



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting

Conference Call

20 June 2013 9:30 AM – 11:00 AM CDT

Attendees

Board

- Nicky Bleiel, President
- Kit Brown-Hoekstra, Vice President
- Alyssa Fox, Secretary
- Jane Wilson, Treasurer
- Bernard Aschwanden, Director
- Ray Gallon, Director
- Deanne Levander, Director
- Ben Woelk, Director

Office

- Chris Lyons, Executive Director
- Lloyd Tucker, Deputy Executive Director
- Liz Pohland, Director of Content Strategy and Publications

Call to Order

Ms. Bleiel called the meeting to order at 9:32 AM CDT (GMT -5:00).

Consent Agenda Items

- Approval of committee members
- Approval of Student Outreach Task Force charter

- Approval of May 2013 board meeting minutes and summaries

The consent agenda items were approved.

Agenda Items

- Global Membership Survey Task Force (10 minutes) – Nicky Bleiel
- Metrics (30 minutes) – Chris Lyons
- Update on response to certification suspension posting (5 minutes) – Chris Lyons
- Intercom discussion (30 minutes)
- Preliminary insights on July-December budget (15 minutes)

Global Membership Survey Task Force

Ms. Bleiel discussed the need to know why we have members outside North America and what they value. The Global Membership Survey Task Force will work on a survey to gather this information from those members.

A motion was made that the global membership survey task force be approved, along with its charter and the proposed task force members. The motion was seconded. The motion carried.

Operations Data and Event Summary

Mr. Lyons noted that STC staff has gathered quite a bit of data over the last couple of weeks concerning the business of STC. He will present updates to the board over the next couple of months as more information is gathered.

Mr. Lyons gave updates on where we stand with membership, the conference, education, and advertising. The board discussed strategies for increasing revenue in these areas.

Certification Update

The message about suspension of receiving applications was posted to the website June 12. Individual emails to those in the pipeline or certified went out June 11.

Chapter Membership

We currently have 55 chapters, 33 with more than 40 paid memberships. The staff is working on a survey to the chapters to find out how many people are active in the chapters.

International Summit Awards Discussion

There was a conference call with chapter leaders about the International Summit Awards yesterday. The board is working with the chapter leaders to rework this competition.

Adjournment

Ms. Bleiel adjourned the meeting at 10:46 AM CDT (GMT -5:00).