Board of Directors Meeting Summary

18 November 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
- Alyssa Fox, Conference Committee Chair

Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- CEO Report (20 mins)
- Audit Committee (5 mins)

- Summit Update (20 mins)
- SEO on the Website (10 mins)
- Nominating Committee (5 mins)
- DEIAP Discussion (20 mins)

Consent Agenda

- Approve October 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.

CEO Report

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

Membership Revenue

FY22 membership income is $107,532 with 531 members (-55 from last year). This is behind last year's revenue by ($11,000). We are currently behind the 2022 budget by ($24,325). Next week we are running a 10% off promo for Black Friday week, which should result in a similar uptick to last year.

Membership Highlights

- 10% off Black Friday week marcom campaign (in alignment with Summit registration opening).
- "We Are TC" KnowledgeXchange meetups and panels going well. Started a KXC Slack channel for ongoing discussion. Created a YouTube channel for the archived video library.
- Benchmarking research ongoing for 2022 dues structures and engagement-preference subscription models. Comparing other association models.
- CVP non-renews outreach to individuals and industry research for prospects.
- Membership-related IT/Web Projects:
    - 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 going very well—resulted in @500 new prospects.
    - Updating and streamlining membership form and information
    - iMIS hosting proposal, iMIS upgrade—work to begin this year
    - Autorenewals and autopayment subscriptions (post upgrade)
    - Demographic and Member Profile updates (post upgrade)
    - Calendar app with STC events on home page and in Slack

Education Revenue

2021 education revenue is $170,057, which is $58,817 ahead of last year and $32,977 ahead the straight-line budget, with @$3,252 in 2021 future course and webinar sales in iMIS, and webinars and courses being scheduled out through Q2 of 2022.

We have surpassed the EOY budget goal of $155,000 by $15,057, and we have surpassed 2020's EOY total income by $57,653.

Conference Updates

2022 Summit (15-18 May, Chicago, IL)
- Committee has finished proposal review and contacting speakers.
- Program online and registration opening week of Thanksgiving with a week-long Black Friday sale (10% off registration).
- Exhibit and Sponsorship Prospectus published and sales ongoing.
- Updating and posting cancellation Covid-19 policies (Following CDC and Illinois/Chicago laws: attendees will be required to wear masks and provide proof of vaccination or negative test.)
- No in-person Annual Business Meeting. Held 1-2 weeks prior to the Summit.
- Will we have two in-person BOD meetings? Sunday, 15 May, and Wednesday, 18 May? Or just one since the ABM will have already occurred?

General Updates

Current Balances:

- STC's Operating/Business Account: $181,447
- STCCC Certification Business Account: $37,877, with $3,022 due from APMG for exam sales.
- Line of Credit: $105,483 available credit (current balance $244,517). $80,000 payment made to principal in October.
- STC's Investment Account: $569,818

AH MarCom Activities Report

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

Audit Committee

- **Recommendation**: The Audit Committee recommends we move forward with Wegner CPAs to perform the audit of our 2021 financials, as well as prepare our 2021 tax returns.
- **Rationale**: For a fee of $11,000 Wegner is proposing to:
  - Audit STC's financial statements, including the statement of financial position as of 31 Dec 2021, related statements of activities, functional expenses, and cash flows, plus related notes to the financial statements.
  - Prepare our U.S. federal and Virginia state tax returns.
- As our auditor for the past three years, Wegner already is familiar with STC's financials, and their fees are lower than other auditing firms we've used in the past, while the quality of their work is just as high.
- **Alternative**: If we choose not to engage Wegner again this year, we'll need to issue an RFP to find a new auditor.

Move that the Board accept Wegner CPAs as our auditor for 2021. The motion was seconded. The motion passed.

Summit Update

Ms. Alyssa Fox joined the call at 5:25 PM, ET.

Goals for 2022 Summit

- Focus on business aspects of content and how we contribute to bottom line
- Align level of sessions with membership (intermediate to advanced)
- Modernize topics to show breadth of tech comm skills application, career choices, and options
- Eliminate tracks to open up creative topic ideas

Committee

- Pam Noreault: Experience in UX, software solutions, IA, training
- Ed Marsh: Experience in podcasting, regulated environments, docs-as-code, DITA
- Liz Herman: Experience in knowledge management, program management, policies, CX, training
- Gavin Austin: Experience in agile, online learning, CRM, web chat

Schedule

- Ability to have 8 sessions at once
- Committee chose to have 5 sessions at once
- Total of 13 time slots = 65 slots

- Want to have 58-60 education sessions
- 5-7 slots for STC sessions (certification, meet the editors, BOK, board needs, etc.)

Proposal Summary

- 87 education session proposals submitted
  - 48 education sessions accepted
  - 37 education sessions rejected
  - 2 duplicates
- 6 workshop proposals submitted
  - 4 workshops accepted
  - 2 workshops rejected

Ms. Fox left the call at 5:40 PM, ET.

SEO on the Website

Quick SEO Updates

- Search Engine Optimization (SEO) techniques make a site more findable for search engines like Google (Bing, etc.). Good optimization practices mean you've provided information about your site that:
  - Helps Google know what your site is about (content, purpose, trustworthiness)
  - Makes your site more findable (discoverable).
- When your site is more findable, that means more people come to the site. More traffic means Google will rank you higher and put your site's information higher up in the Search Engine Results Page (SERP).

Current Status

Currently, STC.org isn't well indexed—that can mean Google has found our content, but it hasn't, perhaps, deemed it worthy of indexing. Right now, these are the only two pages that show up on the SERP when using the SITE: test.

ALT-TXT

- ALT-TEXT is the information about an image. ALT-TXT is an HTML tag read by search engines and it needs to be leveraged heavily for both accessibility and SEO. Most of our images have no ALT-TXT or they have ALT-TXT that's not working for us. ALT-TEXT is written in natural language and should be keyword rich.

File Names of Images

- The name of an image file serves as another SEO point of contact.
- Search engines love file names as they're another way to discover what a site is about. Files names should be keyword rich, too.

File Names and Properties of Documents

- Document names should also be descriptive, and we need to ensure the properties are filled out with good keywords. In my own work, I've found completed properties are like a magnet for SEO.

Meta Description

- The META DESC is not read by machines, but by humans. The META DESC text is what the SERP (search engine results page) displays when it returns results. What message will attract people to us?
- From a marketing perspective, these do not work well for us. The character limit of a meta description is 155 characters. This is what can be fully displayed without any cut offs. Thus, we should consider the visual impact of a message within that display limit for the SERP and consider a call-to-action statement.

Link Titles (HTML)

Just like ALT-TXT for both SEO and Accessibility, STC's hyperlinks should have robust link titles. The title attribute specifies extra information about an element. The information looks like a tooltip text when the mouse moves over the element. The "title" text is like catnip for search engines, so it should be keyword rich.

Link Titles (Public Facing)

For SEO, link titles are another significant way to leverage findability. STC should make them meaningful and keyword rich.

Other Implementations We Need to Do!

Both of these are free:

- Google Search Console – lets us see crawl information and allows us to send re-crawl requests
- Site Map—an XML sitemap provides good with a "map" of our site. This map tells Google all about us, from a structural viewpoint, and assists in indexing.

Nominating Committee

Dr. Baehr provided a brief update on the nominating committee and where they are in their process.

DEIAP Discussion

Ms. Taylor led a discussion on the role of the Diversity, Equality, and Inclusion Advisory Panel. The board agreed that the role of the panel and their charter should be reviewed. Ms. Moyna and Ms. Pattabiraman volunteered to review the DEIAP charter and goals.

Adjournment

The meeting adjourned at 6:28 pm.

Next Meeting

December 16, 2021 at 5:00pm ET for board meeting.