



Society for Technical Communication

Board of Directors Meeting
Hyatt Regency Sacramento, Big Sur Room
Sacramento, CA
17 May 2011

Attendees

Board

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

Office

- **Kathryn Burton, CAE, CEO**
- **Greg Larsen, CFO**
- **Steve Skojec, Director of Community Relations**
- **Liz Pohland, Director of Publications**

Guests

- **Jason Miller, The Bakery**

Call to Order

Ms. Hart called the meeting to order at 8:39 am PST (GMT-7). A quorum was established and the Board approved the agenda with an amendment for new business.

Publication Options

A motion was made to open the publications to the public for the coming year on a trial basis.

Discussion:

Marketing must be made visible. The projected costs are estimated to be those presented at 14 May 2011 Board meeting. The cost of doing the programming would be included in the staff augmentation fee to The Bakery.

There was discussion on how advertisers might feel about a program that could end in a year. Opening *Intercom* for only a short term might dampen opportunities with advertisers, but a trial period would possibly help mitigate member concerns.

The benefit of having open publications is to provide more visibility for the profession and for STC. Open access to information seems to be the way to compete these days. A suggestion was made to amend the motion.

Motion withdrawn.

A motion was made to open Intercom to the public, with quarterly reports to the board regarding numbers of viewers. Motion passes.

It was noted that similar options for the Technical Communication journal should be considered at a future date.

A motion was made to develop a cost-benefit analysis of providing print copies of Intercom and/or the Tech Comm journal as a member benefit.

Discussion:

Even though many say print is going away, it is still viable. There is tremendous value in having print copies as a member benefit. People are actually reading more than ever before.

Ms. Burton clarified that this analysis would require staff time only, but that Rick O'Sullivan could be tasked to do a macro study at an extra cost. STC has readership surveys, and these could be useful to collate the data.

Cost-benefit analysis motion passes.

Ethics Committee

Ms. Currie-Clifford has been tasked with reporting to the Board on the viability, structure, and scope of an STC Ethics Committee. She asked board members to provide names of member volunteers who could serve on this committee. The initial concept is for the committee to be composed of 7-9 members, with a balanced geographic and gender mix. She asked Board members to review the February 2011 Tech Comm journal article by Sam Dragga on codes of conduct. The Certification Commission will have a Code of Conduct, but that may not be the same document that the STC Ethics Committee puts together.

A motion was made to approve the formation of the Ethics Committee. Motion passes.

ACTION ITEM: Ms. Currie-Clifford is to draft a charter document about the scope of the Ethics Committee.

Proposed Policies

Ms. Burton reported that the STC Certification Commission Board had suggestions for the proposed Assignment for Intellectual Property statement. Once STC's attorney revises this document, it will be resubmitted to both boards for consideration.

Ms. Burton reported that there are two versions of the Confidentiality Agreement for STC under consideration: one for the Board and one for committees and community leadership. The Confidentiality Agreement for the Board reflects the requirements for confidentiality under the law for board members, but committee and community chairs are not held to the same standard. Therefore, the Board may wish to postpone discussion on the committee and community document.

Discussion:

There was a question about whether employees are held to the same standard of confidentiality as Board members. The Employee Manual will be reviewed and edited, if not. Revised documents should be available in time for the June Board meeting.

Certification Commission

Karen Baranich, STC's Voting Delegate, reported that the Certification Commission Board met on 16 May 2011. The Commission set the fiscal year to be the same as STC's fiscal year, starting 1 January 2012. They are working on a budget for the remainder of 2011. The Commission adopted the Conflict of Interest and Confidentiality Agreements.

Committee Charges

A motion was made to accept the recommendations provided by the Global Audit Task Force for advisement and to thank the committee members for their hard work of the past 5 years. Motion passes.

The report from the STC Standards Council was not received for the 14 May 2011 Board meeting. Ms. Hart will continue to ask the Council chair to provide a report.

Education Committee will not be approved at this meeting.

A motion was made to approve the formation of a Value Proposition Task Force with Rich Maggiani as the Board liaison. Motion passes.

A motion was made to approve the committee charges document as updated during this meeting, including the removal of the Global Audit Task Force and the addition of the Value Proposition Task Force. Motion passes.

Results of the Annual Business Meeting

As a result of the bylaws amendment passed by 2/3 of the members present at the annual business meeting on 16 May 2011, all membership classes can now vote.

Conference Update

Mr. Tucker reviewed the conference monies and budget. While overall attendance met the goal, paid attendance did not. Expenses had been reduced prior to the conference anticipating a shortfall in income. While the conference did not lose money, profit is expected to be less than budgeted.

Membership Update

Mr. Tucker stated that the renewal rate is 60% at this time.

A motion was made to approve a membership campaign that would allow former members to renew and keep seniority that they had already accumulated. This "amnesty" offer would expire before the regular renewal period begins on 1 October 2011. Motion passes.

Ms. Spayer left the room.

Ms. Corbett left the room.

Ms. Pohland left the room.

Mr. Skojec left the room.

Mr. Tucker left the room.

Mr. Miller left the room.

The Board entered executive session at 11:49 a.m. PST (GMT -7).

Ms. Spayer entered the room. Ms. Corbett entered the room.

The Board exited executive session at 12:14 p.m. PST (GMT -7).

Schedule of Future Board Meetings

Agreed to keep the current schedule of the 2nd Tuesday of the month, from 11:30 a.m. to 1 p.m. EST (GMT -4).

Ms. Houghton will start a Yahoo Group for the 2011-2012 Board.

Adjourn

The meeting was adjourned at 12:20 p.m. PST (GMT-7).