



Society for
Technical
Communication

Board of Directors Meeting Summary

13 July 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
- Alyssa Fox, 2022 Conference Chair
- Jane Wilson, 2023 Conference Co-Chair
- Liz Herman, 2023 Conference Co-Chair

Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- Committee/task force chair approval
- 2022 Summit report (15 min)

- 2023 Summit planning (15 min)
- Treasurer's report (20 mins)
- CEO report (25 mins)
- 2022 budget review (20 min)
- Executive Session (20 min)
- Adjourn

Consent Agenda

- Approve Board Meeting Minutes and Summary - 15 June 2022
- Approve 2022-2023 committee membership for the following committees:
 - Executive Committee (established in bylaws)
 - Conference Committee
 - Finance and Investment Committee
 - Honorary Fellows Committee
 - Nominating Committee (elected by STC membership)
 - Technical Communication Body of Knowledge Committee
 - *Intercom* Editorial Advisory Committee
 - *Technical Communication* Editorial Board

Minutes

The meeting was called to order at 5:06pm ET. The agenda was approved. The consent agenda was approved.

Committee/Task Force Chair Approval

Ms. Moyna presented a proposed committee chair for the 70th Anniversary Celebration Task Force.

Committee Chair: Proposed

Advisory Committees, Task Forces, and Panels

- 70th Anniversary Celebration Task Force – Nicky Bleiel

Move that the Board approve Nicky Bleiel as the chair of the 70th Anniversary Celebration Task Force. The motion was seconded. The motion passed.

Guests Ms. Fox, Dr. Wilson, and Dr. Herman joined the meeting at 5:10pm ET

2022 Summit Report

Ms. Alyssa Fox, 2022 Conference Chair, presented the closing report for the 2022 Summit and a first planning report for the 2022 virtual educational event.

- The conference committee received 91 proposals, half what it typically receives. Likely due to people's uncertainty around COVID and attending an in-person Summit.
- Summit attendance:
 - Total attendees: 323
 - First-time attendees: 80
 - Non-member attendees: 109
- Survey responses:
 - Almost all respondents (97%) found the quality of the Summit good, very good, or excellent.
 - Top three factors attendees ranked as "very important" in influencing their decision to attend Summit: Learn new skills, appeal of session topics, and variety of session speakers.
 - Nearly 90% of respondents rated the value of the Summit registration fee as good, very good, or excellent.
 - Over 90% of respondents rated the quality of presentations as good, very good, or excellent.
- Planning is under way for a virtual educational event that will take place in the fall.

Ms. Palmer joined the meeting at 5:21pm ET

2023 Summit Planning

Dr. Jane Wilson and Dr. Liz Herman, 2023 Conference Co-Chairs, presented their first planning report for 2023 Summit, which will be held in Atlanta, GA, May 14-17.

Guests Ms. Fox, Dr. Wilson, and Dr. Herman left the meeting at 5:46pm ET

Treasurer's Report

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

May 2022

- **Assets:** \$820,318, against \$809,628 in the same month in 2021.
- **Liabilities:** \$1,274,490 against \$1,295,705 in the same month in 2021.
- **Total Net Assets:** (\$454,172) compared with (\$486,077) in the same month in 2021.
- **Revenue:** \$614,987 against a budget of \$839,284 and \$362,940 in the same month in 2021.

- **Expenses:** \$648,652 against a budget of \$752,813 and \$519,440 in the same month in 2021.
- **Operating Change in Net Assets:** (\$33,665) against a budget of (\$86,471) and (\$156,500) in the same month in 2021.
- **Total Change in Net Assets:** (\$115,703) against a budget of (\$86,471) and (\$87,629) in the same month in 2021.

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

STC Budget Review Committee Report

- The STC Ontario Chapter is reworking their budget for review.
- The committee anticipates a conversation with Ms. Lori Meyer, Community Affairs Committee Chair, regarding the state of the Los Angeles STC and Santa Barbara STC proposed merger. A response to pending budgets and pass-through funding will follow a Board vote and formal recognition of the merged chapters.

Community Audits

- Audit reports for LASTC and SBSTC are in process; will distribute reports following the merger and leadership transition activities noted above.
- Plans for subsequent audits are being put on hold for the short term because of limited time and resources.
 - It was requested that an announcement be made to the communities about this.
- The Committee is considering a pilot of a revised audit process later this year.

CEO Report

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

General Updates

Financial Updates (as of 7/11/22):

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 990 taxes being finalized with new AH accountant

AM&P Conference

Ms. Pohland reported that she attended the Amplify conference in mid-July, the annual conference held by *Association Media & Publishing (AM&P)*. She stated it was a successful networking experience.

AH Updates

- AH staffing proposal
 - Education/Conference Administrator and Conference Manager: still interviewing.
 - Liz and Erin currently are working to administer the education/conference program until a new hire is in place.
- AH Industry Relations agreement
 - 2022 contract ended in June. Awaiting staffing proposal finalization for 2022-2023 contract.

Staff Updates

- Erin Galallee is being promoted to Director of Operations, Membership, and Community Relations, in recognition of additional responsibilities she has assumed over time.
- Ms. Elaine Gilliam is returning to the STC staff part-time as an independent contractor.
 - Role of Certification Administrator (tracking CEUs, tracking/contacting certificants, assisting with marketing, maintaining iMIS records, answering queries, working with APMG).
 - Proposed work contract not to exceed 48 hours/month.
 - Paid by the STC Certification Commission, which maintains its own bank account (separate from STC's operating/business account).

Move that the STC Certification Commission (currently the BoD) approve STC's CEO to sign an independent contractor work agreement for a certification administrator to be paid from certification exam royalties. The motion was seconded. The motion passed.

2022 Membership Revenue

As of 7/10, FY22 membership income is \$539,807 with 2,488 members (-305 from last year at this time). This is behind last year's revenue by (\$13,577) and behind the 2022 budget by (\$82,358).

STC Membership Highlights

- New Member Meetups and KnowledgeXchange panels restarted this month.
- Membership Marketing Committee: Ms. Galallee revamping goals and members.
- Member marketing plan preparation for 2023.
- Volunteer/mentorship opportunities page on website.

- Member testimonials/Summit videos project in progress.

2022 Education Revenue

As of 7/10, 2022 education revenue totals \$102,170, which is \$4,320 ahead of last year at this time, and (\$10,922) behind the straight-line budget. There is over \$12,300 in future educational event sales through September 2022 in deferred revenue (with two October courses to be scheduled). The Education Committee expects to convene in August.

Certification Updates

- Exam statistics:
 - To date, 306 Foundation digital badges have been issued by Credly, and 288 have been accepted. That's a 94%* acceptance rate.
 - To date, 6 Practitioner badges have been issued by Credly, and 6 have been accepted. That's a 100%* acceptance rate.

*The Credly average acceptance rate is 67%.

Conference Updates

- 2022 Summit (15-18 May, Chicago, IL)
 - Final hotel invoices paid.
 - Cvent app sunsetting/migrating to Attendee Hub platform by 12/31/22.
 - STC, not Cvent, will need to notify app users of this change.
- 2023 Summit (14-17 May, Atlanta, GA)
 - Hyatt hotel contract—reduced room block by 10%.
 - Conference Co-Chairs putting Committee together, planning theme. *Call for Proposals (CFP)* is planned for 15 August.
 - Attendee Hub contract is being negotiated now.

Future Conference Updates

2024 Summit Contract Term Proposals

Ms. Pohland presented potential venues and related contract terms for 2024 Summit.

Ms. Pohland sought and received permission from the BoD to pursue a contract with Hyatt Regency in Bellevue, WA.

Publication Updates

- Both publications (*Intercom* and *TechComm*) are on time and production is running smoothly.
 - Both editors have held or are holding meetings this month with their editorial advisory panels.
- *Intercom* editor contract completed with Craig Baehr for 2-year term (through December 2024).

AH MarCom Activities Report

In June, AH MarCom drafted posts for STC's Facebook, STC Twitter, Summit Twitter, and LinkedIn pages. To save time during this board meeting that had a full agenda, Ms. Pohland invited the BoD members to review the slides after the meeting.

Budget Review

In anticipation of modifications to the 2022 budget, Ms. Pohland shared the spreadsheet, and offered ideas for line-items she thinks the rebudgeting discussion should focus on.

Ms. Moyna proposed an ad-hoc budget review meeting before the next board meeting and invited interested BoD members to participate. Ms. Pohland volunteered to share the most recent budget spreadsheet with actual YTD revenue and expenses in advance of this deep-dive meeting.

Ms. Meyer left the meeting at 6:40pm.

Ms. Pohland left the meeting at 6:49pm ET.

Executive Session

The BoD started an executive session at 6:50pm ET.

Closing Remarks and Reminders

Ms. Rathbun shared the next month's meeting date.

Adjournment

The meeting adjourned at 7:11pm ET.

Next Meeting

August 10, 2022 at 5:00pm ET for the Monthly Board Meeting