



Society for
Technical
Communication

Board of Directors Meeting Summary

14 December 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, except for during Executive Session)
- Sree Pattabiraman, Director (absent)
- Lori Meyer, Director
- Laura Palmer, Director
- Danielle Villegas, Director

Guests

- Liz Pohland, STC CEO

Agenda Items

- Call to order and approval of agenda
- Consent agenda items (5 mins)
- Associate Fellow & Fellow recommendations (15 mins)
- Frank R. Smith Awards recommendations (5 minutes)
- Distinguished Community Service Award recommendations (10 minutes)
- Nominating Committee report (5 mins)
- CAC update (10 mins)
- Treasurer's report (20 mins)
- CEO report (20 mins)
- Executive Session (30 mins)
- Adjourn

Consent Agenda

- Approve Board meeting minutes and summary – 16 November 2022
- Approve 2022-2024 committee charters
 - Certification Committee

Minutes

The meeting was called to order at 5:05pm ET. The agenda was approved. The consent agenda was approved.

Associate Fellow & Fellow Recommendations

In the absence of committee liaison Mr. Esposito, Ms. Moyna presented the Associate Fellow & Fellow Committees' rationale and recommendations for the 2022-2023 applicants. Mr. Esposito prepared the reports.

Associate Fellow

Move that the Board accept and approve the recommendations of the Associate Fellows Committee. The motion was seconded. The motion passed.

Fellow

Move that the Board accept and approve the recommendations of the Fellows Committee. The motion was seconded. The motion passed.

Frank R. Smith Awards Recommendations

Ms. Rathbun, the committee liaison, presented the Frank R. Smith Award Recognition Committee's rationale and recommendations for the 2022-2023 awards.

Move that the Board accept and approve the recommendations of the Frank R. Smith Awards Recognition Committee. The motion was seconded. The motion passed.

DCSA/DSSA/DSAS Recommendations

Ms. Villegas, committee liaison, presented the DCSA/DSSA/DSAS Committee's rationale and recommendations for the 2022-2023 applicants.

Move that the Board accept and approve the recommendations of the Distinguished Community Service Awards Committee. The motion was seconded. The motion passed.

Nominating Committee Report

Ms. Taylor, committee liaison, reported on the Nominating Committee's progress.

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 updated the Board on progress she's making toward the revised and new chapter merger, dissolution, and name-change documentation she's working on.

Ms. Meyer invited BoD members to attend the CAC open house that's tentatively scheduled for Jan 9, 2023, so STC members can get to know us better.

Community leader outreach

Ms. Meyer reported on her outreach activities with the Accessibility COI facilitator.

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 November.
- 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.
- The Accessibility COI facilitator wants to change the COI's name. Ms. Meyer will schedule a meeting with the facilitator to review the process.

Ms. Meyer left temporarily at 5:52pm ET.

Treasurer's Report

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

October 2022

- **Assets:** \$573,298, against \$813,087 in the same month in 2021.
- **Liabilities:** \$1,246,817 against \$1,107,080 in the same month in 2021.
- **Total Net Assets:** (\$673,519) compared with (\$293,993) in the same month in 2021. NOTE: This deficit shows the impact of limited assets and high liabilities.
- **Revenue:** \$1,022,997 against a budget of \$1,233,450 and \$1,030,849 in the same month in 2021.
- **Expenses:** \$1,241,927 against a budget of \$1,290,230 and \$1,068,790 in the same month in 2021.
- **Operating Change in Net Assets:** (\$218,930) against a budget of (\$56,780) and (\$37,941) in the same month in 2021.
- **Total Change in Net Assets:** (\$323,839) against a budget of (\$56,780) and (\$76,383) in the same month in 2021.

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

STC Budget Review Committee Report

Submission update

- 23 budgets submitted
- Still awaiting submissions from 5 communities who requested extensions
- 6 communities require follow-up (no submission or no communication)

11/18 budget review meeting

- reviewed 5 budgets
 - 1 approved
 - 4 returned for rework
- Next meeting is scheduled for mid-December.

Ms. Meyer returned at 6:13pm ET.

CEO Report

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

2023 Membership Revenue

- As of 12/12, FY23 membership income is \$192,941 with 833 members (-120 from last year at this time). This is behind last year's revenue by (\$12,068) and behind budget by (\$46,743). (The 2023 budget has not yet been set.)

2022 Education Revenue

- As of 12/12, 2022 education revenue totals \$178,092, which is \$4,319 ahead of last year at this time, but (\$23,858) behind budget. There is only \$116 in future educational event sales through December 2022 and \$5,353 in deferred revenue for 2023. Of the 2022 education revenue, \$38,022 (or 21%) is related to supplemental educational events booked by the STC staff (mostly CPTC-related training income and anniversary or other seminar/recording-related income). STC would need \$31,908 to make the 2022 budget.

2022 Education Updates

2022 EOY

- Planning 2023 schedule and budget
- Course catalog should be developed based on strategic plan for Education Committee

Certification Updates

- Ms. Pohland is holding monthly meetings with APMG.
- STC staff is planning the 2023 TechComm week (30 Jan-3 Feb), which will include free webinars, open-access articles from *Intercom*, interviews, Slack meet-ups, etc.
- Draft documentation of CPTC Expert scheme is being refined.
- Craig Baehr is offering 5-6 CPTC training courses in 2023. APMG is working on finding additional trainers.

Conference Updates

- 2023 Summit (14-17 May)
 - The Conference Committee met on Dec 12.
 - Most speaker agreements are in (3 declines).
 - Preliminary program PDF is now online; a more detailed program is coming soon.
 - The committee is interviewing keynote speakers for interest/contractual requirements.

General Updates

Financial Updates (as of 12/12/22):

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.

IT/Web

- The STC Website Committee is working with Guiseppe Getto on the website redesign proposal and progress (he is currently requesting quotes from freelancers).

Office Updates (as of 12/12/22):

- Office security deposit: We have a stipulation in the office lease which says that, for non-default, 2/3 of the security deposit should have been credited to STC by now.
 - The landlord has corrected this omission and credited the security deposit to STC's rent account.
 - The result is that no rent will be due in December, and STC will have a credit on its account for January.
 - The balance of the security deposit will be held until the end of the lease agreement.
 - AH accounting will make the necessary changes to the financial statements to document this change.

- Ms. Pohland shared financial ratio analysis data for 2019 to Oct 2022. And she shared information about average monthly and daily expenses for those same time frames.

2023 Budget Suggested Expense Cuts (Annual Savings)

Ms. Pohland is working on expense-cut suggestions for the 2023 budget (that's still in development).

AH/Staff

- Ms. Pohland notified the full BoD that she does not intend to renew her CEO employment agreement with STC.
 - Ms. Pohland's current contract is due to expire on March 31, 2023.
 - AH advised STC to seek an Interim/Turnaround CEO while we conduct a search for the new CEO.

Mr. Esposito joined the meeting at 6:43pm ET.

Ms. Pohland left the meeting at 6:46pm ET.

Executive Session

The BoD started an executive session at 6:46pm ET.

Closing Remarks and Reminders

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

Adjournment

The meeting adjourned at 7:34 pm ET.

Next Meeting

January 18, 2023 at 5:00pm ET for the Monthly Board Meeting