



Society for
Technical
Communication

Board of Directors Meeting Summary

15 May 2022, 9:00am CT

Attendees

Board

- Aiessa Moyna, President
- Timothy Esposito, Vice President
- Roberta Werner, Treasurer
- Li-At Rathbun, Secretary
- Kirsty Taylor, Immediate Past President
- Lori Meyer, Director
- Laura Palmer, Director
- Sree Pattabiraman, Director
- Danielle Villegas, Director

Guests

- Liz Pohland, STC CEO
- Craig Baehr, Outgoing Immediate Past President
- Todd DeLuca, Outgoing Director
- Ann Marie Queeney, Outgoing Director
- Beth Mauro, Association Headquarters, Client Services
- Elaine Gilliam, STC Staff
- Erin Gallallee, STC Staff

STC Staff Appreciation

The STC staff—Ms. Gilliam and Ms. Gallallee—were invited to the meeting room to be introduced to the Board in person, and so that the Board could thank them for their work on behalf of the Board and STC members.

Ms. Gilliam and Ms. Gallallee left the meeting room at 9:05am CT.

Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- Discussion of motion at Annual Business Meeting (10 mins)
- AH overview, website redesign proposal, and staffing proposal (30-40 mins)
- 2021-2022 Board advice and farewell (15 mins)
- Break (15-20 mins)
- Icebreaker (4 mins)
- Treasurer's report (25 mins)
- CEO report, governance overview, and staff intros (45-60 mins)
- Auditors' final report (10 min)
- Break (5-10 mins)
- Icebreaker (3 mins)
- Committees overview, and approval of chairs (20 min)
- Cadence of board meetings going forward (10 mins)
- Summit schedule and reminders (5 min)
- Icebreaker (3 mins)
- Adjourn

Consent Agenda

- Approve Board Meeting Minutes and Summary - 21 April 2022
- Approve Annual Business Meeting Minutes - 26 April 2022

Minutes

The meeting was called to order at 9:06am CT. The agenda was approved. The consent agenda was approved.

Discussion of Motion at Annual Business Meeting

Ms. Moyna read the motion that STC member Lara Tellis submitted, along with Ms. Tellis' rationale and the non-binding vote results from April 26:

Move that the board consider recording all sessions for the STC Annual Summit, so that they can be made available for free to people who attended the Summit and be sold to people who are unable to attend.

Rationale: People can't afford to travel to Summit, and a cheaper virtual track would make it accessible to them. Also, the COVID pandemic inhibits travel and participation, especially for those with compromised immune systems.

Vote:

- 48% in favor
- 52% against

The Board discussed the motion. Comments include:

- Ms. Pohland noted that recording live Summit sessions may be cost-prohibitive, citing as an example the costs to potentially live-stream the 2022 keynote speaker at Hyatt Regency O'Hare Chicago.
- Ms. Pohland noted that contracts with unionized conference hotels may prohibit STC from using outside service vendors to live-stream on Facebook or other platforms.
- Ms. Taylor noted that STC is already planning to pursue a standalone virtual offering later this year.
- Several BoD members discussed whether virtual sessions should be a recording of/replication of a live event or separate and distinct sessions intended specifically for virtual participation.
- Ms. Meyer suggested asking the top 10/most popular speakers to personally record their sessions from Summit.

A decision was made to continue exploring whether and how to provide virtual sessions. Ms. Moyna noted that because STC already has plans for a virtual event later this year, we'll continue with that plan. Two volunteers have expressed interest in chairing the virtual event's committee.

Association Headquarters Overview, Website Redesign Proposal, and Staffing Proposal

Ms. Mauro, STC's Client Services Director with Association Headquarters, presented an overview of the association-management hybrid business model and how STC currently works with AH as a staffing supplement solution. She also presented three proposals, and a discussion followed each one:

- Meetings manager
- Website audit
- Industry relations agreement

Ms. Mauro left the meeting at 10:20am CT.

Outgoing Board Members Advice and Farewell

Outgoing members of the 2021-2022 Board—Craig Baehr, Todd DeLuca, and Ann Marie Queeney—thanked the Board, expressed confidence in the incoming Board, and shared advice.

All three guests left at 11:59am CT.

Treasurer's Report

Ms. Werner presented the March 2022 financial reports and the Budget Review Committee report.

March 2022

- **Assets:** \$904,482, against \$764,373 in the same month in 2021.
- **Liabilities:** \$1,466,285 against \$1,248,770 in the same month in 2021.
- **Total Net Assets:** (\$561,803) compared with (\$484,397) in the same month in 2021.
- **Revenue:** \$197,928 against a budget of \$224,000 and \$217,030 in the same month in 2021.
- **Expenses:** \$376,804 against a budget of \$451,687 and \$349,260 in the same month in 2021.
- **Operating Change in Net Assets:** (\$178,876) against a budget of (\$227,687) and (\$132,230) in the same month in 2021.
- **Total Change in Net Assets:** (\$212,122) against a budget of (\$227,687) and (\$114,026) in the same month in 2021.

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

STC Budget Review Committee Report

- Committee sent STC Ontario budget back for rework.
- Committee is holding decisions on LASTC and SBSTC budgets until chapters complete leadership transition and/or required steps in the merger process, and the Board votes on any proposed mergers.

Community Audits

- Received most requested items from LASTC and SBSTC on 4/14 (due on 3/31); reviewed and discussed materials submitted.
- Will deliver reports once new leadership is established (could be post-merger where applicable).
- Probation period has been extended to allow more time for leadership transition.
- Will identify and contact next communities to be audited by early June.

CEO Report

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

General Updates

Financial Updates (as of 5/14/22):

Ms. Pohland reported the account balances for STC's operating/business account, the STC Certification Commission (STCCC) business account, the line of credit and the investment account.

- Board comments/reassurances:
 - Ms. Pohland shared that we have not borrowed against investments since before 2012.
 - For perspective, Ms. Taylor shared that the investment account balance was substantially lower than it is now when she joined the Board six years ago.
 - Ms. Pohland explained that this investment account serves as the collateral for our Line of Credit.

- 2021 audit completed; required federal and state tax returns are now being prepared.

Staff Updates

Ms. Pohland announced the June 30 retirement of Ms. Gilliam and is working on job descriptions and potential outsourcing of her conference manager and education administration responsibilities.

AH Updates

Ms. Pohland shared an assessment of the AH presentation and information, and she expanded on additional details for each of the three proposals.

Ms. Pohland proposed that an AH website working group be formed to advise the AH web team, with the following Board and STC staff participants: Mr. Esposito, Ms. Palmer, Mr. Baehr, Ms. Pohland.

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
 - Auto-renewals and auto-payment 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.

2022 Membership Revenue

As of 5/8, FY22 membership income is \$502,029 with 2,292 members (-241 from last year at this time). This is behind last year’s revenue by (\$15,030) and behind the 2022 budget by (\$79,501). 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 5/8, 2022 education revenue totals \$77,168, which is \$5,253 behind last year at this time and \$427 ahead of the straight-line budget.

Education Updates

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

2021-2022 Committee held its last meeting Tuesday night (5/10), continuing to finalize some last webinars and courses over email.

2022 Conference Revenue

- As of 5/8 (1 week out), Summit revenue totaled \$192,060 with 315 attendees, which is behind the straight-line budget by (\$122,484), behind last year's virtual Summit revenue by (\$31,680), and behind the prior in-person event (FY2019) by (\$381,700).
- As of 5/14, revenue totals \$197,340 with 323 attendees.

Hotel PickUp Report

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

AH Industry Relations Update

Several groups have signed on to be Summit sponsors and exhibitors. The 4/27/22 sold report is 92% sold to goal, with exhibitor revenue 68% to goal, sponsorship revenue 160% to goal, and advertising revenue 118% to goal.

Conference Updates

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

- Hotel discount was extended to 1 May.
- Many Summit promotion emails and paid social campaigns ongoing.
- Conference Committee scheduling onsite assistance.
- Met with student volunteer coordinator.
- 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. Summit Proceedings published in mobile app.

Auditor's Final Report

- RECOMMENDATION: The Audit Committee recommends we approve the final 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 final audited financial statements for 2021. The motion was seconded. The motion passed.

Committees and Committee Chairs

Ms. Moyna presented the STC committee structure and proposed 2022-2023 committee chairs.

Committee Structure

- The President nominates committee chairs for a one-year term.
- The Board approves all chairs by vote.
- Typically, committee chairs recommend committee members to the President, and they're accepted by the will of the Board.
- A full list advisory committees, task forces, and panels is available at <https://www.stc.org/committees/>

Committee Chairs: Proposed

Board Committees

- Executive Committee – Aiessa Moyna

Advisory Committees, Task Forces, and Panels

- Associate Fellows Committee – Mollye Barrett
- Certification Committee – Craig Baehr
- Community Affairs Committee – Lori Meyer
- Conference Committee – Jane Wilson, Liz Herman
- Education Committee – Jackie Damrau, Bethany Aguard
- Fellows Committee – Rachel Houghton
- Honorary Fellows Committee – Aiessa Moyna
- Lifetime Achievement Award for Excellence in Service Committee – Kirsty Taylor
- Nominating Committee – Kirsty Taylor
- Website Review Committee – Tim Esposito

Non-Board (Staff) Committees

- Intercom Editorial Advisory Panel – Alisa Bonsignore
- Membership Marketing Committee – Erin Gallalee
- Tech Comm Editorial Board – Miriam Williams

Move that the Board approve the proposed committee chairs for 2022-2023. The motion was seconded. The motion passed.

Chairs for the remaining committees, task forces, and advisory panels will be proposed at future meetings:

Board Committees

- Audit Committee

Advisory Committees, Task Forces, and Panels

- Body of Knowledge Committee
- Community Achievement/Pacesetter Awards Committee
- Distinguished Community Service Award Committee
- Diversity, Equity, and Inclusion Advisory Panel
- Frank R. Smith Award Committee
- Intercom Awards Committee
- Jay R. Gould Committee
- Ken Rainey Committee
- Scholarship Committee
- Sigma Tau Chi/Alpha Sigma Committee

Cadence of Board Meetings Going Forward

Ms. Moyna and Ms. Rathbun shared the results of the Doodle Poll, and that 2022-2023 monthly Board meetings will occur at 5:00pm ET on Wednesday of the second full week of each month. When needed, the calendar will accommodate holidays and conflicting STC events. Ms. Rathbun will soon publish the year's calendar.

Summit Schedule and Reminders

Ms. Moyna and Ms. Rathbun shared schedule reminders for events that all or some Board members are expected to attend during Summit 2022.

Adjournment

The meeting adjourned at 1:05pm CT.

Next Meeting

June 15, 2022 at 5:00pm ET for the Monthly Board Meeting