



Society for
Technical
Communication

Society for Technical Communication Annual Business Meeting

Online Meeting 26 April 2023, 6:00 pm EDT

Call to Order & Introductions

Ms. Aiessa Moyna, STC President, called the 70th annual business meeting to order at 6:04 pm ET. Ms. Moyna introduced the board members, the parliamentarian, timekeeper, and meeting moderator.

Credentials Report

Ms. Rathbun moved that the list of delegates be the official roll of the voting members. The motion passed.

There were 55 members in attendance. Ms. Moyna announced that although a quorum was not present, the election results were still valid because under Article VIII of the Bylaws, balloting occurs prior to the meeting. Additionally, she announced that the STC Board would still take any adopted motions at the meeting under advisement.

Adoption of the Business Meeting Rules

Ms. Moyna presented the annual electronic meeting rules. The business meeting rules were sent to all members via electronic mail and have also been provided on the STC website. The rules were agreed to without objection from the membership.

Agenda

- | | |
|---|------------------------------|
| • Call to Order & Introductions | Aiessa Moyna, President |
| • Credentials Report | Li-At Rathbun, Secretary |
| • Adoption of Business Meeting Rules | Aiessa Moyna |
| • Adoption of Business Meeting Agenda | Aiessa Moyna |
| • President's 2022-2023 Report | Aiessa Moyna |
| • Treasurer's 2022-2023 Financial Report | Bobbi Werner, Treasurer |
| • Introduction of Outgoing Board & Nominating Committee | Aiessa Moyna |
| • Nominating Committee Report | Kirsty Taylor, Chair |
| • Installation of the 2023-2024 Officers | Aiessa Moyna |
| • Incoming President's Remarks | Tim Esposito, Vice President |
| • Business from 2022 Annual Meeting | Aiessa Moyna |
| • New Business | Aiessa Moyna |
| • Adjournment | Aiessa Moyna |

Adoption of the Agenda

The agenda was adopted without objection from the membership.

President's 2022-2023 Report

Ms. Moyna addressed the members:

As outgoing President of the Society, my role is to look back at the past year. Twelve months ago, I began my presidential year by looking back even further ... to 1953, when the Society of Technical Writers and the Association of Technical Writers and Editors were founded independently, before merging and eventually morphing into the Society for Technical Communication. This means that today ... in 2023 ... we are in the midst of our 70th platinum anniversary year!

For me personally, the past year has been one of the most rewarding of my career. I'm a long-time STC member – I joined more than 30 years ago as a freshman in the tech comm program at New Mexico Tech – and STC has supported me through key turning points along my career journey. I have a deep personal connection to this organization ... I might even characterize it as a deep emotional connection ... and it has been a privilege and an honor to serve as President of this organization that has served me so well.

In the future, I believe we will view this past year as a turning point for the Society, and not just for what we accomplished, including:

- Delivering top-notch educational offerings;
- Growing our certification program;

- Providing information – and opportunities to publish – in our award-winning publications, on our website, and in our Body of Knowledge;
- Recognizing individual achievements in the field of technical communication and service to the Society;
- Recognizing excellence and creativity among our communities;
- Investing in the next generation of technical communicators and helping them prepare for careers as practitioners and educators;
- And supporting our chapters and special interest groups in delivering programs, conferences, and competitions.

This past year also represented a time of transition, as we parted ways with our association management company of 3 years. And after 15 years with STC and 6 years in the chief executive role, CEO Liz Pohland will be leaving the organization – and we expect to name her successor in the coming weeks. This kind of change can be difficult when you're in the midst of it, but years from now, I believe we'll look back and view this as a pivotal time in the history of STC.

Today, during this 70th Annual Business Meeting of the Society, I'm excited to turn over the role of president to Tim Esposito, who will lead STC into the future. But most of all, I'm grateful:

- To the 2022-2023 Board of Directors ...
- To our staff members Liz Pohland and Erin Gallalee ...
- To our Committee Chairs and volunteers ...
- To our community leaders ...
- And to you, our members ...

... for the trust you placed in me and for your tremendous support over the past year. Thank you.

Treasurer's 2022-2023 Financial Report

Ms. Werner presented the Treasurer's Report:

Thank you very much, Esa.

The financial statements for the month ending December 31, 2022—representing activity for the full year—were approved by the STC Board at its meeting on Wednesday, March 29, 2023. The Society's accounting functions recently transitioned from an Association Management Company to a different accounting firm. In the interest of reducing expenses, the Board voted earlier this year to forgo a full audit of the Society's 2022 financials, choosing instead to perform a compilation review, with the intention of completing a full audit of 2022 and 2023 financials next year. The Society's income tax submission for the past year will be available for members on the STC website, and an annual report will also be made available in the next several weeks.

Pre-Audit financials

The Society ended the year 2022 with total assets of \$599,554 and total liabilities of \$1,327,453.

- Assets at fiscal year-end include \$109,232 in cash, investments totaling \$477,252, a Student Scholarship Fund totaling \$7,587, plus a variety of other assets.
- Liabilities include various accrued expenses and deferred revenue, a low-interest Economic Injury Disaster Loan totaling \$500,000, and a line of credit of \$334,517. As reported last year, in response to cash flow challenges caused by the COVID-19 pandemic, the Society applied for and received a \$150,000 Economic Injury Disaster Loan (EIDL) from the United States Small Business Administration (US SBA) in June 2020. In August 2021, the Society applied for and received an additional \$350,000 Economic Injury Disaster Loan (EIDL) from the US SBA, bringing the total principle of the loan to \$500,000. A portion of this loan was used to reduce our line of credit balance by \$79,437 in 2021, but cash flow demands in 2022 required tapping the line of credit again for \$90,000, bringing the principle of this line of credit to \$334,517.

Membership revenues for 2022 totaled \$569,025, falling \$80,975 below budget. We continue to look for membership to stabilize and grow. Thanks to all of you who continue to recognize the value of STC.

Total 2022 revenue for Summit and other educational offerings was \$389,422. Total Summit revenue of \$264,094 fell short of budget by \$128,350 for attendance and \$55,980 for sponsorship and exhibits. Given the generally higher expenses of an onsite conference, which in 2022 totaled \$409,032, the 2022 Summit yielded a change in net assets of (\$144,938) and a budget variance of (\$152,235). This financial loss prompted revision of the fee structure for 2023 Summit attendance and a careful review of expenses to reduce costs. The Society's 2022 Education revenue, which includes all programs besides Summit, exceeded 2021 revenue by over \$2,900, but it fell short of budget by \$32,979. We continue to rely on the great work of volunteers to provide and schedule these educational programs, and I'd like to recognize the Education Committee, the Summit Co-Chairs, our staff in the STC office, and a host of other volunteers who serve the membership with a steady stream of quality educational offerings.

To summarize overall financial activity, total support and revenue from operations for the year was \$1,159,295, which fell below the budgeted amount by \$233,905. Total expenses for operations were \$1,444,379, which came in under budget by \$39,282. Thanks to effective cash-flow management, no investment funds were used for cash-flow purposes. The Society incurred a net operating loss of (\$285,084) for fiscal year 2022. As of December 31, 2022, the Society had a net deficit without donor restrictions of (\$735,486). This is a significant net deficit, and more than double the 2021 net deficit without donor restrictions of (\$356,749). Key causes of the net deficit,

to reiterate details shared previously, are shortfalls in conference, membership, sponsorship, and education revenue combined with the expense of an onsite conference.

Investment performance

Despite considerable market volatility in 2022, the Society made no changes to its investment allocations as specified in our Investment Policy but will continue to monitor investment performance going forward. In 2022, the investment portfolio balance decreased by \$93,135 to end the year at a value of \$477,252.

Closing

To close this report to the membership as STC Treasurer, I would like to acknowledge CEO Liz Pohland and the STC staff for controlling expenses and creating operational efficiency in 2022. I also want to thank the rest of the Board for their support as we all work through numerous financial and operational challenges. We are not unique among non-profit organizations in these challenges, but we are fortunate to have strong governance, and we are optimistic that changes we've recently implemented and will continue to make this year will markedly improve our financial outlook next year. Finally, I want to thank you, the STC membership, for your ongoing support of the Society. STC would not exist or thrive without its volunteers, and your support of STC programs significantly impacts our financial standing. One final reminder: Summit registration is still open. I look forward to seeing many of you in Atlanta.

This concludes my report. Back to you, Esa.

Discussion

Members were invited to ask questions or make comments. The following were placed in the chat.

Paula Robertson: What does “donor restriction” mean?

Response, from Ms. Werner: They're funds that are designated by the donor for a particular purpose. For example, among those are the STC Scholarship Fund—which means funds in that category can only be used for scholarships. Other, non-restricted funds can be used for general operations.

Liz Fraley: How are current Summit registrations measuring up against expectations for this year?

Response, from Ms. Pohland: They are doing well against expectations. We have exactly the number that I would expect to see post-pandemic. Registration is higher than last year, as well, so we are seeing an increase.

Ms. Moyna noted that the Treasurer's report will be filed for audit.

Introduction of Outgoing Board

Ms. Moyna called for the 2022-2023 board to appear on camera. She then thanked outgoing board members Kirsty Taylor, Immediate Past President; Laura Palmer, Director; and Sree Pattabiraman, Director.

Nominating Committee Report

Ms. Kirsty Taylor, Chair, presented the Nominating Committee report on the 2023 Society election.

Of 1,435 eligible voters, 351 votes were cast, which is 24% of total voters. There were some abstentions for each office.

Votes were cast through a secure, third-party software, provided by AssociationVoting, which certifies the election results are accurate and confidential. All STC election rules were strictly adhered to and all necessary internal controls were in place to ensure the accuracy and integrity of the voting.

For the office of President, Vice President Timothy (Tim) Esposito automatically ascends.

For the office of Vice President, Elizabeth (Liz) Herman was elected with 337 votes.

For the office of Treasurer, Roberta (Bobbi) Werner was elected with 331 votes.

For the office of Director, four candidates were nominated for two positions:

- Jennifer Goode received 184 votes
- Jamye Sagan received 162 votes
- Guiseppe Getto received 142 votes
- Sree Pattabiraman received 130 votes

Jennifer Goode and Jamye Sagan were elected Directors.

For the office of Nominating Committee, three candidates were nominated for two positions:

- Rachel Houghton received 232 votes
- Zohra Mutabanna received 191 votes
- Sean Stevenson received 163 votes

Rachel Houghton and Zohra Mutabanna were elected to the Nominating Committee.

Ms. Taylor thanked all members who voted in the election, as well as all members who expressed interest in running for office.

Ms. Taylor then thanked the 2022-2023 Nominating Committee and invited them to come on camera to be recognized: David Caruso, Jack Molisani, Kylie Jacobsen, and Mirhonda Studevant.

Installation of the 2023-2024 Officers

Ms. Moyna installed the 2023-2024 Board of Directors and invited them to come on camera to be recognized:

- Tim Esposito, President
- Liz Herman, Vice President
- Li-At Rathbun, Secretary
- Bobbi Werner, Treasurer
- Jennifer Goode, Lori Meyer, Jamye Sagan, and Danielle Villegas, Directors
- Aïessa Moyna, Immediate Past President

Ms. Moyna installed the 2023-2024 Nominating Committee and invited them to come on camera to be recognized:

- Rachel Houghton
- Kylie Jacobsen
- Zohra Mutabanna
- Mirhonda Studevant

Incoming President's Remarks

Mr. Esposito addressed the members:

Thank you, Esa, and thank you for your service this past year as president. Your excellent leadership and project management skills led the board and the society through challenging times as we sought to find replacements for both the executive officer role and the association management group. The Society is indebted to your leadership.

As the Society celebrates its 70th anniversary, let's reflect on a brief history of the organization. Don't worry, I have a double major in History and English, so I'm allowed to do this. Also, I'm allowed to steal some of this from the STC website; the new president said it was OK. Before this call, Nicky Bleiel who is chairing the 70th Anniversary Committee wanted us to be sure to mention the anniversary here and at Summit, so you get to hear about this from both Esa and me. In 1953, two organizations were founded to support technical communication: the Society of Technical Writers and the Association of Technical Writers and Editors. These organizations merged in 1957 to form the Society of Technical Writers and Editors (STWE). STWE merged with the Technical Publishing Society in 1960 forming the Society of Technical Writers and Publishers. That name is kind of long, so they edited it down to the Society for Technical Communication in 1971.

Now, why am I listing the family tree of this society? Spoilers... it is to emphasize the adaptability and growth of the organization over the years. The STC we know today stems from no less than four predecessors. They recognized that in order for the group to survive and grow, they needed to meet both the needs of their members and the needs of the society.

This year, STC's 70th anniversary, will see some big changes. We will have a new executive officer for the first time in nearly a decade. This new leader will have the tough job of filling some impressive, and stylish, shoes left behind by Liz Pohland who has worked for STC for at least 15 years. In order to make the society and its members succeed our new leader will have to work closely with the board, staff, community leaders, and the membership. We will have to work together to determine what makes STC valuable to its members, and what can make it even more valuable to its future members. Do I know what changes may be made to STC? Like everyone else, I have ideas. But really, no, I do not. The future is unclear, even with the aid of my crystal ball or my set of technical communication tarot cards, both gifts from Summits of the past.

What I do know is that STC is driven by the passion of its leaders and members. That same level of passion is what inspires us to work the extra hours, to connect with members both new and old, and to push the society forward into and through the next 70 years and beyond. The board and staff are ready for this commitment, and we can't succeed without the most important part of the society – the members. I feel that working together, we can make STC greater than it is now, and perhaps greater than it ever was.

Thank you for joining us on this journey.

And, if you are joining us on the journey in Atlanta for Summit next month, inflight meals are included for breakfast! When you see me or any of the board members, please do not hesitate to come up, introduce yourself, share what STC means to you, and where you'd like to see STC go with you and your career. Or send an email to board@stc.org with any thoughts or ideas.

Thank you for your time today. You are all what makes STC a great organization to belong to. I look forward to working with everyone for the next year.

Business from 2022 Annual Meeting

The 2022 meeting minutes were approved by the Board and are available for review on the STC website.

At the last Annual Business Meeting, held virtually on April 26, 2022, there were no formal motions referred to the Board of Directors because there was no quorum. But one item of new business was put forth during the meeting, and the Board of Directors took it under advisement.

Lara Tellis submitted the following motion:

Move that the board consider recording all sessions for the STC Annual Summit, so that they can be made available for free to people who attended the Summit and be sold to people who are unable to attend.

Rationale: People can't afford to travel to Summit, and a cheaper virtual track would make it accessible to them. Also, the COVID pandemic inhibits travel and participation, especially for those with compromised immune systems.

The vote of the members in attendance was:

- 48% in favor
- 52% against

The Board discussed this at their meeting on May 15, 2022. The Board's response is as follows:

STC already had plans for a virtual event later in 2022 and continued with that plan, which culminated in the first STC Online Seminar presented on October 3-4. Additionally, the Board of Directors decided to continue exploring whether and how to provide more virtual options, either at the Summit or as stand-alone events.

New Business

Pursuant to the meeting rules, only motions that were submitted in advance can be considered at this meeting. The deadline for receipt of member motions was Wednesday, April 19, at 5:00pm Eastern Daylight Time (UTC-4). We did not receive any motions before the meeting.

Adjournment

Ms. Moyna adjourned the meeting at 6:41pm ET.