



Society for  
Technical  
Communication

# Board of Directors Meeting Summary

31 March 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 Queeneey, 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)
- Frank R. Smith Award Committee (10 mins)
- Intercom Awards (10 mins)
- CAA and Pacesetter Awards Committee (15 mins)
- Web-Based Bibliography (15 mins)

# Consent Agenda

- Approve February 24th meeting Minutes and Summary

## Minutes

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

## Treasurer's Report

Ms. Werner presented the financial reports.

### February

- **Assets:** \$907,566, against \$772,465 in the same month in 2021.
- **Liabilities:** \$1,369,928 against \$1,205,580 in the same month in 2021.
- **Total Net Assets:** (\$462,362) compared with (\$433,115) in the same month in 2021.
- **Revenue:** \$120,960 against a budget of \$149,334 and \$134,363 in the same month in 2021.
- **Expenses:** \$201,295 against a budget of \$301,126 and \$202,592 in the same month in 2021.
- **Operating Change in Net Assets:** (\$80,335) against a budget of \$(151,792) and (\$68,229) in the same month in 2021.
- **Total Change in Net Assets:** (\$114,059) against a budget of (\$151,792) and (\$62,743) in the same month in 2021.

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

## STC Budget Review Committee Report

- Committee has one budget left to review (STC Ontario submitted a budget this week).
- Community Audits – Reviewed and discussed materials submitted by LASTC and SBSTC. Requested additional information due on 3/31 to complete the audit.
- Based on audit and review of LASTC and SBSTC budget requests, the committee did not approve the budget and notified both chapters that they were on probation until April 30, the date by which they need to address several issues (summary listed below).
- It is the Committee's position that chapters lacking the required leadership to execute their Engagement Plan should not receive Society funding.

## Issues to be resolved by April 30:

- Submit requested bank records for audit.
- Elect officers and implement a succession plan.
- Develop a collaboration plan detailing the terms of partnerships with other communities, in particular, the sharing of revenues and expenses.
- Establish new officer(s) as signers on bank accounts.
- If unable to install new officer(s) by April 30, consider adding CEO Liz Pohland as a signatory or transferring funds to STC account as a safe harbor until solid leadership is in place.

## CEO Report

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

## General Updates

### Financial Updates (as of 3/30/22)

- STC's 2021 Annual audit is almost complete—draft due from Wegner by April 15.
- Annual Business Meeting Reminder: Tuesday, April 26, 5-7PM
- Community budget checks 80% complete
- Virtual Content Calendar (moving from Liz Fraley to STC, with Liz's company listed as sponsor)
- Revised WordPress Website Proposal coming from AH soon

## 2022 Membership Revenue

As of 3/27, FY22 membership income is \$467,589 with 2,127 members (-237 from last year at this time). This is behind last year's revenue by (\$18,655) and behind the 2022 budget by (\$75,241).

## STC Membership Highlights

- Membership reminders to unrenews. Marketing raffle for Amazon gift card.
- Welcome video preparation.
- CVP non-renews outreach to individuals and industry research for prospects—marketing CPTC exams at \$245 (\$25 off) with discounted membership bundle, and CPTC classes. Erin sending emails to CVP.
- Membership-related IT/Web Projects:
  - iMIS hosting proposal, iMIS upgrade.
  - Moving servers from Rackspace to Armstrong (our iMIS IT vendor).

- Ongoing website updates for membership areas (menu reorganization and content consolidation). Updates to versions, plugins, and themes.
- Moving VC calendar to STC's account.
- Volunteer/mentorship opportunities page on website.
- CAC website work.

## 2022 Education Revenue

As of 3/27, 2022 education revenue totals \$63,638, which is (\$1,073) behind last year at this time but \$11,131 ahead of the straight-line budget. There is \$9,460 in future education sales.

## 2022 Conference (15-18 May, Chicago, IL)

### Revenue

At 7 weeks out, Summit revenue totals \$116,101 with 172 attendees, which is behind the straight-line budget by (\$119,807), behind last year's virtual Summit revenue by (\$43,793), and behind the prior in-person event (FY2019) by (\$206,996). (Data was pulled on 3/27.)

### Hotel PickUp

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

Attrition calculation is \$170.15 for each room we don't sell in the minimum block requirement of 874 room nights.

### Updates

- Deadline 3/31 for Gold and advance registration. Full registration rates go into effect 4/1.
- Marketing plans: free 2023 registration raffle and paid advertising
- Weekly staff and Conf Comm meetings.
- Weekly CrowdCompass app meetings.
- Shipment and signage preparation—need all awardee names no later than 5 April.
- Ongoing updating and posting of changes to cancellation and/or Covid-19 policies. Following CDC and Illinois/Chicago laws and Hyatt protocols.
- Chicago Chapter events—Monday dine around, Tuesday baseball game, Wednesday river tour (registration links on the website)

## AH Industry Relations Update

In-progress Prospects:

- Adobe
- Language Link

- MadCap

Several groups have signed on to be Summit sponsors and exhibitors. The 3/16/22 closed/won report is 62% sold to goal, with exhibitor revenue 48% to goal, sponsorship revenue 145% to goal, and advertising revenue 43% to goal.

## AH MarCom Activities Report

In February, AH MarCom drafted posts for STC's Facebook, STC Twitter, Summit Twitter, and LinkedIn pages highlighting key initiatives such as #TechCommWeek, the 2022 Summit, educational offerings, We Are TechComm KnowledgeXchange, STC's 2020-2021 Salary Database, STC's Lifetime Achievement Award, and February's Tech Comm Journal.

## Constant Contact Summary

We sent 15 emails in February, topics include: February Newsletters, Educational Offerings, the 2022 Summit, We Are TechComm KnowledgeXchange, the 2022 Membership Season, and STC's Salary Database.

## #TechCommWeek

In January and February, AH MarCom helped STC and partner, APMG, market the inaugural #TehCommWeek, which was held from 31 January to 4 February.

## Frank R. Smith Award Committee

### Recommendation

The Frank R. Smith Award Committee made a recommendation for the 2021 Honorees for Outstanding Article

*Move that the Board approve the recommendations of the Frank R. Smith Award Committee.  
The motion was seconded. The motion passed.*

## Lifetime Achievement Award Committee

Nominations have been received and the committee will make their recommendations before April 6th. Recommendations will be handled by an email vote.

## Intercom Awards Committee

Recommendations for the Best Issue and Best Article awards were made by the Intercom Awards Committee.

*Move that the Board approve the recommendations of the Intercom Award Committee. The motion was seconded. The motion passed.*

## CAA and Pacesetter Awards Committee

The Community Achievement and Pacesetter Awards Committee submitted their recommendations and rationale for the Community Achievement Awards for this year.

Based on the committee's evaluations:

- 12 communities applied for the 2021 CAA.
- 11 received the award this year.

*Move that the Board approve the recommendations of the Community Achievement and Pacesetter Awards Committee. The motion was seconded. The motion passed.*

The Community Achievement and Pacesetter Awards Committee submitted their recommendations and rationale for the Pacesetter Awards for this year.

Upon reviewing the recommendations, the Board asked for clarifications and corrections before proposing a motion. After receiving a response from the committee, the board will vote on the recommendations via email.

## Web-Based Bibliography

Avon Murphy found a volunteer partnership with Washington State University who is interested in creating an application to house his web-based bibliography project. He seeks STC's approval and non-financial support of this endeavor. The board supports this project.

## Adjournment

The meeting adjourned at 6:35 pm.

## Next Meeting

April 21, 2022 at 5:00pm ET for board meeting.  
Incoming board members will be invited as guests.

# Appendix: Email Votes

## Fellows Award Committee

*Move that the Board accept and approve the Fellow nominations and citations provided by the Fellows Committee. The motion was seconded. The motion passed.*