



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting Minutes

Conference Call

14 August 2012 10:30 AM – 12:00 PM CDT

Attendees

Board

- Alan Houser, President
- Nicky Bleiel, Vice President
- Aiessa Moyna, Treasurer
- Alyssa Fox, Secretary
- Hillary Hart, Immediate Past President
- Ray Gallon, Director
- Rich Maggiani, Director
- Tricia Spayer, Director

Office

- Greg Larsen, Deputy Executive Director
- Lloyd Tucker, Deputy Executive Director
- Steve Skojec, Director of Community Relations
- Liz Pohland, Director of Publications

Call to Order

Mr. Houser called the meeting to order at 10:32 AM CDT.

A quorum was established.

Consent Agenda Items

The board approved the following consent agenda items:

- Approval of minutes from March 2012, April 2012, and 08 May 2012 board meetings
- Reinstatement of the following chapters, pending the resolution of their tax difficulties:
 - Pittsburgh chapter
 - Minnesota State Mankato student chapter
- Approval of Rhyne Armstrong as CAC committee member

July 2012 Meeting Minutes

A motion was made to make the following change in the July 2012 board meeting minutes.

Current statement: "Mr. Larsen and Ms. Moyna are discussing how to file taxes for chapters going forward."

Change to: "Mr. Larsen and Ms. Moyna are discussing the feasibility of having the STC office handle filings for chapters going forward."

Motion seconded. The motion carried.

Ms. Hart abstained from the vote.

President's Report

Mr. Houser discussed the upcoming board face-to-face meeting on November 16-17, 2012 in the Washington DC metro area. The schedule is firming up and we should have the final agenda and location set by August 31.

The office is looking for a medium-skilled IT person to replace Chip Boyd, STC's previous webmaster.

Mr. Houser and Ms. Bleiel will travel to Shijiazhuang, China in September for the TC Roundtable meeting. Mr. Houser's trip will be paid from the STC travel budget (\$2000), and the hosts are funding his hotel for three nights. While in China, Mr. Houser hopes to reach out to organizations in Beijing through Phillipa Benson to conduct STC business.

Mr. David Goch at Webster, Chamberlain & Bean is now serving as the STC board attorney. His feedback on our board meeting minutes noted that we should not post our minutes publicly. Mr. Goch suggested we create meeting summaries for public posting, and keep the board meeting minutes internal.

There was some discussion about Steven Jong's memo about the STC Certification Commission's concerns about STC not having an Executive Director to serve as a commissioner on the STCCC board. We are offering STC staff support to STCCC for \$2500/month. We suggested the STCCC amend their bylaws to be more flexible for STC to

appoint a liaison between STC and STCCC. STCCC has stated that they do not wish to update their bylaws at this point; they feel they can move forward with Liz Pohland as a staff liaison. If STCCC board members contact STC board members, we should refer them to Mr. Houser.

STC has full power to amend the STCCC bylaws. However, to amend articles of incorporation, we need an STCCC board member to sign the changes.

Ms. Nicky Bleiel will lead the CEO search committee.

Dues Discussion

The board discussed the 2013 dues schedule recommended by staff. See Mr. Houser's slides for more details.

A motion was made to accept the 2013 dues recommendations as proposed. Motion seconded. The motion carried.

Treasurer's Report

Ms. Moyna discussed the June 2012 financial report. There are still a couple of large expenses associated with the Summit that are not in the June report. We are expecting a deficit of around \$200K at the end of the year.

A motion was made to accept the June 2012 financial report. Motion seconded. The motion carried.

Ms. Moyna reviewed the results of the governance-based survey about proposed community funding models. See Ms. Moyna's slides for more details.

In summary, the results of the survey were consistent between U.S. respondents and non-U.S. respondents. There have been some concerns about community reserves getting too large if we go with Option 2 (Partial Pass-Through). There was some discussion on whether we can educate communities on what to do with their reserves. Mr. Greg Larsen noted that guidance from the IRS doesn't exist for recommended reserves amounts. It is up to the society to give guidance on the appropriate levels of reserves. Ms. Moyna noted that as long as communities are offering programs/services to their members and have a strong core set of volunteers, their reserves amount is not as important.

Mr. Gallon noted that Option 4 (Community-Managed) would work best for international communities and would like us to seriously consider that option in the future. There are many details that would need to be worked out for this to truly work as described.

Chapters that don't submit budgets don't receive funding (currently). If partial pass-through passes, we will not send funding to the chapter if they do not submit a budget. There might be difficulty sending pass-through funds to some non-U.S. chapters, e.g., India and Israel.

A motion was made that the board approve Option 2, Partial Pass-Through, for community funding for the 2013 fiscal year and beyond. Motion seconded. The motion carried.

Ms. Moyna suggested we leave the current amounts in place for pass-through (\$15 per chapter member, \$4 per SIG member).

A motion was made that the pass-through amounts for 2013 be \$15 for a chapter member, \$4 for a SIG member. Motion seconded. The motion carried.

ISO Standards

Mr. Gallon met with Annette Reilly and George Hayhoe about standards recently. Most standards efforts are currently focused on software documentation and being addressed by Working Group 2. Michael Fritz discussed ISO 82079, a generalized standard for instructions, at the Summit. George Hayhoe met with Jürgen Muthig and Michael Fritz in Chicago and discussed a possible Working Group 2 meeting in Wiesbaden prior to the tekcom conference in October. The ISO 26531 standard on content management needs an expert editor. Joann Hackos has offered to be the STC representative on development of a standard for DITA.

Mr. Gallon mentioned that more financing is needed to have STC participation in standards meetings worldwide. Mr. Tucker mentioned that those desiring financing should submit a proposed budget to staff and the board for financing for these items. Ms. Bleiel would like to see an overall plan for sponsorship, so that vendors aren't contacted repeatedly by multiple areas of STC. Ms. Stacey O'Donnell covers this from the staff side.

Conclusion

Mr. Skojec will work on a communication plan about community funding with Ms. Moyna and Mr. Larsen. We will then share the official communication plan with the CAC, then with the general membership.

Adjournment

Mr. Houser adjourned the meeting at 12:05 PM CDT (GMT -5:00).