



Society for  
Technical  
Communication

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Hyatt House, Falls Church, Virginia**

**15 November 2013 8:00 AM – 5:30 PM EST**

**16 November 2013 8:00 AM – 4:00 PM EST**

## **Friday, November 15**

### **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

## Consent Agenda Items

- Approval of October 2013 board meeting minutes and summary

## Agenda Items

- 8:15 AM – Call to order and greetings
- 8:15-8:45 AM – Icebreaker (Nicky Bleiel)
- 8:45 AM – Consent agenda items
- 8:45-9:00 AM – President's report (Nicky Bleiel)
- 9:00-9:30 AM – Executive Director's report (Chris Lyons)
- 9:30-10:00 AM – Treasurer's report (Jane Wilson)
- 10:00-10:25 AM – Break
- 10:25 AM – 12:00 PM – Budget review and discussion (Chris Lyons/Greg Larsen)
- 12:00-1:30 PM – Lunch and email
- 1:30-2:30 PM – Status of certification (Alan Houser/Chris Lyons)
- 2:30-4:00 PM – Discussion of proposed STC mission (Chris Lyons)
- 4:00-4:20 PM – Break
- 4:20-5:30 PM – Executive session: ED performance (Nicky Bleiel)

## Call to Order

Ms. Bleiel called the meeting to order at 8:19 AM.

## Consent Agenda

The consent agenda item was approved.

## President's Report

Ms. Bleiel discussed her attendance at recent conferences, including the Council for Programs in Technical and Scientific Communication (CPTSC) conference/Academic SIG pre-conference and tekompworld.

There was an international roundtable at tekomp, attended by Chris Lyons, Nicky Bleiel, and Kit Brown-Hoekstra. The roundtable was co-sponsored by tekomp and JTCA (Japanese Technical Communication Association) and included representatives from China, Japan, Germany, Italy, Korea, India, and Turkey. STC had a booth at tekomp in the Associations World area. Tekomp has rebranded as tekomp Europe.

We sent an STC shirt to Marcus Hunt, one of the Owner's Manual actors. He tweeted a picture of himself wearing the shirt.

## **Executive Director's Report**

Mr. Lyons reported on the state of affairs as we near the end of the calendar year.

New and renewing memberships are running almost three weeks ahead of last year. We have 1212 cumulative members on Nov. 15 for the 2014 year. The membership team is doing a lot of personal outreach to convert past SIG Value level members to other available membership levels. Membership revenue is also almost three weeks ahead of last year.

The Corporate Value Program (CVP) has 34 companies in it, and 285 members.

We are increasing our partnerships with other associations to drive membership. We have existing partnerships with UXPA, AMWA, ASI, and tekomp, and Mr. Lyons is talking to other organizations. Mr. Lyons is meeting with the White House Office of Science and Technology about support for STEM initiatives on Nov. 25.

Education attendance is higher than last year. Education revenue is keeping pace with last year.

There was some discussion about the Advisory Council, which started at the last Summit. Ms. Pohland pointed out that a special issue of Intercom is coming up that Miles Kimball, an Advisory Council member, guest edited and put together with the rest of the Advisory Council. A suggestion was made to send copies of Intercom to the Advisory Council members.

## **Treasurer's Report**

Ms. Wilson noted that community reports are coming in and they will start being reviewed next week. The Southern Ohio chapter is looking at merging with another chapter due to lack of leadership resources.

The 990 filing has been distributed to the board. This financial statement will also be available to the membership.

Ms. Wilson reported on the September 2013 financial statement. There are no major changes since the last financial report.

*A motion was made to accept the September 2013 financial statement as presented. The motion was seconded. The motion carried.*

## **Budget Review and Discussion**

Mr. Lyons and Mr. Larsen reviewed the proposed 2014 budget with the board.

*A motion was made to accept the STC 2014 proposed budget as presented. The motion was seconded. The motion carried.*

## **Status of Certification**

Mr. Houser discussed the status of our certification program.

There are currently 30 Certified Professional Technical Communicators, and zero Certified Professional Technical Writers.

STC has two upcoming assessment dates – Feb. 2014 and Aug. 2014. We have contacted people currently in the pipeline about this.

## **Discussion of Proposed STC Mission**

Mr. Lyons and the board discussed the current STC mission statement, some possible alternatives, and our focus areas for the future.

## **Executive Session**

The board entered executive session at 4:13 PM.

The board exited executive session at 5:03 PM.

## **Adjournment**

Ms. Bleiel adjourned the meeting at 5:03 PM

## **Saturday, November 16**

### **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

#### Guests

- David Goch, STC Board Attorney
- Aiessa Moyna, STC Nominating Committee Chair (via telephone)

## Agenda

- 8:15 AM – Call to order and greetings
- 8:15-9:15 AM – Discussion: student seat on board (Nicky Bleiel)
- 9:15-11:15 AM – Discussion of focus areas and vision (Chris Lyons)
- 11:15-11:30 AM – Break
- 11:30 AM – 12:30 PM – Discussion of chapter restructuring (Chris Lyons)
- 12:30-1:30 PM – Lunch
- 1:30-3:00 PM – Discussion of 2014 election slate
- 3:00-3:15 PM – Break
- 3:15-4:00 PM – Wrap-up

## Call to Order

Ms. Bleiel called the meeting to order at 8:17 AM. The agenda was approved.

## Student Involvement with Board

Ms. Bleiel reviewed a discussion she had with Sally Henschel, Student Outreach Task Force, about getting more student involvement in the leadership of the society. This involvement would be an opportunity to gain useful insight from our students and appeal to the younger demographic of those members. It also helps develop a leadership pathway for younger members.

The board discussed various options for increasing student involvement with the board.

## STC Focus Areas and Vision

Mr. Lyons wordsmithed the proposed mission statement from the previous day and the board continued discussion of where we want to focus in the future, and the vision for the society.

## Community Model Discussion

The board discussed our current community model and various options.

## **2014 Election Slate Discussion**

Mr. Dave Goch explained the role of the STC board in the organization and in the election process.

Ms. Aiessa Moyna, Nominating Committee Chair, joined the call at 2:05 PM.

Ms. Moyna gave a nominating committee report and presented the preliminary slate to the board.

Ms. Moyna left the meeting at 2:27 PM.

*A motion was made to waive the requirement to present a minimum of two candidates for the office of secretary. The motion was seconded. The motion carried.*

*A motion was made to approve the preliminary slate as presented by the Nominating Committee. The motion was seconded. The motion was lost and the slate was sent back to committee with questions from the board.*

## **Adjournment**

Ms. Bleiel adjourned the meeting at 3:55 PM.