



Society for
Technical
Communication

Board of Directors Meeting Summary

29 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
- Sree Pattabiraman, Director
- Danielle Villegas, Director

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)
- CAA/Pacesetter Award recommendations (5 min)
- CAC report (5 min)

- Treasurer's report (20 min)
- CEO report & transition planning (20 min)
- Executive session (5 min)
- Adjourn

Consent Agenda

- Approve Board meeting minutes and summary - 15 March 2023

Minutes

The meeting was called to order at 5:04pm ET. The agenda was approved. The consent agenda was approved.

Mr. Esposito arrived at 5:04pm ET.

CAA/Pacesetter Award Recommendations

Ms. Meyer, committee liaison, presented the Community Achievement/Pacesetter Awards Committee recommendations, and suggestions for process improvements for future years.

The recommended citations were shared in the committee report before today's BoD meeting, as were suggestions for process improvements for future years.

Move that the Board accept and approve the Community Achievement Award recommendations of the Community Achievement/Pacesetter Awards committee. The motion was seconded. The motion passed.

Move that the Board accept and approve the Pacesetter Award recommendations of the Community Achievement/Pacesetter Awards committee. The motion was seconded. The motion passed.

CAC Report

Ms. Meyer, CAC committee chair, updated the Board about a community's standing.

Chapter closure – STC Manitoba (Canada)

- The STC Manitoba Chapter members and leaders have reached consensus to close the chapter. They are not merging with any other community.
- They have fewer than 7 members.

- They are in the process of finalizing closure of their bank account and completing the wire transfer to remit remaining funds to STC.

Move that the Board approve the closure of the STC Manitoba (Canada) Chapter. The motion was seconded. The motion passed.

Treasurer's Report

Ms. Werner presented the updated December 2022 financial reports and the Community Budget Review Committee report.

December 2022

- **Assets:** \$599,554, against \$864,403 in the same month in 2021.
- **Liabilities:** \$1,327,453 against \$1,214,087 in the same month in 2021.
- **Total Net Assets:** (\$727,899) compared with (\$349,684) in the same month in 2021.
NOTES: This deficit shows the impact of limited assets and high liabilities.
The numbers reported this month were adjusted since last meeting's preliminary report, and they are worse than previously reported.
- **Revenue:** \$1,159,295 against a budget of \$1,393,200 and \$1,167,436 in the same month in 2021.
- **Expenses:** \$1,444,379 against a budget of \$1,483,660 and \$1,269,249 in the same month in 2021.
- **Operating Change in Net Assets:** (\$285,084) against a budget of (\$90,460) and (\$101,813) in the same month in 2021.
- **Total Change in Net Assets:** (\$378,218) against a budget of (\$90,460) and (\$20,692) in the same month in 2021.

To summarize what contributed to this deficit, it is mostly revenue that came up short (Summit and sponsorship at Summit, membership-dues revenue, and advertising). Our expenses actually came in below budget.

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

STC Community Budget Review Committee Report

Budget reviews to date

- Budget reviews to date
 - 26 (including many resubmissions)
 - Approvals: 19
 - Resubmissions forthcoming or awaiting review: 7

- Communities with no submission: 6

Move that the Board approve the following updated guidance for community budgeting to improve stewardship of resources and alignment with Society practice:

- *Honoraria and speaker gifts*
 - *Honoraria should not be viewed as a means to spend down reserves.*
 - *Honoraria are tokens of appreciation for speaking, not payments for services rendered. If offered, they should be modest.*
 - *Communities should consider the revenue generated by programs to determine whether to offer honoraria.*
 - *Communities should consider the revenue generated by programs to determine the amount of honoraria.*
- *Scholarships*
 - *Donations to scholarships should not be viewed as a means to spend down reserves.*
 - *Communities should consider the return on investment to determine whether to donate to a scholarship. How does the community membership benefit?*
 - *Communities should ensure that scholarship donations benefit students pursuing technical communication degrees at a minimum. Donations to an institution's general scholarship fund are discouraged.*
 - *Donations to the STC Scholarship fund are encouraged.*
 - *Scholarships are not paid to individuals, but to institutions to help cover recipients' tuition, books, and fees.*

The motion was seconded. The motion passed.

Ms. Moyna asked if BoD members were available to extend the meeting by 15 minutes.
Request accepted.

CEO Report & Transition Planning

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

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.

Ms. Palmer left at 5:55pm ET.

Election with Association Voting

- STC 2023 Election closed today (29 March) at 5:00PM ET.

Summit Updates

Ms. Pohland updated the Board about Summit registrations and related hotel bookings.

Ms. Pohland and Ms. Gallalee left at 6:20pm ET.

Executive Session

The board entered an executive session at 6:20pm ET.

Closing Remarks and Reminders

Ms. Moyna shared the next meeting date.

Adjournment

The meeting adjourned at 6:26 pm ET.

Next Meeting

April 19, 2023, at 5:00pm ET for the biweekly Board meeting