



Society for
Technical
Communication

Board of Directors Meeting Summary

10 Aug 2022, 5:00pm ET

Attendees

Board

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

Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- Committee chair approval (5 min)
- CAC update (10 minutes)
- Treasurer's report (20 mins)
- CEO report (25 mins)
- 2022 budget review (20 min)
- Adjourn

Consent Agenda

- Approve Board Meeting Minutes and Summary – 13 July 2022
- Approve 2022-2023 committee membership for the following committees:
 - Distinguished Community Service Award Committee
 - Scholarship Committee

Minutes

The meeting was called to order at 5:02pm ET. Ms. Taylor joined the meeting at 5:03pm ET.

The agenda was approved. The consent agenda was approved.

Committee Chairs: Proposed

Advisory Committees, Task Forces, and Panels

- Frank R. Smith Award Committee – Jason Tham
- *Intercom* Awards Committee – Michael Opsteegh
- Jay R. Gould Committee – Huatong Sun

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

CAC Update

Ms. Lori Meyer presented her inaugural report as the 2022-2023 CAC (Community Affairs Committee) Chair. She reviewed the committee's goals, guiding principles, and changes to the subcommittees for the year.

CAC subcommittees for 2022-2023

Ms. Meyer presented the following CAC subcommittee changes for the year.

- Subcommittees retiring or put on hiatus: Communication and incentive program
 - Under Danielle Villegas' leadership in 2021 and 2022, this committee held successful volunteer and leader incentive programs.
 - Program will take a break this upcoming year to focus on new initiatives.
- Subcommittees continuing in 2022-23 with minor changes:
 - Student Engagement (formerly Student Outreach)
 - Social Media and Communication (formerly Social Media)

- Proposed new or significantly changed subcommittees and leaders for 2022-2023
 - Webinars and Programs
 - Mentorship
 - Member Engagement
 - Leadership Succession and Community Best Practices

Ms. Meyer will hold off until all core committee members are confirmed before asking the BoD for approval.

Chapter Merger Update – Santa Barbara and Los Angeles

Ms. Meyer presented background information and current status for a proposed merger of the Santa Barbara STC (SBSTC) and Los Angeles STC (LASTC) chapters.

- Discussion, survey, and chapters' decisions occurred in March and April 2022 for merger.
 - Both chapters voted to move forward with a merger, and the outcome was shared with the members in April.
 - The merged chapter will be named Los Angeles for now (they might decide to change the name sometime after the merger).
 - LASTC and SBSTC appointed Kevin Meglic as interim president of both chapters in late April 2022, until after the merger.
 - Once the merger is approved, the merged chapter can hold elections for new leaders.

Move that the Board approve the merger of the Santa Barbara and Los Angeles chapters. The motion was seconded. The motion passed.

Treasurer's Report

Ms. Werner presented the June 2022 financial reports.

June 2022

- **Assets:** \$574,552, against \$729,937 in the same month in 2021.
- **Liabilities:** \$1,192,037 against \$1,050,777 in the same month in 2021.

NOTE: The report Ms. Werner presented included deferred conference registration revenue that was credited incorrectly. This error will be corrected in the July financial statement.

- **Total Net Assets:** (\$617,485) compared with (\$320,840) in the same month in 2021.
- **Revenue:** \$684,959 against a budget of \$913,950 and \$707,487 in the same month in 2021.

- **Expenses:** \$855,272 against a budget of \$903,372 and \$700,076 in the same month in 2021.
- **Operating Change in Net Assets:** (\$170,313) against a budget of (\$10,578) and (\$7,411) in the same month in 2021.
- **Total Change in Net Assets:** (\$104,490) against a budget of (\$86,471) and (\$115,703) in the same month in 2021.

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

CEO Report

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

General Updates

Financial Updates (as of 8/9/22):

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.

- Accountant is no longer employed at AH. A temporary CPA has been assigned for now and will complete the July month-end close.
- 2021 990 taxes being finalized by new AH accountant and auditor.

Staff/AH Updates

- Erin Gallalee was promoted to Director of Operations, Membership, and Community Relations, in recognition of additional responsibilities she has assumed over time.
- Successfully hired Elaine Gilliam as an independent contractor.
 - Certification Administrator (tracking CEUs, tracking/contacting certificants, assisting with marketing, maintaining iMIS records, answering queries, working with APMG)
 - Start date: 15 August 2022
 - Will be paid from STC Certification Commission funds (not STC's operating funds) to help ensure we are accurately tracking and accounting for staff time dedicated to certification
- AH has hired a Meeting Manager (with iMIS experience) to start at AH on 22 August 2022.
- AH is still interviewing for a Meeting and Education Coordinator.
- 2023 (Jan-Dec) marketing plan from AH is expected the week of 22 August.
- Industry Relations request has been made for a meeting about the 2022-2023 proposal.

STC IT/AMS/Website Updates

Website Redesign

- Revised discovery proposal received from AH (in review by ad-hoc task force)
- Summit website priority by 8/15/22 for CFP opening

Website Maintenance

- Ongoing website improvements with Ms. Pohland, Mr. Tim Esposito, and Ms. Erin Gallalee (Summit website priority)
- CAC website move to STC main site
- Ongoing updates to WordPress versions, plugins, and themes; domain renewals; SIG access requests, etc.

AMS iMIS Upgrade for Membership Opening

- Completed testing new features in staging
- Completed testing new servers (moving off Rackspace)

AMS iMIS Open Tickets

- Debugging the errors on receipts. Ms. Gallalee is working on this with the IT support staff; it will be resolved before renewal season kicks off on September 1.
- Improving community reports.

Membership Proposal for 2023: *Intercom Online Only*

Because printing and mailing a hardcopy version of the *Intercom* magazine results in an annual financial loss to STC, Ms. Pohland proposed that we move to an online-only version. The magazine would retain its PDF layout, so individuals could print out local copies.

Based on subscriptions as of 7/31/22, Ms. Pohland shared the number of members and non-members (including institutions) that would be impacted by this change, and the annual revenue that STC has realized from printing *Intercom*. So far this year, STC has realized a loss of -\$16,438.77.

Aside from the financial savings, Ms. Pohland and the Board discussed how this move aligns with the techcomm industry's initiative to move away from print—for technological and ecological/environmental reasons. An online-only magazine would also allow for more content, without the 400-page count maximum for print.

Move that we move to online-only publication of Intercom starting with the 2023 membership year. The motion was seconded. The motion passed.

Membership Proposal for 2023: *TechComm* (no change)

Because the audience for the *Technical Communication* journal is an academic one that still heavily relies on printed hardcopy versions of journals, and because STC is generating subscription revenue that offsets the cost of printing and mailing this journal, Ms. Pohland proposed that we continue providing the journal without changes—online and in print.

Based on subscriptions as of 7/31/22, Ms. Pohland shared the number of individuals and institutions that would be impacted by any change, and the annual revenue that STC has realized from subscriptions. So far this year, STC has realized \$29,919.

Membership Proposal for 2023: Dues Increase

Ms. Pohland proposed modestly increasing membership dues for 2023 for some of the membership types.

- STC has not raised dues in several years—and even for over a decade for certain membership types.
- The proposed increases range from \$5 to \$15, with membership types that currently include a print version of *Intercom* (like Gold) not increasing at all (\$0 increase) for 2023.
- The proposed increases do not affect the cost to join geographic and virtual communities, nor does they affect the benefits package offered with each membership type (other than *Intercom* now being available only online).

Ms. Pohland reminded the BoD that STC has a hardship option for individuals who want to be members but cannot afford the membership dues. Those instances are handled on a case-by-case basis when an individual contacts STC.

Move that we accept the proposed membership dues increase for 2023. The motion was seconded. The motion passed.

2022 Membership Revenue

As of 8/7, FY22 membership income is \$553,886 with 2,568 members (-320 from last year at this time). This is behind last year's revenue by (\$13,122) and behind the 2022 budget by (\$83,759).

STC Membership Highlights

- 2023 membership opens 1 September 2022.
- STC staff is working on communications about the dues increase and online-only *Intercom*.
 - Ms. Moyna's monthly president's column in *Intercom* will address this in the upcoming issue.
- Working on a new member Welcome Kit.
- New Member Meetups and KnowledgeXchange (KXC) panels restarted this month.
- Membership Marketing Committee: Erin revamping goals and members.
- Volunteer/mentorship opportunities page on website.
- Member testimonials/Summit videos project in progress.

2022 Education Revenue

As of 8/8, 2022 education revenue totals \$117,803, which is \$3,836 ahead of last year at this time, and (\$11,445) behind the straight-line budget (\$10,000 of the budget is for the Online Seminar in October). There is over \$10,000 in future educational event sales through November 2022 in deferred revenue.

Education Updates

- 2-day online/virtual education seminar on October 3-4, 2022.
 - CFP (call for proposals) is open and ends August 12.
 - Registration is open.
- Ms. Gallalee and Ms. Pohland are adding all webinars and courses to schedule, for purchase, and STC events calendar and the website.
- Ms. Gallalee and Ms. Pohland are managing all education events (3-4/week) from contract to sales to administration.
- The 2022-2023 Education Committee is meeting 8pm ET on August 9.

Conference Updates

- 2022 Summit (15-18 May, Chicago, IL)
 - Migrate Cvent app content to Attendee Hub by 12/31/22.
- 2023 Summit (14-17 May, Atlanta, GA)
 - Conference Co-Chairs' first meeting is scheduled for 11 August.
 - Save the Date CFP opens 15 August.
 - Attendee Hub contract.
 - Ms. Pohland is considering opening registration really early and offering people last year's conference rate for next year's conference.
- 2024 Summit (19-22 May, Bellevue, WA)
 - Ms. Pohland is currently negotiating the contract.

- Ms. Pohland requested the Board's consensus on whether the conference should run Sun-Wed or Mon-Thur. No decision was made.

AH MarCom Activities Report

In July, AH MarCom drafted posts for STC's Facebook, STC Twitter, and LinkedIn pages. To save time during this board meeting that was running long, Ms. Pohland invited the BoD members to review the slides after the meeting.

Ms. Moyna asked if BoD members were available to extend the meeting by 15 minutes. Request approved.

Budget Review

Ms. Pohland shared a revised 2022 budget spreadsheet, with expenses as of May 2022. Where possible, the budget revisions incorporate suggestions from the ad-hoc budget review meetings that occurred with several BoD members in early August. Ms. Pohland invited BoD members to continue analyzing the current year's budget and provide comments over email by Friday, August 19.

Closing Remarks and Reminders

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

Adjournment

The meeting adjourned at 6:38pm ET.

Next Meeting

September 14, 2022 at 5:00pm ET for the Monthly Board Meeting

Appendix

Email votes since last meeting

On 3 August 2022, Ms. Moyna made a motion over email: *I move that the board approve the transfer of \$50,000 from the Certification Commission to STC's operating account.*

The motion passed. (Note that motions over email do not need to be seconded.)