



Society for
Technical
Communication

Board of Directors Meeting Summary

15 June 2022, 5:00pm ET

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

Virtual Meeting protocol

Ms. Aiessa Moyna reviewed the raised-hand protocol for virtual meetings.

Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- Treasurer's report (20 mins)
- CEO report (40 minutes), including:
 - AH website redesign and staffing proposals
 - *Intercom* editor update
- Committees and committee chairs (10 min)
- Closing remarks/reminders (10 min)
- 2022-23 Board Meetings schedule
- Adjourn

Consent Agenda

- Approve Board Meeting Minutes and Summary - 15 May 2022

Minutes

The meeting was called to order at 5:07pm ET. The agenda was approved. The consent agenda was approved.

Treasurer's Report

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

April 2022

- **Assets:** \$863,919, against \$750,973 in the same month in 2021.
- **Liabilities:** \$1,517,567 against \$1,208,977 in the same month in 2021.
- **Total Net Assets:** (\$653,648) compared with (\$484,004) in the same month in 2021.
- **Revenue:** \$262,279 against a budget of \$298,666 and \$290,093 in the same month in 2021.
- **Expenses:** \$494,450 against a budget of \$602,248 and \$411,879 in the same month in 2021.
- **Operating Change in Net Assets:** (\$121,786) against a budget of (\$232,171) and (\$121,786) in the same month in 2021.
- **Total Change in Net Assets:** (\$303,963) against a budget of (\$303,582) and (\$87,629) in the same month in 2021.

The stock-market volatility is negatively affecting our investments, which factor into the calculation of net assets (along with revenue and expenses).

Ms. Pohland shared that our financial advisor had warned her to expect some volatility this year, but that he doesn't expect it to last.

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

STC Budget Review Committee Report

- The committee sent the STC Ontario budget back for rework. No resubmission has been received to date. The committee needs to determine a response to the excessive delay.
- The committee is holding a decision on the LASTC and SBSTC budgets until the chapters complete their leadership transition and/or required steps in the merger process, and the Board votes on any proposed mergers.

Community Audits

- The audit reports for LASTC and SBSTC are in process; will distribute reports to the involved community leaders following the merger and leadership transition activities noted above.
- The Budget Review Committee is finalizing the list of next communities to audit; will contact those communities' leaders this month.

CEO Report

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

General Updates

Financial Updates (as of 6/14/22):

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.

- 2021 tax returns are being reviewed (for BoD vote at a future meeting)

Ms. Pohland noted that April and May financials typically reflect all the realized expenses for Summit but without the realized profits. We'll have a truer picture of our financials starting with the June report.

Ms. Pohland will review the current year's budget during the July BoD meeting, so we can start considering mid-year adjustments.

Ms. Moyna shared that she's invited to the July Board meeting:

- Ms. Alyssa Fox, 2022 Conference Committee Chair, so she can present a closing report on the 2022 Summit.
- Ms. Jane Wilson and Dr. Liz Herman, 2023 Conference Committee Co-Chairs, so they can present an initial report on planning for the 2023 Summit.

Staff/AH Updates

- AH website proposal for Discovery Phase
 - Ad-hoc task force created, with Ms. Pohland, Mr. Esposito, Ms. Palmer, and Dr. Craig Baehr as members.
 - The ad-hoc task force held a meeting with AH Web Director Craig Broadbent.
 - Mr. Broadbent is revising the proposal following the task-force meeting; Ms. Pohland expects the revised proposal soon.
- AH staffing proposal
 - The proposal is in revision post-discussion with AH Director of Client Services Beth Mauro. Ms. Pohland recommended that STC contract AH to provide Education and Conference support, plus resume full Industry Relations support, for 1 year.
 - Education/Conference Administrator: AH is hiring and are confident they can provide assistance by 1 July 2022.
 - Conference Manager: new hire in AH's Alexandria office. If they don't succeed in finding an appropriate hire, Ms. Pohland will search for a direct hire.
- AH accountant staffing changed from Cyndi Zippilli to Troy Gray.
- STC office closed June 20 (new staff holiday–Federal holiday, Juneteenth, observed).
- Ms. Elaine Gilliam impending retirement (last day 6/30/22)
 - HR activities in process, exit interview, etc.
 - Over the past 3 days, Ms. Gilliam has been training Ms. Pohland and STC staff member Ms. Erin Gallalee on many of the tasks she performs. Ms. Pohland feels confident that STC staff can perform these tasks until a replacement is found for Ms. Gilliam.

STC AMS/IT/Website Updates

Membership-related AMS/IT/Web projects:

- Ongoing server hosting move from Rackspace to Armstrong (iMIS support vendor).
- Testing iMIS upgrade progress.
 - Autorenewals and autopayment subscriptions (post upgrade).
 - Demographic and Member Profile updates (post upgrade).
 - Updating and streamlining membership online forms and information. New skin for Join/Renew page.

- Ongoing website updates (menu reorganization and content consolidation, pricing tables).
- Moving Summit website (summit.stc.org) to main STC site.
- Moving CAC website to STC main site.
- Ongoing updates to WordPress versions, plugins, and themes.
- Finalizing SIG website clean-up and removal of websites no longer being used.
- Virtual Content Calendar migration and integration with Slack completed. STC now owns this calendar, which we will soon require communities to use for event announcements.
- We are looking to streamline and revive community-event announcements on the Notebook.
- Reviewing blog tagging methodology and policies.

2022 Membership Revenue

As of 6/12, FY22 membership income is \$526,200 with 2,407 members (-255 from last year at this time). This is behind last year's revenue by (\$11,596) and behind the 2022 budget by (\$77,905).

STC Membership Highlights

- Membership fees dropped June 1—30% off for the rest of the year.
- New Member Meetups and KXC Panels restarted this month.
- Membership Marketing Committee: Erin revamping goals and members.
- New member marketing plans for 2023.
- Volunteer/mentorship opportunities page on website (CAC interest in this).
- Testimonials/Summit videos into production—Google Drive details.
- 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 6/12, 2022 education revenue totals \$95,258, which is \$417 ahead of last year at this time and (\$1,678) behind the straight-line budget. There is over \$11,000 in future educational event sales through September 2022 in deferred revenue.

Certification Updates

- Exam statistics:
 - To date, 304 Foundation and 6 Practitioner digital badges have been issued.
 - Courses are helping people register for exams/help them feel prepared to take the exam.
- Accredited trainers:
 - We currently have 8 accredited trainers, including individuals and organizations/universities.

- Monthly check-in meetings with APMG, STC staff, and Chief Examiner.
- Expert CPTC proposal from Chief Examiner in review.
- Practitioner CPTC vanilla* training materials in review.
- Foundation CPTC vanilla* training materials in review.

*CPTC vanilla materials are the approved training materials APMG provides to trainers.

2022 Conference Revenue

- Ms. Pohland reported the conference revenue and attendance as of 6/14.

Final Hotel PickUp Report

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

No hotel attrition was charged by the Hyatt (because 187 room nights were booked outside the STC block and STC did not use all of its offered concessions).

Conference Updates

- 2022 Summit (15-18 May, Chicago, IL)
 - Final hotel invoice to be paid.
 - Facebook photo albums, videos
 - Post-Summit debriefs done (staff, Conf. Comm, Chicago Chapter).
- 2023 Summit (14-17 May, Atlanta, GA)
 - Review hotel contract—reduce room block by 10%.
 - Conference Co-Chairs putting Committee together.
 - Save the Date CFP is 15 August.
- 2024 Summit (19-22 May)
 - Ms. Pohland is reviewing 2 proposals—with Hyatt Bellevue and Hyatt Seattle—and she will make a recommendation to the Board at the July meeting.

Publication Updates

- Both publications (*Intercom* and *TechComm*) are on time and production is running smoothly.
- Ms. Pohland shared with the BoD before the meeting a proposal for 2023 *Intercom* editor.
 - Only one proposal was received in response to the CFP (which was open for several months).
 - Ad-hoc meeting was held to discuss the position with the candidate, Alisa Bonsignore (current editor), Ms. Pohland, and Ms. Moyna.

- Recommendation is to pursue a contract with the candidate as the next *Intercom* editor.
- Terms: 1-year renewable contract.
- Expectation of overlap in editorship and preparation of 2023 calendar.
- Ms. Pohland sought and received permission from the BoD to pursue this contract.

AH MarkCom Activities Report

In May, AH MarCom drafted posts for STC’s Facebook, STC Twitter, Summit Twitter, and LinkedIn pages, highlighting key initiatives such as the 2022 Summit, *Intercom* magazine, Join/Renew, TechComm KnowledgeXchange, *Tech Comm* magazine, Memorial Day, STC Annual Conference, Virtual Leadership Program, and educational offerings.

Committees and Committee Chairs

Ms. Moyna presented a proposed update to STC committee structure, and proposed 2022-2023 committee chairs.

Committee Structure

In addition to the advisory committees, task forces, and panels that Ms. Moyna presented at the May 2022 BoD meeting, she proposed a new “70th Anniversary Celebration Task Force.”

Move that the Board approve the proposed 70th Anniversary Celebration Task Force. The motion was seconded. The motion passed.

Committee Chairs: Previously Approved

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 Aguad
- Fellows Committee – Rachel Houghton
- Finance and Investment Committee – Bobbi Werner
- 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

Committee Chairs: Proposed

Board Committees

- Audit Committee – Tim Esposito

Advisory Committees, Task Forces, and Panels

- Community Achievement/Pacesetter Awards Committee – Viqui Dill
- Distinguished Community Service Award Committee – Karen Levine
- Ken Rainey Committee – Sara Doan
- Scholarship Committee – Kylie Jacobsen
- Sigma Tau Chi/Alpha Sigma Committee – Lisa Melonçon
- Technical Communication Body of Knowledge Committee – Deanne Levander

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

Committee Chairs: TBD

Chairs for the remaining advisory committees, task forces, and advisory panels will be proposed at future meetings. Ms. Moyna asked BoD members who do not yet serve as Board Liaisons to review the “Committees” spreadsheet and indicate where they want to serve.

Advisory Committees, Task Forces, and Panels

- Diversity, Equity, and Inclusion Advisory Panel – TBD
- Frank R. Smith Award Committee – TBD
- Intercom Awards Committee – TBD
- Jay R. Gould Committee – TBD
- 70th Anniversary Celebration Task Force – TBD

Next Steps

- Committee Chairs attend orientation in mid-July.

- Chairs propose their committee members (Board reviews/approves).
- Committees update their charters using standard template, refresh all other documents.
- Committee work gets under way.

Closing Remarks and Reminders

Ms. Moyna reminded BoD members of expected conduct in regards to:

- Duty of care
- Duty of loyalty:
 - Conflict of interest
 - Corporate opportunity
 - Confidentiality
- Member communication with the Board
- Speaking with one voice as the STC Board

2022-23 Board Meetings schedule

Ms. Rathbun shared a list of dates for the entire year's meetings.

Adjournment

The meeting adjourned at 6:42pm ET.

Next Meeting

July 13, 2022 at 5:00pm ET for the Monthly Board Meeting