



Society for Technical Communication

Board of Directors [Teleconference Call]
12 April 2011

Attendees

Board

- **Hillary Hart, 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**
- **Greg Larsen, CFO**
- **Lloyd Tucker, Deputy Executive Director**

Guests

- **Alan Houser, incoming 2011-2012 Vice President**

Absent

- **Cindy Currie-Clifford, Vice President**

Call to Order

Ms. Hart called the meeting to order at 11:33am EST (GMT-4). A quorum was established and the Board approved the amended agenda posted in the Yahoo Group on 11 April 2011.

President's Report

Ms. Hart acknowledged our guest, Alan Houser, the incoming 2011-2012 Vice President. Mr Houser cannot vote until the 17 May Board meeting, but will attend calls and meetings until that time.

Ms. Hart motioned to approve co-chairs of CAC as Ms. Victoria Koster-Lenhardt and Director Tricia Spayer for 2011-2012. Motion approved.

Ms Hart addressed the issue of how the Board communicates via the Notebook, rather than just as a "Hillary only" message.

It was confirmed that after deliberation with STC's attorney it was decided that it was not to STC's advantage to personally call the two individuals related to the website security breach. Ms. Burton advised that the attorney has prepared a document regarding federal and state laws that apply to the situation.

Executive Director's Report

Ms. Burton talked about the MySTC beta release on 14 April 2011 for community leaders. Chip Boyd will hold a live web conference call at noon Eastern on 14 April for community leaders issues. Mr. Boyd will be watching MySTC through Friday close of business to answer emails and address issues. Staging site open through the weekend, and will be turned off on 18 April so migration to official site can begin. Ms. Burton has also advised that the STC office now has new computers and updated Microsoft Office software. She noted that database administrator Selena Roberts has submitted resignation, and they are looking for replacement personnel.

Articles of incorporation for the Certification Commission has been accepted by the State of Virginia as a non-profit association. The next step is for the attorney to file for 501©(6) tax exempt status with the federal government which may take up to two years for approval; however, the commission may operate as a corporation without the IRS status. The first organizational meeting of the Certification omission is planned for Monday, 2 May 2011.

Ms. Burton addressed the reimbursement policy for board members attending the Summit.

Treasurer's Report

Audit update: Mr. Larsen reported that the audit is nearing completion. Form 990 is finished and forwarded on to the auditors. The goal is to have the audit wrapped up prior to the Summit. There were no major issues and Mr. Larsen expects the auditor will note that the two SIG communities with bank accounts remain as a standing item for correction.

Ms. Moyna motioned to approve the dissolution of the dormant and current 403b plans and approve the creation of a 401k plan for the STC staff. Motion approved.

Discussion

The discussion centered around the rationale for moving from 403b to 401k plan. Mr. Larsen explained the costs and fees that Principal (current 403b) is charging for administering the plan. These costs were the main driver behind the change. Everyone in both plans will be eligible to rollover into the Nationwide 401k plan or any external 401k plan they have outside of STC. Paycheck vendor Paychex will be handling the deductions (and take the risk of transaction errors), which used to be a manual process. This move will save STC direct costs and the indirect cost of staff time.

Governance

Ms Currie-Clifford was not present and will send out the report via email.

Getting ready for the STC Summit

Ms. Hart addressed getting ready for the Summit. Business attire is expected at the two Board meetings and the Annual Business Meeting. Business casual is okay for the Friday Board workshop. Board members are strongly requested to attend Leadership Day for the entire day on Sunday. They were urged to review the summary of the board's deliberations regarding the issue of student voting which includes the results of the survey and updated student member data prior to Annual Business meeting. This summary will be posted to the Board yahoo group and will be made available to members at the Annual Business Meeting.

Organizational Synergies Task Force

Mr Wiese updated the Board regarding ASI and ATTW.

Community Affairs Committee

Mr. Skojec updated the Board on community status changes.

Ms. Herr motioned to dissolve the Atlantic Canada, Inland Empire, Tech Valley, Long Island, and College Station student chapters. Motion approved.

Ms. Houghton motioned to merge chapters as follows: Baltimore & Washington, D.C. chapters; and Carolina Foothills and Carolina chapters. Motion approved.

Ms. Spayer led a discussion about the Leadership Day agenda. Board members were requested to communicate any ideas about Leadership Day to Ms. Herr and Ms. Spayer as soon as possible.

Global Audit Task Force

Ms. Corbett advises task force is winding down, and the co-chairs are preparing for the Board presentation.

Membership, Education, Conference Update

Mr. Tucker updated the Board regarding membership renewal: as of this date STC has reached 60% renewal, the goal was 70%. More renewals are expected before end of June 2011. Plans being formed to reach out to 2009 and 2010 former members, with the message that STC is not the old STC.

Conference registration is moving nicely, further along than this time last year. The room nights are ahead of conference registration. The STC block of rooms is sold out for Tuesday night at the Hyatt. Sheraton is oversold.

Conference program is finished and will go to the printer on the 20th. Event networking solution selected for the conference, through a company called Zerista. This solution has a lot of capability, including social media bells and whistles.

Communication to members

Mr. Maggiani says the communications should focus on the Summit through social media, communicating through #stc11 (conference hashtag) and #stc11ld (Leadership Day hashtag).

Adjourn

The meeting was adjourned at 1:16 pm EST (GMT-4).