



Society for Technical Communication

Board of Directors Teleconference Call
19 January 2012

Attendees

Board

- **Hillary Hart, President**
- **Alan Houser, Vice 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**
- **WC Wiese, Director**

Office

- **Kathryn Burton, FASAE, CAE, CEO**
- **Greg Larsen, CPA, CFO**
- **Lloyd Tucker, Deputy Executive Director**
- **Steve Skojec, Director of Community Relations**
- **Liz Pohland, Director of Publications**

Guests

- **Steve Jong, Chairman, STCCC**
- **Charles Fisher, Treasurer, STCCC**

Call to Order

Ms. Hart called the meeting to order at 3:14 pm ET (GMT-5). A quorum was established and the Board approved the consent agenda.

Certification Commission Report

Mr. Jong did some preparatory remarks about certification and the budget before turning over discussion to Mr. Fisher.

Mr. Fisher explained the spreadsheet for the Board, starting first with the revenue section. Mr. Fisher reviewed the expenses, including personnel allocation, IT expenses, insurance expenses, exam expenses, and outside expenses for consulting.

Discussion centered on how the Certification Commission arrived at their number of 250 applicants. Mr. Larsen advised that currently there are 25 applicants. Mr. Jong was asked to explain the reasoning behind the travel expenses. Mr. Jong and Ms. Burton advised that working sessions in person are for more productive than phone calls, especially in this first year or two to get the program off the ground.

Questions were asked about the consulting services in the Marketing section, which is separate from the outside consulting services listed in a different area. Ms. Pohland and Mr. Fisher explained that the costs (once a consultant/company is selected) include researching, creating the plan, and implementing the plan.

Mr. Fisher reviewed the promissory note. This promissory note is like a line of credit, establishing an upper limit on how much the STCCC can borrow, and the repayment plan of the note.

Mr. Fisher and Mr. Jong left at 3:59 p.m. ET (GMT -5).

Motion approved to accept the STCCC budget for the 2012 year.

Ms. Houghton left the meeting at 4:03 p.m. ET (GMT -5).

President's Report

Ms. Hart reminded us that the face to face meeting is two weeks and two days from today. Ms. Hart reviewed the agenda for the meeting, and Ms. Bleiel reminded that the Associate Fellow and Fellow nominees will need to be included on the agenda.

STC Imprint

Mr. Houser described the proposed STC Imprint publishing program. The program is essentially a co-marketing program for titles that are of particular quality and relevant to the field of technical communication. STC has reached out to XML Press as the first vendor to participate in the program.

The motion was approved to grant permission to Liz Pohland to proceed to negotiate an agreement for the first title in the STC Imprint program.

Executive Director's Report

Ms. Burton described efforts to expand the Society's international presence. Ms. Burton and Mr. Houser attended the International Strategy Day the tekcom/tcworld Conference in Wiesbaden, Germany, October 17-20 2011. Following that meeting Ms. Burton and tekcom executive director Michael Fritz have had several exchanges about how the two organizations might wish to collaborate in several areas, including globally defining the profession, performing global surveys collecting data such as salaries and position of technical communicators within companies, and collaborative support for international standards. Ms. Burton also shared preliminary status of her discussions with the Charlesworth Group, which may provide support for STC activities in China, without the formidable expense (due to Chinese law and custom) of founding a Chinese chapter.

Adjourn

The meeting was adjourned at 4:30 pm EST (GMT-5).