



Society for
Technical
Communication

Board of Directors Meeting Summary

19 October 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

Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- Meeting conduct (5 min)
- Nominating Committee update (10 mins)
- CAC update (15 mins)
- Treasurer's report (20 mins)

- CEO report (20 mins)
- Board practices (10 mins)
- Adjourn

Consent Agenda

- Approve Board meeting minutes and summary - 14 September 2022
- Approve 2022-2023 committee membership
 - Jay R. Gould Award Committee
 - Ken Rainey Award Committee
 - Sigma Tau Chi/Alpha Sigma Committee
- Approve 2022-2024 committee charters
 - Community Budget Review Committee
 - Ken Rainey Award Committee
 - Sigma Tau Chi/Alpha Sigma Committee
 - Tech Comm Body of Knowledge

Minutes

The meeting was called to order at 5:03pm ET. Ms. Meyer joined the meeting at 5:04pm ET.

The agenda was approved. The consent agenda was approved.

Meeting Conduct

Ms. Moyna reviewed conduct rules for Board meetings.

Nominating Committee Update

Ms. Taylor reported on the Nominating Committee's progress and anticipated timeline for presenting the preliminary slate. She also reported on the committee's outreach efforts on social media and invited BoD members to submit names of potential candidates.

The Nominating Committee hopes to bring the preliminary slate to the BoD at our November meeting, but it's more likely to occur at our December meeting.

CAC Update

Ms. Meyer reported on CAC activities and event planning, including around STC's 70th anniversary; her outreach to community leaders; and chapter merger activity. She also reported on her Board liaison activities with the CAA/Pacesetter Awards Committee.

CAC team activities

Ms. Meyer updated the Board on her ongoing CAC team outreach and recruitment efforts, the goals discussed at the CAC team leaders' first meeting (which occurred on Oct 10).

CAC event planning

Ms. Meyer updated the Board about upcoming events that the CAC is planning for communities and community leaders.

The CAC plans to hold a webinar about every 6 weeks, scheduled so as to not conflict with STC educational programs. Additionally, the CAC plans to hold meetups that provide social interaction opportunities among community leaders

70th anniversary celebration

Ms. Meyer reported that she will invite the 70th Anniversary Celebration Task Force chair, Ms. Nicky Bliel, to collaborate with the CAC regarding community outreach, and to offer the task force support. She also reported that:

- Celebration will kick off January 2023 and will go through the entire year.
- Community leaders will be encouraged to display the anniversary logo on their websites and in email signatures.

Community leader outreach

Ms. Meyer reported on her outreach activities with the Orange County Chapter president, Toronto (Ontario) Chapter leaders, and New York Metro Chapter leaders. She also reported on her planned outreach to the Twin Cities Chapter.

Chapter merger activity—SBSTC/LASTC

Ms. Meyer updated the Board on continuing activities as SBSTC folds into the LASTC chapter.

Board liaison activities

Ms. Meyer, who serves as Board liaison for the Community Achievement Awards (CAA) and Pacesetter Awards Committee, updated the Board on her activities in this capacity.

Treasurer's Report

Ms. Moyna presented the August 2022 financial reports and the Budget Review Committee report. The reports were prepared by Ms. Werner, who had laryngitis on the day of our meeting and asked Ms. Moyna to read prepared comments.

August 2022

- **Assets:** \$557,209, against \$948,996 in the same month in 2021.
- **Liabilities:** \$1,178,678 against \$1,199,101 in the same month in 2021.
NOTE regarding deferred conference revenue: This account has fluctuated a bit over the past few months. It now shows a \$1,435 balance for advance or transferred Summit 2023 registrations. Ms. Pohland has reconciled the receipts in this line item with the accountant; this amount will be corrected to \$2,925 in the September 2022 financials and Treasurer's Report.
- **Total Net Assets:** (\$621,469) compared with (\$250,105) in the same month in 2021.
- **Revenue:** \$879,541 against a budget of \$1,073,700 and \$886,883 in the same month in 2021.
- **Expenses:** \$1,060,495 against a budget of \$1,096,804 and \$882,453 in the same month in 2021.
- **Operating Change in Net Assets:** (\$180,954) against a budget of (\$23,104) and \$4,430 in the same month in 2021.
- **Total Change in Net Assets:** (\$271,788) against a budget of (\$23,104) and (\$120,268) in the same month in 2021.

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

STC Budget Review Committee Report

Budget Reviews

- Updated budget request forms and instructions for FY2023 have been distributed to STC communities.
- Ms. Werner scheduled an STC Community Budget Season Treasurer Meetup for Thursday, 20 October, 5-6pm. Because she lost her voice, this event is rescheduled for Tuesday, 25 October.

CEO Report

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

General Updates

Financial Updates (as of 10/18/22):

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.

- 2022 EOY projections and 2023 budget season time.

Audit/Tax Filing Update:

- 2021 990 tax filings have been drafted by the audit firm. Ms. Pohland emailed and posted full tax forms to the Board. The AH accountant and Ms. Pohland agree that the forms represent the accounting for 2021 accurately.

Move that the Board approve the STC 2021 information and income tax submission, including the Form 990, Form 8879-EO, Virginia Form VA-8879C, and all applicable schedules and forms. The motion was seconded. The motion passed.

- 2022 audit: Ms. Pohland notified the Board that she received an email from Wegner, the audit firm, notifying her that they're increasing fees by 8% and communicating the proposed timing of next year's audit.

Staff/AH Updates

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

Website Updates

Ms. Pohland provided an update from the Website Committee, including a project proposal for refreshing the STC website.

Guiseppe Getto submitted a project proposal to the Website Committee:

- Proposed Deliverables
 - Mobile responsive, search engine optimized, visually appealing website
 - Technology, Content, UX audits
 - Content strategy plan
- Proposed Timeline: Fall 2022 - Summer 2023
- Estimated Compensation and Cost

- Freelance web designers in India
- Mercer University student volunteers from two classes and a student intern
- Publishable research project/articles (with STC approval)
- 4 comped registrations for students to 2023 Summit
- Accolade letters and student portfolio samples

Ms. Pohland sought the will of the Board to go forward with the website proposal. Approval received.

With 5 minutes left before the scheduled meeting-adjournment time, Ms. Rathbun asked if BoD members were available to extend the meeting by 5 minutes. Request approved.

2023 Membership Revenue

As of 10/16, FY23 membership income totaled \$70,725 with 313 members (+3 from last year at this time). This is ahead of last year's revenue by \$13,906 but behind the 2023 budget by (\$8,000). (The 2023 budget has not yet been set.)

2022 Education Revenue

- As of 10/17, 2022 education revenue totals \$149,645, which is (\$6,222) behind last year at this time, and (\$19,993) behind the straight-line budget. There is only approximately \$8,000 in future educational event sales through December 2022 in deferred revenue.
- The Education Committee needs to focus solely on courses for the remainder of 2022.

Certification Updates as of 10/18

- Expert level: the STC Certification Commission (STCCC) is making progress toward offering this exam by end of year.
- Exam statistics:
 - In 2022, there were 122 Foundation and 9 Practitioner exams booked.
 - To date, 338 Foundation digital badges have been issued by Credly, and 320 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.
 - Over 130 submissions were received.
 - Registration is open online
 - As of 10/18, 6 registered with \$6,825 in revenue.
- 2024 Summit (19-22 May)
 - Contract drafted.

AH MarCom Activities Report

In September, 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

Ms. Moyna reminded the Board of its Duty of Care and Duty of Loyalty responsibilities.

Closing Remarks and Reminders

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

Adjournment

The meeting adjourned at 6:33 pm ET.

Next Meeting

November 16, 2022 at 5:00pm ET for the Monthly Board Meeting