



Society for Technical Communication

Board of Directors Teleconference Call
21 June 2011

Attendees

Board

- Hillary Hart, President
- Aiessa Moyna, Treasurer
- Rachel Houghton, Secretary
- Cindy Currie-Clifford, Immediate Past President
- Karen Baranich, Director
- Nicky Bleiel, Director
- Lori Corbett, Director
- Rich Maggiani, Director
- Tricia Spayer, Director

Office

- Kathryn Burton, CAE, CEO
- Lloyd Tucker
- Steve Skojec
- Liz Pohland
- Greg Larsen, CFO

Guests

- Mikah Sellers, In the Bakery

Absent

- WC Wiese, Director

Call to Order

Ms. Hart called the meeting to order at 11:33 a.m. EDT (GMT -4). A quorum was established and the Board approved the agenda.

Executive Director's Report

Ms. Burton recognized guest Mikah Sellers from In the Bakery and gave some background on why Mikah's company (In the Bakery) was selected for Project Phoenix. Ms Burton reviewed the concept behind the S.M.A.R.T goals and the timeline for the first set of goals for the next 5 months, until end of 2011.

Mr. Sellers reviewed strategies and tactics to drive additional membership (dues revenue) and non-dues revenue.

Prerequisites for success:

- People
 - management by objective
 - clearly defined role definitions and lines of responsibility
 - skills and training (coaching and mentoring)
- Processes
 - structured processes & workflows
- Supporting Technologies
 - task and workflow management
 - business intelligence and reporting

All three (people, processes, and supporting technologies) are required.

Mr. Sellers spelled out the acronym for S.M.A.R.T.

- **Specific** – A specific goal has a greater chance of being accomplished than a general goal. For example, rather than stating that STC wishes to grow its membership, it would be more specific to state that STC wants to increase its membership by 1,000 members within two fiscal quarters or 180 days.
- **Measurable** – If you cannot measure it you cannot manage it. It is essential to have concrete milestones and to be able to declare when the goal has been reached.
- **Attainable** - Do you have the right people, processes, supporting budgets and technologies in place to realistically achieve this goal? Is their sufficient organizational support?
- **Relevant** – How does this goal support the organizations overall mission and vision? Is it worth contributing resources to?
- **Time-Bound** – SMART goals must have a defined duration – when does the initiative start and when is it going to be finished?

Mr. Sellers showed examples of KPIs (Key Performance Indicators).

- Conversion Rate of Marketing Campaign
- Average Response Rates of Campaigns
- Percentage of Non-Active Members
- Conversion Rate of Organic Online Traffic
- Percentage of Visits From Searches Corresponding to Brand Name (Brand Index)

Specific KPIs are being put together and will be communicated in later documents.

Organization wide smart goal: Generate \$250K in additional revenue over baseline by 30 November 2011.

- Dues revenue: Generate \$85K in new membership revenues or renewals over baseline by 01 October 2011. Two prongs: Convert previous members to paying members and new memberships/renewals.

- Clarification of alumni amnesty is that the special rate guarantees reinstatement without loss of previous seniority/tenure. This is why members who have not renewed since 31 December 2009 would pay \$99. Does not include SIGs or chapters, and no administration fee.
- Non-dues revenue: Generate \$165K over baseline by 30 November 2011. Two prongs: Education and advertising/sponsorship.
- Education side: sale of education products to large corporations/government contractors.
- Advertising sponsorship: maximize MySTC advertising opportunities, Body of Knowledge ad placement.

Achieving the organization wide smart goal requires implementing department level goals and KPIs for:

- community & member relations
- education
- marketing and public relations
- publications
- web operations

Mr. Sellers stated that there was more work to be done, but have made headway.

Mikah Sellers left the meeting at 12:13 p.m. EDT (GMT -4).

President's Report

Ms. Hart reported on staff changes as reported in the Executive Committee meeting of 7 June 2011 and a message was posted to the Yahoo Group by Ms. Burton.

Board training, including sexual harassment training, will be scheduled for sometime in the next 90 days.

Ms. Burton mentioned that exit interviews and staff satisfaction surveys have been implemented, and she will report on that in the coming months.

Community Affairs Committee Report

Ms. Spayer reviewed the Leadership Day survey. Overall, participants were very pleased with the structure and content of leadership day.

People went back to their communities armed with tools and strategies they could use immediately. These included:

- Inspiration about My STC
- Communications plan strategy (presented by Ben Woelk)
- How to work with students
- How to keep leaders around and resources for building new leaders

Suggestions to improve included:

- Include status of the Society by the President and Executive Director
- Include more information about how to plan succession and work with volunteers virtually
- More information about finding volunteers, and how to recruit more members
- New leaders wished they could have attended more progressions

The CAC will be reporting back to the Board at an August meeting.

Finance Report

Motion was passed to approve the April 2011 financial report. The May 2011 financial report will be sent later by Mr. Larsen. Ms. Moyna gave an update on the SIG and chapter community budget reviews and discussion centered on whether chapters need to provide an annual financial report in order to have their budgets approved to receive Society funding. Also, the question arose about whether providing a financial report is listed as a Community Achievement Award requirement, and if not, should it be? Following the meeting, it was determined that the CAA guidelines would be revised to include the requirement for geographic and student chapters to submit an annual financial report, plus required tax filings.

Education Report

Mr. Tucker reviewed the educational offerings and gave an overview of speaker selection and scheduled courses. He reviewed the personnel for the Education department: Lloyd, Isatu Turay, and Elaine Gilliam.

The topics/speakers are selected from suggestions from members, Intercom articles, and the Summit call for proposals. Live web seminars presented from January to June are from proposed sessions for the conference which were not accepted the prior year but were judged to be of enough interest and value to offer; sessions presented from July to December are from the most highly rated conference speakers.

There has been no particular increase in sales since increasing live web seminars to 2 per month in February.

The topics for Certificate courses are selected from the original offerings developed in 2007 when the conference was redesigned and suggestions from :

- Board of Directors (November 2009 meeting)
- Summit program committee
- Director of Education

Mr. Tucker provided a list of certificate courses, including some courses that are new for 2011). Mr. Tucker advised that STC will likely have the same number of certificate courses in 2011 as 2010, if not more. Education department income should meet or exceed budget for 2011. Free archived seminars have gone over well, in terms of topics and availability 24/7, and the 2012 package is being put together.

A virtual conference is planned, and the STC office is working with Saul Carliner. The virtual conference is focused on research by academics that is meaningful to practitioners. The virtual conference event would be all day or over a period of time. A second virtual conference is being discussed; this would be a social media event with live and captured sessions.

Live web seminars for rest of 2011 will be posted by the end of June 2011 and online certificate courses will be scheduled as Mr. Tucker receives availability information.

Ethics Committee Report

Ms. Currie-Clifford thanked the Board for their suggestions for committee members. Ms. Hart, Mr. Houser, and Ms. Currie-Clifford, along with CEO Kathryn Burton, have reviewed all recommendations and identified priorities. The Ethics Committee is now seeking recommendations for committee members outside the US to provide good "mix."

The list of proposed committee members should be available in July 2011.

Ms. Currie-Clifford identified the committee responsibilities as the following. The top two items should be completed by the end of 2011.

- Write a formal Code of Conduct.
- Define Corrective Actions associated with violating the Code.
- Review the Code and Corrective Actions annually for changes and additions.
- Enforce the Code by being responsible for taking the Corrective Actions necessary when a member violates the Code.
- Create and deliver training on the Code to community leaders, committees, board members, and others.
- Be a sounding board for anyone who has an ethical concern and wants to discuss it with someone "safe" who is there to assist them.

Recognitions

Ms. Bleiel updated the Board on the following proposed changes for the Associate Fellows and Fellows:

- Committees will be named "Associate Fellows Committee" and "Fellows Committee" ("Nominating" removed)
- All candidates submitted for consideration will be considered nominees. The Committees will recommend to the BoD which of the nominees they feel should receive the honor. (The BoD will also receive the names of those not recommended and why they were not recommended.)
- Members can self-nominate (fill out their own applications and submit). Those who self-nominate must have the endorsement of two Senior Members.
- Committees will do research to "vet" the nominees and not rely only on application.
- The 3% combined "cap" on active members who are AFs/Fs will be changed to a 5% cap on AFs/3% cap on Fellows. We are still within the 3% right now but very close. (Those who do not renew their membership do not retain the rank of AF or F.)
- BoD members may not submit applications, nor serve as references for candidates. (This is an old rule, but just a reminder.)

Will of the Board is to approve these guidelines and changes.

Communications to members

- Survey results from leadership day
- Plan to increase number of webinars and certificate courses

Adjourn

Adjourned at 1:02 p.m. EDT (GMT -4).