



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting Summary

Conference Call

17 October 2013 9:00 AM – 10:30 AM CDT

Attendees

Board

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

Office

- Chris Lyons, Executive Director
- Lloyd Tucker, Director of Meetings and Education
- Greg Larsen, Director of Finance and Administration
- Liz Pohland, Director of Communications
- Stacey O'Donnell, Director of Member and Corporate Engagement

Guests

- Chris Hester, 2014 STC Summit Conference Chair
- Annette Reilly, STC Standards Council Chair

Consent Agenda Items

- Approval of September 2013 board meeting minutes and summary
- Approval of CAA revamped forms

The consent agenda items were approved.

Agenda Items

- Executive Director's report (15 minutes) – Chris Lyons
- Treasurer's report (10 minutes) – Jane Wilson
- Conference report (15 minutes) – Chris Hester
- Standards report (15 minutes) – Annette Reilly
- Standards discussion (20 minutes)
- President's report (executive session) (15 minutes) – Nicky Bleiel

Executive Director's Report

Mr. Lyons reported that the membership season is going well. We are two weeks ahead of last year as far as membership numbers go. Education attendance and revenue is ahead of last year. 2012 cumulative attendance for education offerings was 1879, but we have already passed that in 2013 at 1941 attendees.

Treasurer's Report

Ms. Wilson reviewed the August 2013 financial statement. There are no significant changes from last month. She is currently working on the 2014 budget with Mr. Larsen and will send to the board within the next couple of weeks. Community budgeting has also started.

A motion was made that the board accept the August 2013 financial statement. The motion was seconded. The motion carried.

2014 Summit Report

Ms. Chris Hester, 2014 STC Summit Conference Chair, reported on the current state of the Summit. The call for proposals was August 6 – September 20, 2013. The program committee received over 270 proposals. In 2012, they received fewer than 200 for the 2013 Summit, and in 2011 they received 210 for the 2012 Summit.

Changes to this year's summit:

- Added Mobile Content Design and Development track
- Consolidated presentation, case study, research report, and demonstration into the Presentation session type
- Removed the panel and project showcase session types

- Added the Spotlight session type
- Used Google Docs as the call for proposal system (saved STC an estimated \$3500)

Tracks:

- Content strategy and design
- Content development and delivery
- Mobile content design and development
- People and project management
- Business management and consulting
- Professional development
- UX, usability, and accessibility

Session types:

- Presentation (45 min)
- Workshop (45 min)
- Progression (20 min)
- Spotlight (20 min)
- Lightning talk (5 min)

The next step is program planning. Session selection and program planning will take place Oct. 28-29. Ms. Hester still needs to identify and invite the invited speakers, and confirm the keynote speaker.

The program committee's goals in designing the program are as follows:

- Ensure multiple types of tech comm are represented in program (disciplines and industries)
- Attract and engage more students
- Attract and engage more young professionals

Standards Council Report and Discussion

Ms. Annette Reilly, STC Standards Council Chair, gave a thorough report on the actions taken by the Standards Council.

The board discussed whether this activity provides a level of value for our members such that we should fund this effort at this time. The standards process is exceedingly slow (multi-year), and our members' skills and types of work advance and expand much more quickly than this process can allow for.

A motion was made to suspend standards funding for 2014. The motion was seconded. The motion carried.

Executive Session

The board entered into executive session at 10:26 AM CDT.

The board exited executive session at 10:30 AM CDT.

Adjournment

Ms. Bleiel adjourned the meeting at 10:30 AM CDT.