



Society for
Technical
Communication

Board of Directors Meeting Summary

18 January 2023, 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)
- 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)
- Board meeting schedule (5 min)
- Executive Search Committee update (10 mins)
- Nominating Committee report (15 mins)
- Treasurer's report (15 mins)

- Audit Committee report (5 mins)
- CEO report & transition planning (35 mins)
- Adjourn

Consent Agenda

- Approve Board meeting minutes and summary – 14 December 2022

Minutes

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

Board Meeting Schedule

Ms. Moyna proposed that, starting in February and likely for the remainder of this term, the BoD meet twice a month instead of once a month—for a one-hour meeting rather than the current 90-minute meeting. She also presented the proposed meeting dates and times.

The Board agreed to the new schedule.

Search Committee Update

Ms. Moyna reported on the committee's scope, its confirmed members, and its progress. She also identified questions and issues the committee anticipates might arise as it moves through the process.

Nominating Committee Report

Ms. Taylor, committee liaison, presented the Nominating Committee's preliminary slate of 2023 election candidates.

Move that the Board approve for there to be one candidate for Vice President on the preliminary slate for 2023. The motion was seconded. The motion passed.

Move that the Board approve for there to be one candidate for Treasurer on the preliminary slate for 2023. The motion was seconded. The motion passed.

Move that the Board approve the preliminary slate put forward for the 2023 election. The motion was seconded. The motion passed.

Treasurer's Report

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

November 2022

- **Assets:** \$624,884, against \$815,771 in the same month in 2021.
- **Liabilities:** \$1,275,500 against \$1,164,281 in the same month in 2021.
- **Total Net Assets:** (\$650,616) compared with (\$348,510) in the same month in 2021.
NOTE: This deficit shows the impact of limited assets and high liabilities.
- **Revenue:** \$1,100,384 against a budget of \$1,313,325 and \$1,107,925 in the same month in 2021.
- **Expenses:** \$1,323,800 against a budget of \$1,386,947 and \$1,191,910 in the same month in 2021.
- **Operating Change in Net Assets:** (\$223,416) against a budget of (\$73,622) and (\$83,985) in the same month in 2021.
- **Total Change in Net Assets:** (\$300,934) against a budget of (\$73,622) and (\$21,866) in the same month in 2021.

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

STC Budget Review Committee Report

Submission update

- 26 budgets submitted
- Still awaiting submissions from 4 communities who requested extensions
- 5 communities require follow-up (no submission or no communication)

Budget reviews to date

- Reviewed 18 budgets
 - 7 approved, including 2 resubmissions
 - 11 returned for rework in set reviewed this month
- Meeting weekly in January; will schedule into February as needed

Audit Committee Report

In the absence of committee chair Mr. Esposito, Ms. Moyna presented the Audit Committee's report. Mr. Esposito prepared the reports.

Ms. Moyna shared the proposed cost for Wegner CPAs to conduct a full audit of the Society's 2022 financials and prepare the required federal and state tax returns, as well as alternatives to a full audit, which include a review of the financials and tax return preparation, and a compilation of the financials and tax return preparation. She also shared the Audit Committee's recommendation and rationale for forgoing a full audit in favor of an alternative approach for 2022; the expectation is that in 2024, the Society will perform a full audit encompassing our 2022 and 2023 financials.

Move that the Board engage Wegner CPAs to perform the compilation of our 2022 financials and preparation of 2022 U.S. federal and Virginia state tax returns. The motion was seconded. The motion passed.

CEO Report & Transition Planning

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

2023 Membership Revenue

- As of 1/15, FY23 membership income is \$277,676 with 1,203 members (-234 from last year at this time). This is behind last year's revenue by (\$37,890) and behind budget by (\$112,938). (The 2023 budget has not yet been set.)

2022 Education Revenue

- As of 12/31/22, 2022 education revenue totaled \$178,699, which was \$4,869 ahead of 2021, but (\$31,301) behind budget for the year.

2023 Education Revenue

- As of 1/16, 2023 education revenue totals \$10,083, which is (\$2,655) behind last year at this time, and (\$2,034) behind budget. There is about \$3,500 in future educational event sales through February 2023. There are a number of webinars and courses to be contracted for 2023 through mid-year.

Certification Updates

- Exam statistics:
 - In 2022, there were 161 Foundation and 12 Practitioner exams booked.
 - To date, 362 Foundation digital badges have been issued by Credly, and 344 have been accepted. That's a 95%* acceptance rate.
 - To date, 11 Practitioner badges have been issued by Credly, and 11 have been accepted. That's a 100%* acceptance rate.

*The Credly average acceptance rate is 67%.

- Ms. Pohland is holding monthly meetings with APMG.
- STC staff is planning the 2023 Tech Comm Week (30 Jan-3 Feb) in collaboration with our Certification partner APMG. It will include free webinars, open-access articles from *Intercom*, interviews, Slack meet-ups, etc.

2023 Conference Revenue

- As of 1/15, 2023 conference revenue totals \$51,745, with 47 registered attendees (this does not yet include any gratis attendees like speakers, staff, or board). This is \$9,358 ahead of last year at this time, but (\$53,103) behind budget (currently using the 2022 budget).

Conference Updates

- 2023 Summit (14-17 May, Atlanta, GA)
 - The preliminary program PDF is already online; a more detailed program is coming this week.
 - Ms. Pohland is contracting with keynote speakers for interest/contractual requirements.

General Updates

Financial Updates (as of 1/17/23):

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. Monyna asked the BoD if they're available to extend the meeting by 15 minutes. Members agreed to stay.

Staffing Transition

Ms. Pohland updated the Board about staffing needs and shared an operational gap analysis spreadsheet.

Ms. Taylor left the meeting at 6:48pm ET.

Closing Remarks and Reminders

Ms. Moyna shared the next meeting date.

Adjournment

The meeting adjourned at 6:50 pm ET.

Next Meeting

February 1, 2023, at 5:00pm ET for the biweekly Board meeting