



Society for
Technical
Communication

Board of Directors Meeting Summary

19 April 2023, 5:00pm ET

Attendees

Board

- Aiessa Moyna, President
- Timothy Esposito, Vice President
- Li-At Rathbun, Secretary
- Kirsty Taylor, Immediate Past President
- Roberta Werner, Treasurer (absent)
- 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
- Liz Herman, Incoming Vice President
- Jennifer Goode, Incoming Director
- Jamye Sagan, Incoming Director

Agenda Items

- Call to order and approval of agenda

- Consent agenda items
- Lifetime Achievement Award for Excellence in Service Committee recommendation (5 mins)
- Honorary Fellows Committee recommendation (5 mins)
- TC Camp potential donation to STC/communities (10 mins)
- CEO Report (20 mins)
- Summit Schedule and Reminders (5 mins)
- Community Affairs Committee (5 mins)
- Executive Session (5 min)
- Adjourn

Consent Agenda

- Approve Board meeting minutes and summary – 29 March 2023
- Approve Lifetime Achievement Award for Excellence in Service Award Committee members

Minutes

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

Lifetime Achievement Award for Excellence in Service Committee Recommendation

Ms. Taylor, the committee chair, presented the Lifetime Achievement Award for Excellence in Service Committee's recommendation and rationale for the 2022-2023 award.

Move that the Board approve the recommendation of the Lifetime Achievement Committee. The motion was seconded. The motion passed.

Honorary Fellows Committee Recommendations

Ms. Moyna, the committee chair, presented the Honorary Fellows Committee's recommendation for the 2022-2023 award. The rationale was shared before today's BoD meeting, as were the recommended citations.

Move that the Board approve the recommendation of the Honorary Fellows Committee. The motion was seconded. The motion passed.

TC Camp Potential Donation to STC/Communities

Ms. Moyna intended to bring a motion re: approving a proposed donation. But last-minute events made this agenda item irrelevant.

CEO Report

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

General Updates

Financial Updates (as of 4/19/23):

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.

2023 Membership Revenue

As of 4/16, FY23 membership revenue is \$435,774 with 1,866 members (-341 from last year at this time). This is behind last year's revenue by (\$50,865) and behind budget by (\$126,406, based on the 2022 budget.)

The staff and the Marketing Task Force are preparing a membership marketing push for April-May.

2023 Education Revenue & Updates

As of 4/17, 2023 education revenue totals \$47,755, which is (\$22,887) behind last year at this time, and (\$16,869) behind budget (based on 2022 budget). There is about \$6,800 in future educational event sales through September 2023.

The 2022-2023 Education Committee is no longer bringing in new webinars or courses, so the 2023-2024 Education Committee will need to line up more events as soon as possible.

2023 Conference Revenue & Updates

As of 4/19 (4 weeks out), 2023 conference revenue totals \$259,535, with 233 registered attendees (this includes 65 gratis attendees, or 30%, such as staff, speakers, committee members, and board). This is \$92,895 ahead of last year at this time, but (\$15,691) behind budget (using the 2022 budget).

Conference Updates

2023 Summit (14-17 May, Atlanta, GA): Ms. Pohland updated the Board about Summit registrations and related hotel bookings.

Transition Updates

Ms. Pohland updated the Board on transition plans and activities related to transitioning away from the association management company and other STC staffing changes.

Summit and Schedule Reminders

Ms. Moyna shared Summit highlights for Board members—events that Board members are required or requested to attend.

Ms. Taylor left the meeting at 5:59pm ET.

Ms. Pattabiraman left the meeting at 6:01pm ET.

Community Affairs Committee

Ms. Meyer reported on CAC activities and event planning. She shared most of the report over email prior to the meeting, and focused her BoD meeting report on CAC activities at Summit and Leadership Day.

Closing Remarks and Reminders

Ms. Moyna shared the dates for the Annual Business meeting, next virtual Board meeting, and the in-person Board meeting at Summit. She also shared the Summit schedule and reminders for other events the BoD is invited or expected to participate in.

Ms. Pohland and Ms. Gallalee left the meeting at 6:03 pm ET.

Executive Session

The board entered an executive session at 6:03 pm ET.

Dr. Herman left the meeting at 6:12 pm ET.

Adjournment

The meeting adjourned at 6:22 pm ET.