



Society for
Technical
Communication

Board of Directors Meeting Summary

16 November 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
- Nicky Bleiel, 70th Anniversary Celebration Task Force chair

Agenda Items

- Call to order and approval of agenda
- Consent agenda items (5 mins)
- 70th Anniversary Celebration Task Force report (15 mins)
- CAC update (15 mins)
- Treasurer's report (20 mins)
- CEO report (20 mins)

- Open discussion/brainstorming (15 mins)
- Adjourn

Consent Agenda

- Approve Board meeting minutes and summary – 19 October 2022
- Approve 2022-2024 committee charters
 - Community Achievement/Pacesetter Awards Committee
 - Distinguished Community Service Awards Committee
 - *Intercom* Awards Committee
 - Jay R. Gould Award Committee
- Approve 2022-2023 committee membership
 - Audit Committee
 - Certification Committee
 - Community Achievement/Pacesetter Awards Committee
 - Community Affairs Committee (CAC)
 - *Intercom* Awards Committee

Minutes

The meeting was called to order at 5:03pm ET. The agenda was approved. The consent agenda was approved.

Ms. Bleiel joined the meeting at 5:06pm ET.

70th Anniversary Celebration Task Force report

Ms. Bleiel presented her first planning report for STC's 70th anniversary celebration in 2023. The report included showing the Board the specially-designed STC logos, and a preview of the web page for the celebration.

Ms. Moyna offered the Board's help to Ms. Bleiel in whatever capacity the task force needs it.

Guest Ms. Bleiel left the meeting at 5:26pm ET.

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, dissolution, and name-change activities. She also sought and received the will of the Board for revising and creating new chapter merger, dissolution, and name-change documentation.

As liaison to the CAA/Pacesetter Awards Committee, Ms. Meyer requested and received on the committee chair's behalf the will of the Board on the proposed wording changes in the 2023 application form.

Community leader outreach

Ms. Meyer reported on her outreach activities with the Toronto (Ontario) Chapter leaders, New York Metro Chapter leaders, Philadelphia Metro Chapter president, the Orange County Chapter president, and the New England Chapter president.

She also reported on her planned outreach to the Twin Cities Chapter, the Northern Alabama Chapter leaders, and the Manitoba Chapter leaders, and to the faculty advisor for Missouri Science/Tech Student Chapter—who reached out to Ms. Erin Gallalee (STC Director of Operations, Membership, and Community Relations) for advice on getting more student involvement in leading the chapter.

Chapter merger, dissolution, and name-change activities

- No chapter merger actions have occurred since the last BoD meeting in October.
- The Manitoba (Canada) Chapter has fewer than 10 members and intends to dissolve. Ms. Meyer will send the chapter president information about the process and assist as needed.
- The Puget Sound Chapter wants to change its name to Pacific Northwest Chapter. Ms. Meyer is assisting the chapter in this process and plans to ask the Board for a vote at a future meeting

Treasurer's Report

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

September 2022

- **Assets:** \$556,616, against \$897,315 in the same month in 2021.
- **Liabilities:** \$1,226,211 against \$1,198,294 in the same month in 2021.
NOTE regarding deferred conference revenue: This account has a \$2,925 balance for advance or transferred Summit 2023 registrations. This is the correct balance for this account, in contrast to the \$945 reported in the September balance sheet.
- **Total Net Assets:** (\$669,595) compared with (\$300,979) in the same month in 2021.
- **Revenue:** \$948,497 against a budget of \$1,153,575 and \$951,099 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:** (\$951,099) against a budget of (\$39,942) and (\$28,523) in the same month in 2021.
- **Total Change in Net Assets:** (\$319,915) against a budget of (\$39,942) and (\$69,394) in the same month in 2021.

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

STC Budget Review Committee Report

Budget Reviews

- Deadline for 2023 community budget submissions was 10/31/22, with extensions available upon request.
- 17 communities requested extensions.
- 12 communities require follow-up.
- 11 budgets submitted to date.
- The Community Budget Review Committee's first budget review meeting is scheduled for Friday, 11/18.

CEO Report

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

General Updates

Financial Updates (as of 11/15/22):

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.

- Ms. Pohland is working on 2022 EOY projections and 2023 budget draft.
- AH has assigned a new accountant to STC: Brian Doolan.

2023 Membership Revenue

- As of 11/13, FY23 membership income is \$113,446 with 497 members (-30 from last year at this time). This is ahead of last year's revenue by \$5,914 but behind the 2023 budget by (\$18,405). (The 2023 budget has not yet been set.)
- STC is planning a Black Friday email campaign, offering a 10% membership discount.

2022 Education Revenue

As of 11/13, 2022 education revenue totals \$165,022, which is (\$5,035) behind last year at this time, and (\$20,772) behind the straight-line budget. There is only @ \$12,601 in future educational event sales through December 2022 in deferred revenue (\$12,340 of which is for a CPTC course).

2022 Education Updates

2022 EOY

- Education Committee needed to focus solely on courses for the remainder of 2022 but have only provided 2 new webinars, and nothing yet for 2023.
 - Staff (aka Ms. Pohland) has booked 6 CPTC, 5 Bootcamp, and another 5 additional courses for 2023.

October Online Seminar

- The virtual conference was held 3-4 October 2022. Participation and revenue figures were shared.
- This was a learning experience for STC, and we'll use lessons learned to improve future online seminars.

Certification Updates as of 11/15

- Expert level: the STC Certification Commission (STCCC) is making progress toward offering this exam in 2023.
 - The Expert Scheme is under review with the STC staff and Certification Committee now.
- Craig Baehr has agreed to offer 5-6 CPTC courses in 2023.
- Elaine Gilliam has been working on CEU updates with candidates.
- Exam statistics:
In 2022, there were 133 Foundation and 10* Practitioner exams booked.

*November numbers as of 11/15 are incomplete. The Practitioner number that includes certificants currently taking the CPTC course is 12.

Conference Updates

- 2023 Summit (14-17 May, Atlanta, GA)
 - Conference Co-Chairs met in the STC office on 10/28 to review the program.
 - Acceptance and rejection letters sent out; final program planned for early December.

- 2024 Summit (19-22 May)
 - Contract drafted. Ms. Pohland is working with the venue on terms.

AH MarCom Activities Report

In October 2022, AH MarCom drafted posts for STC's Facebook, STC Twitter, and LinkedIn pages. Ms. Pohland reported on social media, Slack, email campaigns, and website interaction analytics.

Open Discussion/Brainstorming

In the remaining meeting time, Ms. Moyna opened the floor for discussion on a variety of topics raised by STC members.

Dr. Palmer left the meeting at 6:30pm ET.

Ms. Meyer left the meeting at 6:32pm ET.

Closing Remarks and Reminders

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

Adjournment

The meeting adjourned at 6:34 pm ET.

Next Meeting

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