



Society for
Technical
Communication

Board of Directors Meeting Summary

21 April 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
- Lori Meyer, Incoming Director
- Li-At Rathbun, Incoming Secretary
- Danielle Villegas, Incoming Director

Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- Treasurer's Report (5 mins)
- CEO Report (20 mins)
- Audit Committee (10 mins)
- Online Meeting Rules (5 mins)
- Community Affairs Committee (15 mins)
- Board Farewell (15 mins)
- Executive Session (20 mins)

Consent Agenda

- Approve March 31st 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 Budget Review Committee report. The standard treasurer's report was not available due to the meeting occurring earlier in the month.

STC Budget Review Committee Report

- Committee will meet on 4/29 to review the remaining budget.
- Community Audits
 - Received most requested items from LASTC and SBSTC on 4/14 (due on 3/31); one item remains outstanding at this writing.
 - Committee will complete review and discussion for the audit on 4/29, with a report to follow in May.
 - Committee will also review any additional materials submitted by LASTC and SBSTC (due by 4/30) to address the concerns outlined last month to resolve their probation.
 - Missing items will push resolution into May.
 - Next series of audits will begin in June.

CEO Report

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

General Updates

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

- 2021 Audit draft completed 4/15.

Staff Updates

Staff Handbook Change: Addition of new federal holiday, Juneteenth, on June 19th each year.

Community Budgets

95% complete, checks cut

Annual Business Meeting

Tuesday, April 26, 5-7 PM (likely will end early)

All current and outgoing board and Nominating Committee members are expected to attend. All will be asked to come on camera to be recognized.

We currently do not have a quorum (need a minimum of 100 members in attendance, not just registered). Meeting is open to the public but only members may vote. Meeting rules and agenda are posted online.

Motions are due tomorrow from members by 5:00PM ET through the online form. No motions will be taken after that time or during the meeting.

Email reminders to all members are going out tomorrow morning (this is the fourth time we've mentioned the event via email).

STC AMS/IT/Website Updates

Membership-related AMS/IT/Web Projects:

- Currently moving server hosting from Rackspace to Armstrong (iMIS support vendor).
- iMIS upgrade progress made, testing next.
- Autorenewals and autopayment subscriptions (post upgrade).
- Demographic and Member Profile updates (post upgrade).
- Ongoing website updates for membership areas (menu reorganization and content consolidation, pricing tables).
- Free "New to TC" signup membership category in AMS (prospect building for STC's opt-in e-newsletter).
- Updating and streamlining membership online forms and information. New skin for Join/Renew page.
- Ongoing updates to WordPress versions, plugins, and themes.
- SIG website clean-up and removal of websites no longer being used.
- Virtual Content Calendar migration and integration with Slack.
- Website discovery proposal from AH: received draft from AH—will be formally presented to the board at May meeting (Beth Mauro is attending board meeting).

2022 Membership Revenue

As of 4/17, FY22 membership income is \$486,639 with 2,210 members (-244 from last year at this time). This is behind last year's revenue by (\$12,162) and behind the 2022 budget by (\$75,541). We need to bring in \$162,616 in dues revenue to make the 2022 budget. We need \$90,110 in revenue to match 2021.

STC Membership Highlights

- Membership reminders to unrenews.
- Marketing raffle for Amazon gift card.
- Membership fee drop planned for June 1 (30% off for rest of the year--a month earlier than usual).
- Summit onsite nonmember 30% discount letter with Summit badges—successful in Denver.
- Testimonial project: a dozen videos to be recorded at Summit as well as collecting print testimonials with student volunteer John Clement and Rachel Houghton (onsite photographer).
- CVP non-renews outreach to individuals and industry research for prospects—marketing CPTC exams at \$245 (\$25 off) with membership bundle, and CPTC classes.

2022 Education Revenue

As of 4/17, 2022 education revenue totals \$70,642, which is \$913 ahead of last year at this time and \$6,018 ahead of the straight-line budget. There is \$6,417 in future education sales recorded.

Education Updates

Education Committee chair request for names from membership lists to populate new committee members for 2022-2023.

2021-2022 Committee held its penultimate meeting Tuesday night, continuing to finalize some last webinars and courses over email.

2022 Conference Revenue

As of 4/17 (4 weeks out), Summit revenue totals \$166,640 with 218 attendees (not including staff, student volunteers, exhibitors), which is behind the straight-line budget by (\$108,586), behind last year's virtual Summit revenue by (\$19,592), and behind the prior in-person event (FY19) by (\$326,847). We need \$174,110 in registration revenue to make the 2022 budget and \$81,565 in registration revenue to match 2021.

Hyatt has agreed to extend discounted pricing to 1 May (21 April was original deadline).

Hotel PickUp Report

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. As of 4/17, STC would owe the Hyatt @\$38,454. However, we adjust for individuals who book rooms outside of the block.

AH Industry Relations Update

Two additional exhibitors:

- Adobe
- ZoomIn

Several groups have signed on to be Summit sponsors and exhibitors. The 4/20/22 sold report is 79% sold to goal, with exhibitor revenue 68% to goal, sponsorship revenue 160% to goal, and advertising revenue 51% to goal.

Conference Updates

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

- Hotel discount extension to 1 May.
- Incentive marketing plan: free 2023 registration drawing if registered in April.
- Many Summit promotion emails and paid social campaigns ongoing.
- Conference Committee meetings weekly and scheduling onsite assistance.
- Met with student volunteer coordinator.
- CrowdCompass app preparation going well, scheduled to launch early May.
- Staff working on shipments/ordering, signs, printing, scripts, slides, etc.
- Final posting of changes to cancellation and/or Covid-19 policies. Allowing vaccination proof or any negative test for entry (within 48 hours). Wearing masks now highly recommended (not required).
- Chicago Chapter events popular. Additional restaurants have been added for Monday.
- Summit Proceedings in final review.
- Board Summit schedule finalized next week with all events.

Publication Updates

Intercom magazine

- May/June issue on time.
- Summit advertisers in this issue and additional interest in advertising.
- Intercom editor RFP online (proposals due 1 June)

TechComm journal

- May issue on time.
- Ingenta contract renewed (institutional access).

Certification Updates

- Exams Taken in 2022: 23 Foundation, 4 Practitioner

	2022		2021		2020		2019
	Foundation	Practitioner	F	P	F	P	
January	10	3	10	0	5	1	16
February	4	1	12	0	11	1	6
March	9	0	10	0	5	0	5
April			10	0	6	0	15
May			15	2	12	0	15
June			11	0	9	0	8
July			9	1	11	0	10
August			12	3	8	2	17
September			20	2	12	0	10
October			4	0	13	0	5
November			11	0	12	0	8
December			15	4	11	1	10
TOTAL	23	4	139	12	115	5	125

- Exams Booked in 2022: 36 Foundation, 2 Practitioner

	2022	
	Foundation	Practitioner
January	12	0

February	8	1
March	16	1
April		
May		
June		
July		
August		
September		
October		
November		
December		
TOTAL	36	2

- Digital Badges Issued: 282 Foundation, 6 Practitioner

Accredited Trainers

ATO	Country	Notes
Accredited Professional (ATO)	Australia	Self-paced e-learning only
Alan Houser (IT)	US	
Chris Hester (IT)	US	
Craig Baehr (IT)	US	Part of STC education
Jamie Gillenwater (IT)	US	
Rochester Institute of Technology (ATO)	US	Ben Woelk
Seneca College (ATO)	Canada	Beth Agnew
Wilmington University (ATO)	US	

TOTAL

8

**4 ATOs
4 Individual Trainers**

ATO meeting facilitated by APMG Tuesday, April 5th
Monthly check-in meetings with APMG, STC staff, and Chief Examiner
APMG Marketing Manager Estelle Hicks-Bennet is leaving this month

AH MarCom Activities Report

In March, AH MarCom drafted posts for STC's Facebook, STC Twitter, Summit Twitter, and LinkedIn pages highlighting key initiatives such as the Annual Business Meeting, the 2022 Scholarship, the 2022 Summit, educational offerings, and We Are TechComm KnowledgeXchange.

Constant Contact Summary

We sent 19 emails in March, topics include: Educational Offerings, 2022 Summit, 2022 Annual Business Meeting, March Newsletters, Election Results, March/April Intercom Out, and Join/Renew.

Audit Committee

- **RECOMMENDATION:** The Audit Committee recommends we approve the draft 2021 financial statements prepared by Wegner CPAs as part of the annual audit.
- **OPINION:** The financial statements present fairly, in all material respects, the financial position of the Society as of December 31, 2021 (and 2020) and the changes in net assets and cash flows in accordance with U.S. generally accepted accounting principles (GAAP).
- **CONCERNS:** The auditors cited three potential issues:
 - Given the net operating loss and total net deficit, auditors expressed substantial doubt about the Society's ability to continue as a going concern for the next year.
 - Noted for the past several years.
 - Compared to 2020, total revenues were up, total expenses were down, and the total net deficit was lower.
- A new lease accounting standard has been implemented and will require some changes in the way STC recognizes lease assets on our financial statements.
- A formalized procedure for monitoring communities (chapters) will help ensure compliance with laws/regulations, reduce potential financial risk, and help ensure the overall health of the extended organization.

Move that the Board accept the draft audited financial statements for 2021. The motion was seconded. The motion passed.

Online Meeting Rules

The Parliamentarian has reviewed New York State's rules about holding annual meetings. The STC Annual Meeting Rules have been updated accordingly, and will be posted on the STC website on the Annual Business page.

Community Affairs Committee

STC Community Status

- Orange Co. & San Diego Chapters: discussing merger
- Latest: Possible expansion to include Santa Barbara & LA Chapters.
- API SIG COI – New facilitator, Summer Collins.
- CIC SIG COI – Facilitator position is open. Hosted meet-up on April 20 to recruit volunteers.
- Phila. Metro Chapter – Leader transition is on schedule.
- Twin Cities & NE Chapters: President check-ins.

“Dissolution/Merger” Policy & Procedure

Ms. Queeney updated the Dissolution/Merger documents to:

- Reflecting the current environment.
- Split chapter and SIGs into their own documents.
- Add SIGs transfer (COI to COP and COP to COI).
- Add SIG COI dissolution.

SIG COI Facilitator Manual

Ms. Queeney wrote a draft and has been using it to onboard new SIG COI facilitators.

SIG COI Status Update

Ms. Queeney to provide a status update and observations in May after the Summit.

CAC Events at the Summit

- Sunday (5:00-6:30) Welcome Reception. Host a CAC table and assist SIG members hosting their tables, as needed. Kylie Jacobsen created a QR code linking attendees to STC website's Communities page.
- Monday (4:30-5:15) The Leadership Information Exchange Session, consisting of CAC team members leading small group discussions. Four tables with four different topics.
- Monday - Tuesday. The CAC's STC Summit Treasure Hunt, an independent networking activity (based on Bingo card format with clues). Jame Sagan managing this activity.

- Tuesday (4:30-5:15). Social event with activities, prizes, and drawing for the Treasure Hunt winners.
- John Clement, CAC Student Outreach Director, organizing a student meet-up during the conference.
- Questionnaire to receive feedback on the changes to the CAC's Summit events. Helpful for incoming CAC chair, STC office, and Board.

Board Farewell

The retiring board members were invited to speak. They decided to share their thoughts at the May board meeting, since they are invited to that event.

Ms. Pohland, Ms. Meyer, Ms. Villegas, and Ms. Rathbun left the meeting at 6:13 pm.

Executive Session

The board entered an executive session at 6:13 pm.

Adjournment

The meeting adjourned at 6:56 pm.

Next Meeting

April 26, 2022 at 5:00pm ET for the Annual Business Meeting

May 15, 2022 at 9:00am CT for the Summit Board Meeting

Appendix: Email Votes

Pacesetter Award Committee

Move that the Board accept and approve the Pacesetter nominations and citations provided by the Community Achievement and Pacesetter Awards Committee. The motion was seconded. The motion passed.

Lifetime Service Award Committee

Move that the Board accept and approve the Lifetime Service Award nomination and citation provided by the Lifetime Service Award Committee. The motion was seconded. The motion passed.