this week.
- Registration and Pricing: Reviewing pricing structure as well as cancellation and rules and regulations clauses. Looking into contactless registration options.
- Use of Attendee Hub again for onsite program. Volunteer manager for app. Volunteer manager needed for student volunteers.
- No in-person leadership program (held virtually after the Summit). Shift to a session or series of leadership-themed sessions at the Summit and some community recognition at the Honors Event, Tuesday, 17 May.
- No in-person Annual Business Meeting, will be held before or after the Summit.
- President's Reception moved to Monday, 16 May.
- In-person BOD meetings Sunday, 15 May, and Wednesday, 18 May?

CPTC Certification Updates

STCCC Business Account current balance is $ 37,876.94, with $ due for Sept and Oct exams. Ben Woelk and Craig Baehr Foundation courses as well as Craig's Practitioner course doing well.

Met with all trainers and APMG to discuss marketing. STC has been approved to be listed on the APMG website as an ATO reseller. Trainers can opt to sell their course through STC for a revenue sharing agreement.

Current CPTC program data:
- Foundation: 418 CPTCs, 19% Fail, 81% Pass,
- Practitioner: 6 CPTCs, 45% Fail, 55% Pass, 7 registered but not sat

AH MarCom Activities Report

Ms. Pohland shared a MarCom progress report showing growth in social media, Slack, and email marketing.

Community Affairs Committee Report

- Toronto & E. Ontario merged: Exploring name change
- Pittsburgh: Mailing check to Head Office.
- New England: Having difficulty recruiting officers. Pres. won't continue in 2022. Requested meeting

- Silicon Valley & San Francisco Bay merger: Reason: reduce overhead & need for volunteers. Silicon Valley (55) and S.F. Bay (57). Erin Galallee & Ann Marie Queeney to meet Nov. 8 with leaders.

Website Proposal Discussion

Craig Broadbent and Sarah Black from AH joined the meeting at 5:45.

The Proposal

- Consolidate and rearchitect the websites to
  - Restructure how content is managed on the backend to…
  - Allow it to then be manipulated on the front end to provide a more optimized user experience
- Redesign for a more consistently branded user experience
- Create structure that allows staff and volunteers to focus on content and content management

Redesign Components

Optimized User Experience
- Specific site functionality
- Design / Branding
- Website Consolidation
- Unified Content Mgt
- Unified Publications UX
- Discovery – Audits/Reqs
- AMS Integration
- Information Architecture

Several design concepts were displayed. The concepts were images from the Economist website.

WordPress vs. Drupal

WordPress

- Ideal for smaller websites with basic content
- Better out-of-the-box capabilities for basic publishing
- Possible to build more complex sites, but advantages of WP are nullified, as a result
- Greater ability to self-manage (when access to developer resources is restricted)

Drupal

- Better for more complex requirements and customization
- Allows creation of more complex and custom data relationships across various types of content
- Ideal for complex, highly customized sites that require scalability and large amounts of content to be organized.
- Staff can focus on content management and not technical maintenance

The Board and CEO discussed such options as SEO implementation, and reviewed some sites that specialize in magazine-style content publication. Points were made on consolidating the look/feel across sites, and being able to access *Intercom* and *TechComm Journal* articles without appearing to leave the main STC site.

Craig Broadbent and Sarah Black left the meeting at 6:32.

Executive Session

Liz Pohland left the meeting at 6:43.
The Board entered Executive Session at 6:43pm. The Board left Executive Session at 6:56pm.

Adjournment

The meeting adjourned at 6:57 pm.

Next Meeting

November 3, 2021 at 4:30pm ET for budget
November 18, 2021 at 5:00pm ET for board meeting

Online Motions

The following motions were proposed and voted on outside of the board meeting.

August

- *Move that the board approve the STC 2020 information and income tax submission, including the Form 990, Form 8879-EO, Virginia Form VA-8879C, and all applicable schedules and forms. The motion was approved.*
- *Move that the board authorize the STC CEO to sign the SBA EIDL loan documents and accept the funding increase from $150,000 to $500,000. The motion was approved.*

October

- *Move that the Board approve Dr. Sara Doan and Dr. Jack Labriola to be co-chairs of the Ken Rainey award committee. The motion was approved.*
- *Move that the Board authorize the STC CEO to sign and accept the Institute for Association and Nonprofit Research's 2021 proposal to produce the 2019-2020 Salary Database. The motion was approved.*