



Society for Technical Communication

Board of Directors Teleconference Call
12 October 2010

Attendees

Board

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

Office

- Kathryn Burton, CAE, CEO
- Diana Buttram, COO
- Lloyd Tucker, Deputy Executive Director

Guests

- Mikah Sellers

Absent

- Cindy Currie, Immediate Past President

Call to Order

Mr Hughes called the meeting to order at 11:32 am EST(GMT-4). A quorum was established and the Board approved the agenda as modified.

President's Report

Mr. Hughes talked in general about the Executive Committee session held on 30 September 2010.

Certification Update

Ms. Baranich updated the Board about the certification committee workshop at the STC office in Fairfax, Virginia.

Discussion

The workshop discussed how to make certification what we want, how to certify, how to make it legal, how to make it defensible.

Issues that have been brought up by members were addressed.

Executive Director's Report

Ms. Burton talked about Project Phoenix and the aggressive schedule, which will allow a select group of members to access the new STC website in early December. At the December date, the website will be approximately 80% complete, with continual improvement until the rollout in January 2011.

Global Audit Task Force creating template that is workable for auditing the website and will be provided to other committees to review their areas.

Mr. Wiese moved to reconsider the motion to merge the Scientific SIG and the Environmental Safety and Health SIG approved at the 14 Sept 2010 Board meeting. Motion carries.

Discussion

It was clarified that the Brand Identity survey is the same as the Language Audit survey. It was also clarified that not all members will be able to access the preliminary website in December.

PCOC Report

Mr. Maggiani and Ms. Hart reported on the Practical Conference on Communication.

Ms. Hart mentioned that she reported that the community platform would be rolled into the new website solution as part of Project Phoenix. Ms. Hart also reported that once she and Mr. Maggiani talked about certification and clarified member issues around how broad or narrow the certification will be.

Mr. Maggiani mentioned that members were very interested in the delay about the community website platform.

Discussion

It was discussed that there should be a communication plan and/or education strategy surrounding certification, including possible monthly articles on the Notebook blog. It was also mentioned that any communication strategy should include explaining that certification will not be done just to generate a revenue stream.

It was mentioned that a future conversation be held regarding helping regional and local conferences to have a communication strategy.

Treasurer's Report

Ms. Moyna reported that the Finance and Investment committee is currently reviewing the July financials. Administrative issues were discussed in an impromptu meeting after the aforementioned Executive Committee session. She mentioned that the Marion Norby investment may need to be moved to a different kind of investment platform, due to constraints on the type of current investment.

She also reported finances. Community budget review committee members (Shanda, Jane) have been reviewing community budget proposals and providing community representation.

Discussion

Centered on discussing the need to include this committee on the master list of committees and task forces. The committee should be subject to board approval.

It was also mentioned that there is still a discrepancy existing between the SIGs that have bank accounts (that shouldn't), SIGs that don't have a bank account, and communities.

The will of the Board is that we bring the SIGs into compliance with the auditor so we can have a clean audit.

Membership Update

Mr. Tucker reported on the 2010 membership year. Renewal rate was 53%, with a goal of 60%. New members and other membership options contributed. Numbers to numbers comparison, we had a loss. Total 7841 members at end of 2010 year. Will be less than \$100,000 short from membership by the end of December 2010.

The 2011 membership year has started. Currently, we have 70 renewals and 57 new members, in less than two weeks since renewal opened. He also reported that the "Member Get a Member" campaign will start on 14 October 2010 and ends on 14 January 2011. Weekly emails will be sent.

We need a renewal rate of 68-72% to maintain current membership and 2500 new members.

Discussion

Basic membership package confusion still exists.

Education and Conference Update

Mr. Tucker reported on the education income. More income received than expected (\$140K versus \$125K). He also reported that the TechComm 101 certificate course that is aimed towards the Asia/Pacific market has been received very well.

He also reported on the 2010 conference. We made money, but lost \$44k when personnel and overhead was calculated.

Reported on the 2011 conference timeline, including the 29 October 2010 meeting of the conference committee to select the conference sessions.

Discussion

The upcoming leadership seminar dates were mentioned: 14 October 2010, 28 October 2010, and one in November 2010.

Nominating Committee Update

Ms. Hart reported about the NomComm.

Mr. Maggiani moved that we amend the bullet in the campaign guidelines that refers to negative campaigning and require candidates to sign a statement that they will not campaign negatively. Motion carries.

Mr. Hughes moved that we strike the sentences that actually enumerates the social media outlets and getting permission to use anything other than the permitted outlets. Motion carries.

Ms. Hart moved that we approve both the Nominating Committee Guidelines and the Campaign Guidelines with the approved amendments. Motion carries.

Face to face meeting request

Mr. Maggiani requested that the Board consider a face to face meeting in January 2011.

Discussion

It was suggested that we consider alternatives to meeting in person, such as videoconferencing. It was also suggested that we could do the meeting this year. Budget should be reviewed to see if it is feasible to do this year. It was decided that we need more data points before making a decision, and that Mr. Maggiani should start a discussion on the Yahoo Group.

Adjourn

The meeting was adjourned at 1:10 pm EST (GMT-4).