



Society for
Technical
Communication

Board of Directors Meeting Summary

15 March 2023, 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
- Danielle Villegas, Director
- Sree Pattabiraman, Director (absent)

Guests

- Liz Pohland, STC CEO
- Erin Gallalee, STC Director of Operations, Membership, and Community Relations

Agenda Items

- Call to order and approval of agenda
- Consent agenda items (5 min)
- Scholarship Committee update (10 min)
- Ken Rainey Awards Committee recommendations (5 min)
- CEO report & transition planning (25 min)
- Education Committee report (15 min)
- Adjourn

Consent Agenda Items

- Approve Board meeting minutes and summary - 15 February 2023 and 1 March 2023

Minutes

The meeting was called to order at 5:01pm ET. The agenda was approved. The consent agenda was approved.

Scholarship Committee Update

Mr. Esposito, committee liaison, updated the Board about Scholarship Committee activities related to scholarship eligibility.

- In the Board's previous meeting, the Board approved the Scholarship Committee's original recommendation and awarded a scholarship to a candidate who is ineligible because they are not an STC member.
- In response to a follow-up inquiry from Mr. Esposito, the committee has changed their recommendation.
- The Board now must entertain a MOTION TO RESCIND/REPEAL the original motion and vote on a new motion that reflects the updated recommendation.

Move to rescind the Board's approval of the Scholarship Committee's previous recommendations. The motion was seconded. The motion passed.

Move that the Board accept and approve the Scholarship Committee's updated recommendations. The motion was seconded. The motion passed.

Ken Rainey Awards Committee Recommendations

Ms. Palmer, committee liaison, presented the Ken Rainey Awards Committee's rationale and recommendations for the 2022-2023 applicants.

- Number of Nominations: 5
- Number of Approved Applicants: 2
- Number of Declined Applicants: 1

The rationale was shared in the committee report before today's BoD meeting, as was the recommended citation.

Move that the Board approve the recommendations of the Ken Rainey Award committee. 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 3/12, FY23 membership revenue is \$401,956 with 1,713 members (-317 from last year at this time). This is behind last year's revenue by (\$48,108) and behind budget by (\$123,137, based on the 2022 budget.)

2023 Education Revenue

As of 3/12, 2023 education revenue totals \$25,151, which is (\$29,686) behind last year at this time, and (\$19,278) behind budget (based on the 2022 budget). There is about \$7,000 in future educational event sales through October 2023. (There have been several courses that have been rescheduled due to low registrations. There are 4-5 courses to book as well as 10+ webinars)

2023 Conference Revenue & Updates

As of 3/15 (9 weeks out), 2023 conference revenue totals \$174,060, with 172 registered attendees (this includes 53 gratis attendees such as speakers, committee members, and board). This is \$68,809 ahead of last year at this time, but (\$48,742) behind budget (using the 2022 budget).

- Hyatt credit application was accepted.
- Program being finalized along with Atlanta Chapter outings.
- Sales and meeting planning partners coming in to support the Summit.

General Updates

Financial Updates (as of 3/15/23):

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.

Election with Association Voting

Ms. Pohland updated the Board on the STC elections' voting process, for which we contracted with Associating Voting, a new vendor for STC.

- STC 2023 Election opened this morning (15 March), with emails sent to about 1,450 eligible voters.
- Two-week schedule for voting period: 15 March, 9:00 am ET, to 29 March, 5:00 pm ET.
- 3 reminder emails will be sent.

Transition Updates

Ms. Pohland updated the Board on transition plans and activities related to STC staffing changes.

Education Committee Report

Ms. Palmer, committee co-liaison with Ms. Pattabiraman, reported on committee activities. Ms. Moyna asked Ms. Palmer to express the Board's appreciation to the committee.

Closing Remarks and Reminders

- Ms. Moyna shared the next meeting date.
- Ms. Rathbun shared the annual business meeting (ABM) date, which is April 26, 6-8pm.
- Ms. Moyna shared information about the registration page for the ABM.

Adjournment

The meeting adjourned at 5:58pm ET.

Next Meeting

Wednesday, 29 March, 2023, at 5:00pm ET