



Society for
Technical
Communication

Board of Directors Meeting Summary

24 February 2022, 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 (20 mins)
- CEO Report (20 mins)
- Scholarship Committee (10 mins)
- CAC Update (10 mins)
- Fellows Committee (15 mins)

Consent Agenda

- Approve January 27th 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 reports.

January

- **Assets:** \$905,482, against \$707,404 in the same month in 2021.
- **Liabilities:** \$1,296,496 against \$1,117,747 in the same month in 2021.
- **Total Net Assets:** (\$391,014) compared with (\$410,343) in the same month in 2021.
- **Revenue:** \$63,423 against a budget of \$74,666 and \$58,817 in the same month in 2021.
- **Expenses:** \$90,483 against a budget of \$150,562 and \$93,410 in the same month in 2021.
- **Operating Change in Net Assets:** (\$27,060) against a budget of \$(75,896) and (\$34,593) in the same month in 2021.
- **Total Change in Net Assets:** \$(47,539) against a budget of \$(75,896) and (\$39,968) in the same month in 2021.

Move that the Board accept the financial report for the month of January 2022. The motion was seconded. The motion passed.

STC Budget Review Committee Report

- Committee has 5 budgets left to review, each of which required resubmission, one of them twice
- Committee hopes to complete reviews in February, but reviews could slip into March
- Community Audits – Irregularities prompted closer review of some financials, but we plan more regular audits of communities throughout the year to provide greater oversight and assistance
- CAC webinar in March – We will announce the plan for regular Community Audits as well as other budgeting/reporting changes and reminders

CEO Report

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

General Updates

STC Election

7 March-18 March 2022

Reminder that board members cannot endorse other candidates, nor can communities.

2022 Membership Revenue

As of 2/20, FY22 membership income is \$452,637 with 1,931 members (-169 from last year at this time). This is behind last year's revenue by (\$14,002) and behind 2022 budget by (\$68,595). CVPs are coming in late in 2022.

STC Membership Highlights

- Membership renewal reminder marketing.
- KnowledgeXChange and New Member Meetups ongoing. Positive feedback and statistics from TechComm Week efforts.
- Salary Database out. Webinar held 23 February and additional webinar 9 March.
- Benchmarking research update ongoing for 2022 dues subscription models.
- CVP non-renews outreach to individuals and industry research for prospects—marketing CPTC exams at \$245 (\$25 off) with membership and CPTC class bundles.
- Membership-related IT/Web Projects:
 - Calendar app with STC events on home page and in Slack—UP!
 - iMIS hosting proposal, iMIS upgrade testing.
 - Ongoing website updates for membership areas (menu reorganization and content consolidation). Updates to versions, plugins, and themes.
 - Free New to TC signup (prospect building for opt-in STC content).
 - Updating and streamlining membership form and information.
 - Autorenewals and autopayment subscriptions (post upgrade).
 - Demographic and Member Profile updates (post upgrade).
 - New skin for Join and Renew page.

2022 Education Revenue

As of 2/20, 2022 education revenue totals \$28,071, which is \$8,333 ahead of last year at this time but (\$4,241) behind of the straight-line budget. There is @\$24,000 in future education revenue in iMIS for 2022 through April.

Education Highlights

- Education Committee meetings
- Any suggestions on educational events or webinars—email Ms. Pohland.
- Salary Database published. Webinar held today. 2nd webinar to be held 9 March due to technical difficulties.

2022 Conference Revenue

At 12 weeks out, Summit revenue totals \$77,871 with 124 attendees, which is behind the straight-line budget by (\$92,507), behind last year's virtual Summit revenue by (\$43,939), and behind the prior in-person event (FY2019) by (\$106,619).

Conference PickUp as of 2/23/22

Ms. Pohland presented a spreadsheet showing registrations for the 2022 Summit, comparing the registrations to years past.

Conference Updates

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

- Speaker orientation webinar occurred.
- Incentive marketing plan scheduled: drawings for free membership, free hotel night, free pre-conference workshop, free 2023 registration.
- Weekly staff meetings re: production schedule.
- Conference Committee biweekly meetings. Working on blog posts and social media, volunteer efforts, and mobile app.
- Ongoing updating and posting of changes to cancellation and/or Covid-19 policies.
- Following CDC and Illinois/Chicago laws and Hyatt rules.
- Blog post on in-person event/no pivot/Covid policies.
- Chicago Chapter updates forthcoming at a meeting in March.
- Chicago sent a "call for volunteers" email.

Industry Relations Update

Several groups have signed on to be Summit sponsors and exhibitors. The 2/21/22 closed/won report is 30% sold to goal, with exhibitor revenue 18% to goal, sponsorship revenue 93% to goal, and advertising revenue 21% to goal.

MarCom Activities Report

Association Headquarters provided a report on MarCom activities. There was steady growth in social media usage. Slack membership and participation has increased. Email opening rates are excellent. Google Analytics shows an increase in website access.

Scholarship Committee

9 completed applications (16 initial applicants)

- Undergraduate: 2 completed applications (7 initial applicants)
- Graduate: 6 completed applications (7 initial applicants)
- Certificate: 1 completed application (2 initial applicants)

Recommendation

Two \$500 Awards & Free Student Membership

Move that the Board approve the recommendations of the Scholarship Committee. The motion was seconded. The motion passed.

Other Considerations

- Solicitation for the scholarship fund
- Request to host a promotional table at the Summit
- Analysis of student sources of scholarship info
- Refresh of STC website info on community awards
- Engagement with CAC Student Outreach Director
- Request to permanently expand scholarships

CAC Update

STC Toronto Chapter Name Change

Reason: Eastern Ontario merged with the Toronto, Ontario chapter in July 2021. Leadership explored name change.

Move that the Board approve the name change of the “STC Toronto, Ontario” chapter to the “STC Ontario Chapter,” per the chapter’s membership vote. The motion was seconded. The motion passed.

STC Chapters in Turnaround

Twin Cities: Longtime president wants to step down. Needs officers and an increase in member activity. Ms. Galalee, STC Director of Membership and Community Relations, and Ms. Queeney, CAC Chair, are holding check-in mtgs. every two weeks. The president held a virtual January open house and has begun holding planning meetings with interested members. Scheduled webinars in March and June.

New England: Longtime president wants to step down. Needs a president and ideas for programming. The president held a holiday party, which was well-received. Ms. Queeney scheduled monthly check-ins with the president.

Philadelphia Metro: Longtime president is a board candidate and will be stepping down. A council member has just agreed to be president. Will hold an election later this year. Ms. Queeney has been attending council meetings and will work with the incoming president.

STC SIGs

Policies & Procedures: New manager. Enthusiastic & wants to re-energize SIG. Ms. Queeney and the manager will hold check-in meetings every two weeks.

- **SIG COIs:** Ms. Queeney will present a report in the future.
- **Facilitator openings:** API & Consulting & Indep. Contractor (just stepped down due to workload)
- Facilitator monthly meet-ups rescheduled to every other month (per facilitator vote)

CAC Summit Activities

- The CAC has begun working on events.
- May 15, Opening night: Assist with SIG table event.
 - CAC general table.
 - CAC directors Kylie Jacobsen & Danielle Villegas to create QR codes for SIG COPs & COIs
- May 16 (4:30-5:15), Leadership Information Exchange
- May 16 – 17, Summit STC Treasure Hunt
 - Independent activity (Bingo-type card). Distributed at the close of the Leadership Information Exchange. Activity ends at the Social event.
- May 17 (4:30-5:15), Leadership Social/Networking Event
 - Draw winners for treasure hunt and door prizes.
 - Members donating prizes.
 - Funding needed to cover other incidentals. Seeking donations.

CAC Virtual Leadership Program

- June 8, 5:00 – 7:00 PM ET
- CAC will begin working on the program on March 14.
- No changes to last year's format.
- CAC will add Community of the Year and Most Improved Community awards.

Fellows Award Committee

The Board discussed how the Fellows Award Committee operates and will pass suggestions to the board chair.

Adjournment

The meeting adjourned at 6:35 pm.

Next Meeting

March 31, 2022 at 5:00pm ET for board meeting