



Society for Technical Communication

Board of Directors
Hyatt Regency Dallas at Reunion, Cotton Bowl
Dallas, TX
4 May 2010

Call to Order

Mr. Hughes called the meeting to order at 8:56 am CT (GMT-5). A quorum was established and the Board approved the agenda.

Attendees

Board

- Mike Hughes, President
- Hillary Hart, Vice President
- Aiessa Moyna, Treasurer
- Rachel Houghton, Secretary
- Cindy Currie, Immediate Past President
- Karen Baranich, Director
- Nicky Bleiel, Director
- Lori Corbett, Director
- Judith Herr, Director
- Rich Maggiani, Director
- Tricia Spayer, Director
- WC Wiese, Director

Office

- Susan Burton, CAE, CEO
- Diana Buttram, COO (partial attendance)
- Lloyd Tucker, Deputy Executive Director (partial attendance)
- Elaine Gilliam, CMP, Meeting Planner (partial attendance)

Strategic Plan

Mr. Hughes presented the 2009-2010 strategic plan for the board to discuss to determine if the board still supported these objectives for the upcoming year:

STC 2009-2010 Strategic Plan

- Ensure the long-term viability of the organization
- Communicate the value of technical communication and STC
- Define the profession of technical communication
- Globally improve the practice of technical communication
- Establish and expand strategic partnerships

The board determined that "ensure the long-term viability of the Society" needed to stay as the number one objective. There was discussion whether establishing and expanding strategic partnerships should be a separate objective or whether that is a tactic to support the other four objectives. There was consensus to leave it as an objective. There was consensus to present the objectives in the STC STC 2010-2011 Strategic Plan as follows:

- Ensure the long-term viability of the organization
- Communicate the value of technical communication and STC
- Define the profession of technical communication
- Globally improve the practice of technical communication
- Establish and expand strategic partnerships

Focus

Mr. Hughes presented four top priorities essential for STC for the upcoming year: :

- Re-established trust with key stakeholders
- Meaningful transparency
- Expanded employment opportunities and increased recognition of our profession
- Re-energized communities

The board discussed the implications of each. There was consensus that the board agreed with these priorities.

Tactical Targets

Mr. Hughes presented tactical targets for the 2010-2011 year that he recommends the board to consider:

- End the year in the black
- Have a certification program completely defined and ready for implementation in 2011
- Open the Body of Knowledge in some public, usable format
- Increase the visibility of the value of technical communicators in the major employment segments
- Launch the new interactive community platform linked into iMIS
- Establish a community leaders' council

Core Programs

Mr. Hughes distinguished programs from tactics. There was consensus that in 2010-2011 that STC would:

- Continue to develop and offer professional development
- Continue to offer publications that advance the research and practice of technical communication
- Encourage excellence in practice and service to STC through recognitions

Transparency

Mr. Hughes reported that he researched what the term "transparency" means for organizations. There are four major attributes.

- Decisions are publicly announced
- Appropriate financial reports are accessible
- Process itself is transparent
- The points for and against an issue are visible before the decision is made

Discussion

Mr. Hughes asked the office to have the Board meeting minutes more readily available on the website. Keyword searches do not bring up the minutes.

Mr. Maggiani would like a communication plan about our transparency.

Ms. Currie would like a communication plan from every 2010-2011 committee.

Board speaks with one voice

Mr. Hughes discussed the fiduciary responsibility of board members to the Society. The practical implications are that board members should:

- Not disassociate yourself from Board actions.
- Not make commitments on behalf of the Board.
- Not undermine fellow Board members.
- Speak publicly on issues, but be inclusive of multiple perspectives.
- Educate members about complexity of issues.
- Get the facts right.

Mr. Hughes assigned/tasked Mr. Maggiani to present a matrix of communication channels and to facilitate a discussion at the end of each board meeting to clarify what items and decisions are ready for public consumption versus items that need more gestation.

Conference Updates

It was announced that STC met the room block requirement by the hotel which means STC will not owe any attrition charges. This is a first in ten years due to contracts that had been negotiated by the prior management. In addition, STC will have \$2500-\$10000 credited to the master account by the hotel to offset other expenses. The board publicly recognized Elaine Gilliam, CMI, for negotiating this contract which has this special clause in it.

Board, Staff, Committee Chairs

Mr. Hughes distinguished areas of responsibility among the board, staff, and committee chairs:.

- Board: provide strategic direction, provide strategic oversight, advise the staff regarding our profession and industry
- Staff: make operational decisions related to the routine running of the Society, advise and seek the guidance of the board where member reaction could be significant
- Committee Chairs: direct volunteers within the scope of their committee charges, report their activities to the board

Discussion

It was asked that committee chairs be transparent in their processes, milestones, and appointment of committee members, and that committee chairs work in partnership with the staff liaison.

It was suggested that a schedule be worked out for committee chairs to report to the Board.

It was confirmed that committee chairs will be required to sign the conflict of interest and duty of care documents.

Committees specifically mentioned in bylaws

Mr. Hughes talked about the committees specifically mentioned in the bylaws.

Executive Committee

- Serves in place of the board in emergencies
- Serves as the compensation committee

Finance & Investment Committee

- Ensures the investment portfolio is administered in accordance with STC's investment policy
- Prepares the annual budget for board approval

Audit Committee

- Reviews the external auditors' report
- Reports to the board on the audit report

Community Advocacy Committee

- Serves as liaison to chapters and SIGs and facilitates a two-way communication between the board and communities

Nominating Committee

- Selects candidates to run for the board and the Nominating Committee
- Oversees the election process

- Community Recognitions Tom Barnett
- Community Achievement Awards Dale Erickson
- Distinguished Service Community Awards Bob Dianetti
- Pacesetter Awards Ann Wiley
- Sigma Tau Chi/Alpha Sigma honor societies David Dayton

The Intercom Advisory Board, the Journal of Technical Communications Editorial Board, and the Body of Knowledge chair will be presented to the board at a future board meeting.

Mr. Hughes noted that all chairs will be advised that they must submit names of their committee and task force members to the president to submit to the board for approval. The formal approval process is to ensure proper oversight of STC committees for fiduciary reasons.

Community Funding and Support Task Force Recommendations

Ms. Hart reviewed key recommendations in the draft report from the task force with the board:

- Position STC as the place to go for training
- Position STC as the place to go for employers (to hire, to understand)
- Master our own communication strategy
- Create a portal/website presence
- Use the negotiating power (buying power) of STC to provide member discounts
- Market our powerful story

It was determined that any formal response to the report will be made after the report is finalized by the task force which is due by the end of May.

2011 Budget Process and Schedule

Ms. Moyna reported that the board will need to determine the community funding model before she can start the process of advising chapters on their zero-based budgeting.

Mr. Hughes suggested next F&I meeting to structure the process before bringing to the board.

2010-2011 Board Meeting Schedule

Mr. Hughes is going to shape agenda by two criteria:

- 90 minutes board meeting once a month
- How much document reading prior to meeting

Board decided that the board meeting will be held on the second Tuesday of the month from 11:30 a.m. - 1 p.m. ET.

Adjourn

The meeting was adjourned at 1:01 pm CT (GMT-5).