



Society for  
Technical  
Communication

# Board of Directors Meeting Minutes

25 October 2023, 5:00pm ET

## Attendees

### Board

Timothy Esposito, President  
Elizabeth Herman, Vice President  
Li-At Rathbun, Secretary  
Roberta Werner, Treasurer  
Aiessa Moyna, Immediate Past President

Jennifer Goode, Director  
Lori Meyer, Director  
Jamye Sagan, Director  
Danielle Villegas, Director

### Guests

- Timothy Shaw, STC Interim Executive Director
- Erin Gallalee, STC Director of Operations, Membership, and Community Relations

## Agenda Items

- Call to order
- Consent agenda item
- Treasurer's report
- Executive Director report
- Executive Committee report
- Governance Committee report
- CAC report
- Committee liaison reports

Esposito  
Esposito  
Werner  
Shaw  
Esposito  
Herman  
Sagan

- |   |                                     |
|---|-------------------------------------|
| <ul style="list-style-type: none"> <li>○ Education Committee</li> <li>○ Lifetime Achievement Award Committee</li> <li>○ Other committees</li> </ul>     | <p>Goode<br/>Moyna<br/>Esposito</p> |
| <ul style="list-style-type: none"> <li>● Unfinished business</li> <li>● New business</li> <li>● Closing remarks/reminders</li> <li>● Adjourn</li> </ul> | <p>Esposito<br/>Esposito</p>        |

## Consent Agenda Items

- Approval of agenda
- Approve Board Meeting Minutes – 30 August 2023 (Updated) and 13 September 2023
- Approve 2023-2024 committee membership
- Approve 2023-2025 committee charters
- Nominating Committee report

## Call to Order

The meeting was called to order at 5:03pm ET. Quorum was declared and the meeting proceeded.

## Agendas

The agenda was adopted. The consent agenda was adopted.

## Treasurer's Report

Ms. Werner presented the August 2023 and 2023 financial reports.

### August 2023

- **Assets:** \$582,213, against \$557,209 in the same month in 2022.
- **Liabilities:** \$1,354,185 against \$1,178,678 in the same month in 2022.
- **Total Net Assets:** (\$771,972) compared with (\$621,469) in the same month in 2022.  
NOTE: This change in net assets reflects activities in STC's investments.
- **Summit 2023:**
  - **Revenue:** \$341,766, compared with \$283,484 for Summit 2022.
  - **Expenses:** \$309,338, compared with \$255,366 for Summit 2022.
  - **Net change:** \$51,928, compared with \$28,118 for Summit 2022.
- **Revenue:** \$813,292, against \$901,923 in the same month in 2022.
  - Total Projected Membership Revenue: \$517,296
    - YTD (year to date) realized revenue: \$322,635

- YTD deferred revenue: \$194,661
- **Expenses:** \$859,571, against \$1,173,710 in the same month in 2022.
- **Total Change in Net Assets:** (\$46,279) against (\$271,787) in the same month in 2022.

## September 2023

- **Assets:** \$355,469, against \$556,616 in the same month in 2022.
- **Liabilities:** \$1,121,420 against \$1,226,211 in the same month in 2022.
- **Total Net Assets:** (\$765,951) compared with (\$669,595) in the same month in 2022.  
NOTE: This change in net assets reflects activities in STC's investments.
- **Revenue:** \$871,691, against \$970,880 in the same month in 2022.
  - Total Projected Membership Revenue: \$517,296
    - YTD (year to date) realized revenue: \$361,510
    - YTD deferred revenue: \$172,036
- **Expenses:** \$911,948, against \$1,290,793 in the same month in 2022.
- **Total Change in Net Assets:** (\$40,257) against (\$40,257) in the same month in 2022.

## Motion

*Move that the Board accept the Treasurer's report for the months of August and September 2023.*

Ms. Werner: made the motion. The motion was seconded. The motion passed.

## Executive Director's Report

Mr. Shaw shared with the Board some of the activities he's worked on since the September 2023 Board of Directors meeting:

- Summit 2024: Mr. Shaw met with Voila! yesterday and will present the suggested dates and locations to the Summit co-chairs.
- Finances: Mr. Shaw is working his way through the old financial system, helping to streamline the new system and ensure nothing falls through the cracks in this transition.

## Executive Committee Report

Mr. Esposito shared with the entire Board the discussion and decisions made at the 12 October 2023 Executive Committee meeting.

## Governance Committee Report

Dr. Herman, chair of the Governance Committee, introduced some proposed bylaw revisions on behalf of the committee.

## Motion

*Move that the Board adopt the bylaws as presented.*

Dr. Herman made the motion on behalf of the Governance Committee. The motion passed.

Ms. Rathbun will distribute the proposed bylaw revisions to the Board for a 30-day review period.

## CAC Report

Ms. Sagan updated the Board on CAC activities and event planning. She also:

- Updated the Board on the status of the Huntsville/N. Alabama, New York Metro, Rochester, Rocky Mountain, and San Diego STC chapters.
- Noted that there's a growing interest from chapters in transferring their funds to STC and working with a reimbursement model similar to SIGs' model, instead of having the chapters maintain their own bank accounts.

In anticipation of going over the scheduled ending time for this meeting, Mr. Esposito asked if Board members were available to extend the call by 15 minutes. Meeting extended.

## Committee Liaison Reports

In response to a call from Mr. Esposito for liaison reports, all committees with a Board liaison (as opposed to those chaired by a member of the Board) submitted status reports prior to the Board meeting. The lengthier reports, or ones requiring votes, were also presented during the Board meeting.

## Education Committee

Ms. Goode, Board liaison to the Education Committee, reported on courses completed June 2022 – March 2023, and the courses scheduled through May 2023. She also discussed the committee's strategy regarding courses, webinars, and presenters.

## Lifetime Achievement Award Committee

Ms. Moyna, Board liaison to the Lifetime Achievement Award Committee:

- Requested approval for renaming the honor to the ***Excellence in Service to STC Award***, to better emphasize the purpose and intent of the award and help avoid confusion with other honors such as Associate Fellow and Fellow, which recognize a record of dedicated service and contributions to the profession of technical communication.

## Motion

*Move that the Board approve renaming the Lifetime Achievement Award for Excellence in Service to the Excellence in Service to STC Award.*

Ms. Moyna made the motion on behalf of the Lifetime Achievement Award Committee. The motion passed.

- Requested that the Board accept the proposed committee material.

## Motion

*Move that the Board accept the proposed committee charter, refreshed award guidelines, and application form.*

Ms. Moyna made the motion on behalf of the Lifetime Achievement Award Committee. The motion passed.

## Other Committees

Mr. Esposito opened the floor for comments and discussion regarding the rest of the liaison reports.

## Unfinished Business

None.

## New Business

### Application fees for Associate Fellow and Fellow

Mr. Esposito and Ms. Moyna, who is Board liaison to the Associate Fellows Committee and the Fellows Committee, led a discussion on consideration to eliminate the \$25 fee associated with applying for the honors.

## Motion

*Move that the Board repeal the \$25 processing fee for Fellow and Associate Fellow applications.*

Ms. Moyna made the motion. The motion was seconded. The motion passed.

## Closing Remarks/Reminders

Mr. Esposito reminded the Board of the date for the next monthly Board meeting. He also thanked the Board members for attending this month's meeting and asked for feedback about what went well in the meeting and what we can improve on.

Also, Ms. Villegas asked that Board liaisons remind their committees to submit to the Marketing Committee info about application due dates so they can advertise them in STC channels.

## Next Meeting

29 November, 2023, at 5:00pm ET, for the Monthly Board Meeting

## Adjournment

The meeting adjourned at 5:52pm ET.