



Society for Technical Communication

Board of Directors Teleconference Call
13 December 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**
- **Lori Corbett, Director**
- **Rich Maggiani, Director**
- **Tricia Spayer, Director**
- **WC Wiese, 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**

Guests

- **Mark Clifford, Nominating Committee Chair**

Call to Order

Ms. Hart called the meeting to order at 11:33am/pm ET (GMT-5). A quorum was established and the Board approved the agenda.

President's Report

Ms. Hart asked Mr. Mark Clifford to present the 2012 election slate. Mr. Clifford presented the slate as follows:

Vice President

Nicky Bleiel
Robert Dianetti

Secretary

Alyssa Fox
Michael Opsteegh

Director (two spots)

Bernard Aschwanden
Ray Gallon
Li-At Ruttenberg

Nominating Committee

(two spots)

Judy Glick-Smith
John Hedtke
Bonni Graham-Gonzales
DJ Cline

Mr. Clifford said that the full report with statistics will be available for the January 2012 Board meeting. Mr. Clifford answered several questions, including how many were accepted and why no incumbents for Director were on the slate.

The Board accepted the slate for 2012.

Mr. Clifford left the meeting at 11:42 a.m. EST (GMT -5).

Ms. Hart updated the Board on the face to face meeting. Ms. Hart, Mr. Houser, and Ms. Currie-Clifford are developing the agenda for the 4 February 2012 meeting and will have that out in the next two weeks.

Ms. Hart talked about the mid-term accomplishments of the Board and the STC office.

- Website redesign, MySTC, & 20,500 more visitors between 1 July 2011 and 30 Nov 2011 compared to last year same time
- Development program to raise funds for STC
- New TC Professional membership

Ms. Hart will sum up all of the accomplishments in a Notebook blog post later this week.

Recognitions Committee

Ms. Bleiel reviewed the list of the Distinguished Chapter Service Award (DCSA) nominees, Distinguished SIG Service Award (DSSA) nominees, and Distinguished Student Service (DSS) nominees.

Motion was approved to accept all candidates for DCSA, DSSA, and DSS.

Candidates approved for DCSA:

- Jane Baker, Orange County
- Sarah Burke, Northeast Ohio
- Carrie Chambers, Orange County
- Helen Cheung, East Bay STC
- Dave Clark, STC Wisconsin
- Stephanie Donovan, STC Houston
- John Endicott, STC Rocky Mountain Chapter
- MaryKay Grueneberg, STC Chicago
- Dalton Hooper, Orlando
- Jeff Jansen, Willamette Valley Chapter
- Susan Kloster, Willamette Valley Chapter
- Kristy Lantz Astry, STC Rocky Mountain Chapter
- Carol Lawless, Southwestern Ontario
- Mark Lockwood, Southeastern Michigan
- Patrick Lufkin, Berkeley
- Debbie Peebles (Ross), STC Rocky Mountain Chapter
- Kelli Pharo, Orlando
- Pamela Paterson, Toronto
- Nad Rosenberg, Philadelphia
- Katherine Carroll Porray, Rochester
- Gary Sternberg, Philadelphia
- Linda Verway, STC Wisconsin

Candidates approved for DSSA:

- Ed Marshall, Consulting and Independent Contracting
- Cindy Pao, Instructional Design and Learning
- Jeanette Rogers, Instructional Design and Learning

Candidates approved for DSS:

- Sarah Baca, Orlando
- Patricia Cruz, Orlando

Finance Report

Motion was approved to accept the October 2011 financial report.

Ms. Moyna updated the Board on the visual representation of financial information for members and development purposes. Mr. Larsen will provide this by the end of the 1st quarter in 2012.

Ms. Moyna talked about the community budget review process. There were 48 budgets from chapters and SIGs, which have all been reviewed by the committee. Community responses are going out in the next week. Ms. Moyna will update the Community Affairs Committee about the communities that did not submit a budget, so the CAC can follow up with those communities.

Mr. Tucker advised that community leaders will receive an email regarding the very early bird registration by 31 December 2011, especially for those communities that have budgeted for Summit attendance.

Membership and Education

Mr. Tucker advised that membership renewal rates are tracking with the budget, and provided renewal percentages for this time of year for the last 4 years. Mr. Tucker reported on the new member goals and the Member Get a Member campaign.

Mr. Tucker updated the Board on the Summit for 2012. The call for proposals is complete, and the sessions have been selected. There are 62 sessions, 7 progressions, 2 lightning talks, project showcase (was new in 2011), and invited speakers. Transition to the new progression format was not easy, but this was the first year with the new format. Progression topics are grouped more to correspond with a track.

Mr. Maggiani asked that copy about the "enhanced" progression format be available on website.

The very early bird registration is open, and 42 attendees have registered as of 12 December 2011. The preliminary program will be posted this week, and speaker agreements are underway.

Certification Committee Report

Ms. Baranich stated that the budget for the Certification Commission will be presented to the Board at the January 2012 meeting, assuming that it is approved by the Certification Committee at the 28 December 2011 meeting. One of the items on the budget that the Board should look for is a line item for software to handle all the Certification business.

Ms. Baranich advised that there are 10 paying applications and 2 packets for review and detailed plans for advertisements, conference sessions, and email campaigns regarding certification. Ms. Baranich and Mr. Tucker confirmed that applicants receive information stating that reviews are done in a group and do not happen immediately.

The STCCC is continuing with plans, including certification for technical writing only and developing a corporate discount program, but particulars are not up on the website yet.

Ms. Baranich explained the incentive emails that have been going to members.

Development Committee Report

Mr. Wiese reported that the Development Committee is working actively on areas of recognition to be put on the STC website, including Marian Norby Legacy Society – for naming STC as a beneficiary; Platinum-Level Donor – \$1000 or more; Gold-Level Donor – \$251-\$999; and Silver-Level Donor – up to \$250.

Ms. Burton clarified that Board members paying their own expenses is not considered a donation to STC but may be a tax deduction. Board members should check with their tax advisors. Board members will not be listed on the donor page for covering their own expenses; they will be recognized for donations.

Community Affairs Committee

The Community Affairs Committee (CAC) reinstatement process has received 5 petitions (4 student chapters, 1 professional chapter) with name changes to comply with IRS requirements: Birmingham (professional), Mercer University, Michigan Tech, Northern Illinois University, and Texas Tech.

Motion approved to reinstate the chapters with their new names as follows:

- Heart of the South (merger of Birmingham and Heart of the South)
- Michigan Tech Student Chapter
- NIU STC Student Chapter
- STC Student Chapter Mercer University
- Texas Tech Student Chapter STC

Motion approved to reinstate the James River and the Montana chapters, and approve the merger of the Central Ohio and Southwestern Ohio chapters under the name of Southwestern Ohio.

The CAC list of accomplishments was not reviewed at this time.

Communication to members

Mr. Maggiani advised that we should communicate to the members the following items:

- The STC 2012 Election Slate
- Conference: very early bird promo, conference preliminary program (when available)
- Certification: have the availability to come in as charter members and beta testers at a reduced rate until 14 Feb 2012
- List of accomplishments: communicate once Hillary's Notebook blog post is available

Adjourn

The meeting was adjourned at 1:02 pm ET (GMT-5).