



Society for
Technical
Communication

Board of Directors Meeting Summary

14 September 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
- Committee/chair approval (5 min)
- Consent agenda items
- CAC update (10 min)
- Treasurer's report (20 min)
- CEO report (20 min)
- Review board practices (15 min)
- Adjourn

Consent Agenda

- Approve Board meeting minutes and summary - 10 August 2022
- Approve 2022-2023 committee membership
 - Associate Fellows Committee
 - Community Budget Review Committee
 - Fellows Committee
 - Frank R Smith Award Committee
 - *Intercom* Editorial Advisory Committee
 - Website Review Committee
- Approve 2022-2024 committee charters
 - Associate Fellows Committee Charter
 - Community Affairs Committee Charter
 - Fellows Committee Charter
 - Frank R. Smith Award Committee Charter
 - Scholarship Committee Charter
 - Website Review Committee Charter

Minutes

The meeting was called to order at 5:04pm ET.

The agenda was approved.

Committee/Chair Approval

Ms. Moyna presented a proposed committee and committee chair.

Committee: Proposed

Ms. Moyna proposed formalization of the Community Budget Review Committee, a committee that, for several years, operated as an official body playing a key role in Society governance and oversight of the communities.

Advisory Committees, Task Forces, and Panels

- Community Budget Review Committee

Move that the Board approve formalization of the Community Budget Review Committee. The motion was seconded. The motion passed.

Committee Chair: Proposed

Ms. Moyna proposed a committee chair for the Community Budget Review Committee.

Advisory Committees, Task Forces, and Panels

- Community Budget Review Committee – Bobbi Werner

Move that the Board approve Bobbi Werner as the chair of the Community Budget Review Committee. The motion was seconded. The motion passed.

Consent Agenda Items

The consent agenda was approved.

CAC Update

Ms. Lori Meyer presented an interim update on subcommittee rosters, including the subcommittees she is still recruiting for. She will continue to hold off until all core subcommittee members are confirmed before asking the BoD for approval of the CAC membership.

Ms. Meyer also reported on chapter merger activity, her outreach to community leaders, and CAC event and team planning.

Chapter Merger Update – Santa Barbara and Los Angeles

Ms. Meyer reminded the Board that merger of the Santa Barbara STC (SBSTC) and Los Angeles STC (LASTC) chapters was approved 10 August 2022, and that Kevin Meglic is interim president. She reported that Mr. Meglic has:

- Notified members about the merger and invited SBSTC chapter members to join LASTC.
- Created a new logo for chapter.
- Hosted the first event of the newly merged chapter, with a presentation on introverted leadership.
- Worked with the former SBSTC chapter president to close bank accounts. This process is still in progress.
- Received audit report from Board Treasurer Bobbi Werner, on behalf of the Community Budget Review Committee.

Also, while the treasurer has resigned, Mr. Meglic has an interested, LA-based, candidate to assume the role.

Community leader outreach

Ms. Meyer reported on her outreach activities with the LASTC interim president and the Orange County chapter president.

CAC event planning

Ms. Meyer reported that she is rescheduling the SIG COI open house that was scheduled for 15 September. She also reported that she's working with a CAC Committee member towards holding a first membership/leadership webinar.

CAC team planning

Ms. Meyer updated the Board on her CAC team outreach and recruitment efforts.

Treasurer's Report

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

July 2022

- **Assets:** \$579,587, against \$667,605 in the same month in 2021.
- **Liabilities:** \$1,204,622 against \$924,544 in the same month in 2021.
- **Total Net Assets:** (\$625,035) compared with (\$256,939) in the same month in 2021.
- **Revenue:** \$749,295 against a budget of \$993,825 and \$794,460 in the same month in 2021.
- **Expenses:** \$953,421 against a budget of \$1,000,088 and \$791,677 in the same month in 2021.
- **Operating Change in Net Assets:** (\$204,126) against a budget of (\$6,263) and 2,783 in the same month in 2021.
- **Total Change in Net Assets:** (\$275,354) against a budget of (\$6,263) and (\$113,433) in the same month in 2021.

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

STC Budget Review Committee Report

- STC Ontario chapter has not resubmitted their budget as requested. Chapter has forfeited pass-through funding for 2022.
- Pass-through funding for newly merged LASTC chapter is in process.
- Updated budget request forms and instructions for FY2023 will be distributed later this month.

Community Audits

- Audit report for LASTC and SBSTC has been completed and distributed.
- Plans for subsequent audits remain on hold until further notice, but they will resume.

With 14 minutes left before the scheduled meeting-adjournment time, Ms. Moyna asked if BoD members were available to extend the meeting by 15 minutes. Request approved.

CEO Report

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

General Updates

Financial Updates (as of 9/13/22):

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 taxes are being finalized with AH accountant and auditor.

Staff/AH Updates

Ms. Pohland provided a report on staffing and AH industry relations contract proposals.

2022 Membership Revenue

As of 8/31, FY22 membership income totaled \$564,262 with 2,638 members (-320 from 2021). This is behind 2021 revenue by (\$12,487) and behind the 2022 budget by (\$84,993). The 2022 renewal and retention rate was 61%. The lapse/churn rate was 9%.

2023 Membership Revenue

As of 9/11, FY23 membership income is \$20,535 with 96 members (-8 from last year at this time). This is ahead of last year's revenue by \$3,342 and ahead of the 2022 budget by \$1,164. (The 2023 budget has not yet been set.)

STC Membership Highlights

- 2023 Membership opened 1 September 2022.
- Communications published about dues increase and online-only *Intercom*.
- New Member Meetups and KXC (Knowledge XChange) panels ongoing.
- Membership Marketing Committee: Ms. Erin Gallalee to set goals and members.

2022 Education Revenue

As of 9/12, the 2022 education revenue totals \$133,672, which is \$10,721 ahead of last year at this time, but (\$15,771) behind the straight-line budget (\$10,000 of the budget is for the Online Seminar in October). There is @ \$7,800 in future educational event sales through November 2022 in deferred revenue.

Education Updates

- 2-day online/virtual education seminar on October 3-4, 2022. registration is open.
- Education Committee meetings every two weeks.

Certification Updates

- Ms. Elaine Gilliam is now on board as Certification Coordinator, administering the program (responding to inquiries, writing letters about CEU maintenance, etc.).
- List of certificants on the website will reflect CEU maintenance.
- Ms. Pohland conducts ongoing monthly meetings with APMG, staff, and Chief Examiner.
- ATOs (Accredited Training Organizations) and Chief Examiner are reviewing the training materials and course syllabi for any necessary updates.
- APMG 2023 exam prices will be increasing by 10% on 1 January.
- Accredited trainers total 8 (4 ATOs and 4 individual trainers).

Certification Updates as of 9/12

- Exam statistics:
 - To date, 330 Foundation digital badges have been issued by Credly, and 313 have been accepted. That's a 95%* acceptance rate.
 - To date, 7 Practitioner badges have been issued by Credly, and 7 have been accepted. That's a 100%* acceptance rate.

*The Credly average acceptance rate is 67%.

Conference Updates

- 2023 Summit (14-17 May, Atlanta, GA)
 - Call for Proposals extended to 30 September.
 - Registration rates proposal. Ms. Pohland presented:
 - Year-over-year attendance cost comparisons for the 2018-2022 conferences, and projected to 2023.
 - Proposed 2023 conference rates.

Ms. Pohland invited the Board to continue the rates discussion over email after the meeting.
- 2024 Summit (19-22 May, Bellevue, WA)
 - Bellevue, WA: Contract drafted.

AH MarCom Activities Report

In August, 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.

Review Board Practices: Duty of Care and Duty of Loyalty

Because the meeting ran overtime, Ms. Myona asked that the BoD review the slides and linked articles from today's meeting on their own.

Ms. Taylor left the meeting at 6.55pm ET.

Adjournment

The meeting adjourned at 6:59pm ET.

Next Meeting

October 19, 2022 at 5:00pm ET for the Monthly Board Meeting