



Society for
Technical
Communication

Board of Directors Meeting Minutes

23 October 2024, 6:30 pm ET

Attendees

Board

Elizabeth Herman, President
Danielle Villegas, Vice President
Roberta Werner, Treasurer
Timothy Esposito, Immediate Past President
Jackie Damrau, Secretary
Timothy Shaw, STC Executive Director

Guiseppe Getto, Director
Jennifer Goode, Director
Amanda Patterson, Director
Wendy Ross, Director
Jamye Sagan, Director

Agenda Items

- Call to order Herman
- Consent agenda items (5 mins) Herman
- Executive Director report (10 min) Shaw
- Finance Committee Report (5 min) Werner
- 2025 Community Budget Submissions (10 min) Werner
- Committee Reports
 - Governance Updates (2 min) Villegas
- Unfinished business:
 - Marketing Updates (3 min) Villegas
- New business (55 min) Herman
 - 2025 Membership Season
 - STC New York Metro
 - STC Awards
- Adjourn (5 min) Herman

Consent Agenda Items

- Approval of October 23 Agenda
- Review/Approval of September 25 Minutes
- Review of Governance Code of Ethics
- Approval of September 2024 Financials
- Committee Reports (place info in separate folders)

Call to Order

The meeting was called to order at 6:30 pm ET. Quorum was declared and the meeting proceeded.

Agendas

The agenda was adopted. The consent agenda was adopted.

Executive Director's Report

Shaw updated the Board on the current STC financial position as of the October meeting date.

Finance Committee Report

Werner reported that the 2024 September financials were not received in time for this meeting. She will report at the next meeting.

2025 Community Budget Submissions

Werner raised the topic about how we can structure communities and their budgets. Members will need to be informed of any community structure changes and how that will affect their designations for the 2024-2025 membership year as the renewal season has just begun.

The Board will work on talking points for approaching the communities with the restructuring concept and to table the budget process for the 2024-2025 member year. The Board will involve the Marketing team to craft a positive message to engage their commitment in saving STC.

Committee Reports (Governance)

Villegas motioned on behalf of the Governance Committee that the Board adopt revisions to the Code of Conduct—including a last-minute change requested by Patterson—to make the language broader and more inclusive. The motion passed.

Unfinished Business

Marketing Updates

- Villegas is working with the iMIS contractor to update communication mailing lists to make sure that all are receiving the right communications.
- Villegas asked that all Board Committee chairs forward information that they need to advertise to her so that she can collect and disseminate to the Marketing committee to be completed.

New business

2025 Membership Season

- Shaw shared that the current messaging gives new or lapsed members November-December 2024 free when they renew.
- Esposito shared that the community restructuring may pose issues to the current membership renewal process. Shaw said that the Board can come to a consensus and communicate changes going forward during Q1 with the restructuring occurring in Q3 without affecting community membership.

STC Awards

- This year's awards include:
 - Academic & Publication Awards:
 - Frank R. Smith
 - Intercom Awards
 - Jay R. Gould
 - Ken Rainey
 - Scholarship
 - Honors:
 - Fellow/Associate Fellow
 - Excellence in Service
 - President's Award

Closing Remarks/Reminders

Herman reminded the Board of the date for the next monthly Board meeting, and she thanked the Board members for attending this month's meeting.

Next Meetings

November 20, 2024 (changed due to Thanksgiving holiday)

Adjournment

The meeting adjourned at 7:55 pm ET.