



Society for
Technical
Communication

Board of Directors Meeting Minutes

16 December 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

Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- Treasurer's Report (15 mins)
- CEO Report (20 mins)
- Nominating Committee (20 mins)
- CAC Update (10 mins)
- Associate Fellow Recommendations (10 mins)
- DCSA/DSSA/DSAS Recommendations (5 mins)
- Rainey Award/Frank R. Smith Award (10 mins)

Consent Agenda

- Approve November 18th 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.

October

- **Assets:** \$813,088, against \$567,610 in the same month in 2020.
- **Liabilities:** \$1,107,080 against \$899,634 in the same month in 2020.
- **Total Net Assets:** (\$293,992) compared with (\$332,024) in the same month in 2020.
- **Revenue:** \$1,030,849 against a budget of \$1,194,001 and \$1,018,620 in the same month in 2020.
- **Expenses:** \$1,068,790 against a budget of \$1,070,449 and \$1,115,627 in the same month in 2020.
- **Operating Change in Net Assets:** (\$37,941) against a budget of \$123,552 and (\$97,007) in the same month in 2020.
- **Total Change in Net Assets:** \$76,383 against a budget of \$132,427 and (\$103,883) in the same month in 2020.

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

STC Budget Review Committee Report

- Committee has met 3 times to review budget submissions
- To date they have reviewed 17 submissions, including 4 which they've returned for rework
- Several budgets are still due; must be submitted by 12/31/21
- Committee reconvenes on 1/7/22 to continue reviews

CEO Report

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

General Updates

Staff office hours (semi-closed 12/20-12/31). Official holidays are Dec. 23, 24, and 31.

Current Bank Balances (as of 12/16/21):

- STC's Operating/Business Account: \$221,687
- STCCC Certification Business Account: \$37,877, with \$7,695 due from APMG for exam sales.
- Line of Credit: \$105,483 available credit (current balance \$244,517).
- STC's Investment Account : \$565,115.

Conversation with Account Exec. Beth Mauro at AH:

- Website proposal
- Industry relations
- Certification assistance
- Fee increase for 2022 (5% per contract plus MarCom)

2022 Membership Revenue

FY22 membership income was \$205,009 with 959 members (-114 from last year at this time). This is behind last year's revenue by (\$15,860) and behind the 2022 budget by (\$34,675).

STC Membership Highlights

- 31 Jan-4 Feb "TechCom week" marketing plan with deliverables highlighted each day.
- New welcome video in January.
- Salary Database will be published mid- January.
- "We Are TC" KnowledgeXchange meetups and panels ongoing well with volunteerism, credentialing, and content strategy upcoming panels. Attendance doubles each month.
- Benchmarking research ongoing for 2022 dues structures and engagement-preference subscription models.
- CVP non-renews outreach to individuals and industry research for prospects.
- Membership-related IT/Web Projects:
 - iMIS hosting proposal, iMIS upgrade—work has begun.
 - Ongoing website updates for membership areas (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 went very well—we will now build a popup on our website for collecting prospects.
 - Updating and streamlining membership form and information.
 - Autorenewals and autopayment subscriptions (post upgrade).
 - Demographic and Member Profile updates (post upgrade).

Education Revenue

2021 education revenue totals \$173,773, which is \$61,597 ahead of last year and \$24,773 ahead of the straight-line budget. There are no additional 2021 educational events planned. There is @ \$10,000 in education revenue in iMIS for 2022, with additional courses and webinars being added.

Conference Revenue

As of December 16th, 2022 Summit revenue is \$13,174, with 30 registrants. The early registration deadline is 12/31/2021.

Conference Updates

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

- Website schedule updated with speaker days and times.
- Two keynotes selected and contracts in process for \$12,000. Alyssa is contacting additional invited speakers.
- Alyssa adding a few more invited speakers/keynotes. Two speakers have canceled due to Covid.
- Two CPTC preconference workshops were added.
- Exhibit and Sponsorship Prospectus published and sales efforts ongoing. Adobe may be unlikely to attend in person due to travel restrictions. New exhibitor, CMOS attending. A lot of exhibitors are waiting until the date is closer to commit.
- 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.)
- Finalizing photographer for event (Rachel Houghton).

2022 Budget Updates

1. Changed the 2022 conference budget to match the 2019 Denver registration prices to increase potential revenue.
2. Added \$10,000 in potential revenue from a one-day education event in Fall 2022.
3. AH fee increase added.

AH MarCom Activities Report

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

Nominating Committee

Mr. Baehr presented the preliminary slate for the 2022 election.

Move that the Board waive the requirement that the position of VP have two candidates in the 2022 election. The motion was seconded. The motion passed.

Move that the Board approve the preliminary slate for the 2022 election as presented by the Nominating Committee. The motion was seconded. The motion passed.

CAC Update

SF Bay & Silicon Valley Merger

- Rationale: Combine resources and volunteers.
- Ann Marie Queeney (CAC Chair) & Erin Gallalee (STC Dir. of Membership and Communities) met with leaders to discuss merger and process.
- Membership votes
- San Francisco Bay Chapter Nov. 2021 results: “59 members, with 30 Yes votes and 0 No votes.”
- Silicon Valley Chapter October 2021 results: “56 members, with 14 total responses (45% response rate), 5 (36%) to Stay Open (but unwilling to volunteer), 9 (64%) to Merge.”

Move that the Board approve the merger of the STC Silicon Valley Chapter with the San Francisco Bay Chapter, per the chapters' membership vote to merge. The motion was seconded. The motion passed.

Sacramento Chapter

- The Sacramento chapter closed its chapter by itself in 2018. It did not notify the STC office or the CAC during and after closure activities.
- Prescott Williams contacted the STC office this year when he received a letter from the IRS stating that they did not receive the chapter's 990 filing. He is working with the STC office to verify that items are completed and identify any open items and finalize them.
- Sacramento chapter donated their funds to the former STC Berkley Chapter (now San Francisco Bay Chapter) for their scholarship program.
- Since the chapter is no longer operating or in contact with its membership base, submitting a motion that the STC Board officially close the chapter without a chapter membership vote.

Move that the Board approve the official closure of the STC Sacramento Chapter per Article IX, Section 5 of the STC Bylaws. The motion was seconded. The motion passed.

Chapter Status

Difficulty recruiting officers and continuing chapters. Presidents plan to step down and don't have volunteers to fill positions.

- New England Chapter (99 members)
- Philadelphia Metro Chapter (48 members)
- Latest: Twin Cities Chapter (93 members)
- Ann Marie Queeney following up.
- Next steps: CAC/Chapter partnership?

Florida Chapter Leadership Council seeking assistance. President is on medical leave.

- Ann Marie & Erin meeting on Dec. 21 to discuss what assistance is needed.

SIG Status

P&P SIG COP transitioning from ListServ to STC Slack P&P SIG channel & P&P SIG-managed MailChimp.

- Ann Marie Queeney met with P&P SIG leaders to discuss pros & cons of options and next steps.
- Tim Esposito created public P&P SIG channel on STC Slack.
- Leaders to explore MailChimp. Ann Marie offered to find assistance, if needed.

SIG COIs

- Recruiting for API SIG COI facilitator.
- Survey facilitators regarding continuing our monthly SIG COI facilitator meet-ups in 2022.

Associate Fellow Recommendations

Mr. Esposito presented the recommendations for the Associate Fellows. Due to some questions about the recommendations, the motion to approve the recommendations and citations will be handled after the board meeting via email.

DCSA/DSSA/DSAS Recommendations

Mr. Esposito presented the recommendations for the DCSAs. Due to time constraints, the motion to approve the citations will be handled via email following the board meeting.

Motion to accept and approve the recommendations of the DCSA Committee. The motion was seconded. The motion passed.

Rainey Award/Frank R. Smith Award Updates

Dr. Palmer provided updates on the Rainey Award and the Frank R. Smith Award.

There are two candidates for the Ken Rainey Award.

The Frank R. Smith award committee will convene after winter break.

Adjournment

The meeting adjourned at 6:41 pm.

Next Meeting

January 27, 2021 at 5:00pm ET for board meeting.