



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting

Conference Call

19 June 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
- Bernard Aschwanden, Director
- Rich Maggiani, Director
- Tricia Spayer, Director

Office

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

Call to Order (5 minutes)

Mr. Houser called the meeting to order at 10:33 AM CDT (GMT -5).

A quorum was established and the board approved the agenda.

Consent Agenda

The board approved the following consent agenda items:

- Approval of minutes from November 2011, December 2011, January 2012, and May 2012 board meetings
- Reinstatement of the student chapter at Iowa State, pending the resolution of their tax difficulties
- Approval of the following CAC members:
 - Ben Woelk
 - Dan Voss
 - Bethany Bowles
 - Cindy Pao
 - Todd DeLuca
 - Bob Dianetti
 - Andrea Wenger
 - Viqui Dill
 - Rick Lippincott
 - Richard Mateosian
- Approval of the following Body of Knowledge subcommittee members:
 - Craig Baehr, Asst. Prof., Texas Tech – Info Design/Structure/Content
 - Joel Kline, Asst. Prof., Lebanon Valley College – Social Engagement of Developers/Process of Development
 - Liz Pohland – Integration with Planned STC Knowledge Portal/Publications
 - Hillary Hart – Board Liaison

President's Report

The board entered executive session at 10:36 AM CDT (GMT -5).

The board exited executive session at 10:45 AM CDT (GMT -5).

Mr. Houser, Ms. Bleiel, and Ms. Hart have been working on a staff reorganization plan. (See Mr. Houser's PowerPoint slides for further details.)

We have a strong staff, and would like to use the existing skills and talents of that staff to sustain us through the next 6 months. We'd like to try this approach before bringing in an outside interim executive director.

With the staff reorganization plan, three individuals will report to the board with the following roles:

- Greg Larsen, Deputy Executive Director
- Lloyd Tucker, Deputy Executive Director
- Liz Pohland, Director of Content Strategy

This plan was developed with staff, and reviewed and approved by Jackie Henson, the board attorney, and Cindy Winters, our external HR consultant. The plan will be continually monitored, including reporting structure, responsibilities, and salaries and bonuses. Mr. Houser is working with Cindy Winters to determine how to handle HR issues in the office.

A motion was made to approve the staff reorganization plan in principle as Mr. Houser has presented it. Motion seconded. The motion carried.

Mr. Ray Gallon, Director, joined the meeting at 11:01 AM CDT (GMT -5).

A motion was made for Mr. Houser, Ms. Bleiel, and Ms. Hart to have permission to continue to monitor and adjust the plan as needed going forward. Motion seconded. The motion carried.

This staff reorganization is effective immediately, but external communication will not be immediate. Mr. Houser will work with Mr. Skojec, Mr. Tucker, Mr. Larsen, and Ms. Pohland on a formal announcement to the staff, with consultation with the board attorney.

Mr. Houser asked Ms. Bleiel and Mr. Maggiani to draft guidelines for communication between the board and the staff.

Mr. Rich Maggiani, Director, left the meeting at 11:09 AM CDT (GMT -5).

Mr. Houser, Ms. Bleiel, Ms. Hart, Mr. Gallon, and Ms. Kathryn Burton met with Tekom Executive Director Michael Fritz and President Jürgen Muthig in Rosemont. STC is hosting a booth at Tekom in October, and there was some discussion around our role in that participation and what that entails.

Mr. Houser proposed a change in the wording of the following strategic goal:

*A motion was made to change the wording of the current strategic goal “Promote STC as **the** global leader in technical communication” to be “Promote STC as **a** global leader in technical communication.” Motion seconded. The motion carried.*

Nominating Committee Candidate Qualities

The board discussed the list of board “job description” recommendations for the Nominating Committee. The bulk of the comments from board members have been consolidated into one file to pass on to the Nominating Committee.

There was some discussion on the “meaningful tech comm social media presence” item. It was noted that this is somewhat subjective. Facility with communication technologies is what we’re really looking for here. The board merely advises the Nominating Committee, and we do not dictate what they are doing.

A motion was made that this list be sent to the Nominating Committee with housekeeping changes made as noted. Motion seconded. The motion carried.

MySTC Volunteer Task Force

There were several conversations at the STC Summit about multiple areas where communities are getting information and that we need to consolidate them. Several people volunteered to either move everything to MySTC or research other options. The group is currently in the fact-finding stage and is making short-term recommendations. Ms. Spayer will continue to work with the group for the time being, and will ensure the group understands the Board will review their recommendations, but not necessarily adopt them.

Industry Council

The Industry Council document has been updated with all comments received. Mr. Aschwanden requested the following information from the board:

- What benefits should we offer participating organizations?
- What is required of participating organizations?
- What companies/people do you know that might be interested in participating?

Mr. Houser asked Mr. Aschwanden to create the following items for review and approval by the board:

- Letter of agreement for participating organizations
- Business case

Mr. Aschwanden will work with Mr. Tucker, Mr. Skojec, and Ms. Stacey O'Donnell on the letter of agreement.

Adjournment

Mr. Houser adjourned the meeting at 12:00 PM CDT.