



Society for Technical Communication

Board of Directors Teleconference Call
08 November 2011

Attendees

Board

- **Hillary Hart, President**
- **Alan Houser, Vice President**
- **Aiessa Moyna, Treasurer**
- **Rachel Houghton, Secretary**
- **Cindy Currie-Clifford, Immediate Past President**
- **Karen Baranich, Director**
- **Nicky Bleiel, Director**
- **Rich Maggiani, Director**
- **Tricia Spayer, Director**

Office

- **Kathryn Burton, FASAE, CAE, CEO**
- **Greg Larsen, CPA, CFO**
- **Lloyd Tucker, Deputy Executive Director**
- **Steve Skojec, Director of Community Relations**
- **Liz Pohland, Director of Publications**

Absent

- **Lori Corbett, Director**
- **WC Wiese, Director**

Call to Order

Ms. Hart called the meeting to order at 11:32 am/pm ET (GMT-5). A quorum was established and the Board approved the agenda, the 17 May 2011 minutes, 21 June 2011 minutes, and 11 October 2011 minutes were approved, and committee members for Associate Fellow and Fellow were approved as part of the consent agenda.

President's Report

The Nominating Committee is still in the process of selecting candidates for the 2012 slate, The report will take place at the December Board meeting.

.Ms. Hart updated the Board regarding the face to face meeting in February 2012 and explained the stipend reimbursement. Ms. Hart also explained the Summit reimbursement stipend.

Motion approved to approve the global position statement as read by Ms. Hart:

The Society for Technical Communication is a professional association based in North America, with members around the globe. STC offers publications, social networking, and education for technical communicators world-wide. STC also works with other organizations to advance the profession.

Executive Director's Report

Ms. Burton reminded the Board that there will be a vote at the 13 December 2011 meeting on a bylaws amendment for student chapters and directed Board members to review the language for the amendment which has been posted to the Board Yahoo Group. STC's attorney, Ms. Henson has requested this clarification to the bylaws.

Ms. Burton reported that she and Alan Houser attended the TC Roundtable held at TC World (tekoms meeting). Mr. Houser indicated that it was clear that STC and tekoms were the most vocal players at the roundtable.

At the Roundtable Michael Fritz reported that the Germans have been attempting to influence EuroStat to separate out technical writers from technical communicators and to expand the definition of technical communicator similar to the definition that STC developed for the Bureau of Labor Statistics (BLS). In addition, they have been working with an IEC standard where there is a definition of technical communicators. Mr. Fritz urged STC to support standards work with IEC to ensure that the technical communication definition will be in alignment with the American and German viewpoints.

Ms. Burton also reported that tekoms will be rolling out a new English-based "certification" in June 2012. The original tekoms "certification" is for the German marketplace, is in German, and follows German laws and regulations. In Germany, technical communicators have the legal responsibility for following all laws and regulations. This means German technical communicators are highly compensated and respected in their companies.

Ms. Burton reported that she and Mr. Houser met with representatives with the TWIN organization who expressed interest in exploring opportunities with STC and STCCC.

Finance Report

Motion approved to approve the September 2011 financial statements.

Mr. Larsen presented the 2012 budget. He noted that the 2012 budget is 9% less than the 2011 budget. This means that there is very little room to cut expenses to match revenues. He pointed out that the Board may need to cut major programs in the 2012 budget if revenues do not match expenditures because small, across the organization cuts will not be enough.

Mr. Larsen addressed questions from the Yahoo Group regarding the budget. Mr. Tucker addressed the extra costs for the Summit in Chicago. Most of the additional costs are because the hotel automatically charges the minimum gratuity (22.5%) on food and beverage and the gratuity is also taxed (10.75%).

Mr. Larsen pointed out that the educational offerings (live web seminars and certificate programs) brought in more revenues than budgeted in 2011. Mr. Tucker thinks these programs will do even better in 2012. The ability to move to Adobe Connect will enable STC to record the live web seminars and certificate program. STC will be able to sell these sessions for additional revenues.

Mr. Larsen noted that the 2012 budget is conservative and reasonable, and it may be possible to do better than forecasted, however, there is no evidence of other associations experiencing improved membership renewal rates and therefore, STC may find its renewal rate to be lower than budgeted. Mr. Tucker advised that the budget was based on 61% renewal rate and 2000 new memberships, with the new member revenues prorated over the year.

Mr. Tucker also explained the original budget for publications in the 2011 budget underestimated printing and postage costs for the print versions. He has adjusted the 2012 budget to cover these expenses.

Mr. Tucker also explained advertising revenue.

Ms. Moyna explained that the assumptions include no salary increase for staff or CEO. Ms. Moyna advised that there are a couple ways to address this issue that could include with a 1-2% salary increase in 2012 depending on 2011 year-end. This would require the Board to vote for an amended budget sometime during 2012. Motion approved to approve the proposed 2012 budget.

Membership and Education

Mr. Tucker advised online renewal was delayed by two weeks due to complications with STC's association management software, iMIS, that took the vendor longer to solve than anticipated. Part of the issue was programming for the new TC professional option for membership. The historical comparison shows that renewal is running behind last year in October but there seemed to be some momentum in November.

Mr. Tucker reported that the new virtual conference registration is coming along well, with 25 sites hosting the event resulting in at least 150 in the audience. The virtual conference will break even financially, covering all direct expenses. After the virtual conference is over, Mr. Tucker will review what worked and what didn't, for a better virtual conference next time. The costs are minimal and include a professional producer for this event to ensure a smooth delivery using Adobe Connect.

Community Affairs Committee

The Community Affairs Committee talked about the issues around dissolutions and mergers of communities in 2011. The IRS issue with chapters losing their non-profit status was not the primary factor. The CAC identified communities in need based on communications from leaders or members. The CAC predominantly focused on chapters in 2011. A leadership information update program was implemented, and the CAC worked on creating procedures for dissolutions and mergers. The CAC took concrete steps to dissolve or merge affected chapters.

Chapters Dissolved in 2011

- Atlantic Canada
- Belgium
- Connecticut
- Inland Empire
- Kentuckiana
- Long Island
- Saint Louis
- San Luis Obispo
- Tech Valley
- Vermont

Chapters Merged in 2011

- Carolina Foothills and Carolina -> Carolina Chapter
- Northern New England and Boston -> New England Chapter
- San Fernando Valley and Los Angeles -> Los Angeles Chapter
- Space Tech and Orlando -> Orlando Chapter
- Washington, D.C. and Metro Baltimore -> Washington D.C – Metro Baltimore Chapter

Next Steps for the CAC in 2012

- Work with CAC outreach task force to continue communication with struggling STC communities
- Identify chapters with fewer than 15 members and assess needs/status
- Begin focus on SIG activity and outreach
- Focus leadership resources on maintaining and growing healthy communities
- Continue development of new policies and procedures for communities
- Develop survey for community members to evaluate their community experience

Standards Council and the Certification Committee reports

Due to the budget discussion taking more time than anticipated, these reports will be presented at the December Board meeting.

Adjourn

The meeting was adjourned at 1:03 pm ET (GMT-5).