



Society for
Technical
Communication

Board of Directors Meeting Summary

Conference Call

19 December 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

Agenda Items

- Vote on the slate of candidates from the Nominating Committee
- Overview of the petitioning process
- President's report
- Executive Director's report

Ms. Bleiel called the meeting to order at 9:03 AM.

Vote on the Slate of Candidates

The board was presented with a preliminary slate of candidates for the 2014 election:

- Bernard Aschwanden and Paul Mueller for the office of Vice President
- Alyssa Fox for the office of Secretary
- Charles Fisher, Ray Gallon, and Mak Pandit for the office of Director
- Ant Davey, Donn DeBoard, and Marta Rauch for Nominating Committee

A motion was made that the board accept the preliminary slate of candidates for the 2014 STC election, as presented by the STC Nominating Committee. The motion was seconded. The motion carried.

Ms. Bleiel reviewed the current petitioning process according to the by-laws.

President's Report

Ms. Bleiel noted that we'd like to accomplish the following at the 2014 STC Summit:

- Open up board members' time so we can meet and greet as many attendees and exhibitors as possible and attend important events.
- Give the attendees more free time so that their Summit experience is more varied.

There was some discussion of proposed ideas for accomplishing these objectives.

Executive Director's Report

Mr. Lyons reported that our membership numbers are looking good and we are about 500 Classic member renewals ahead of this same time last year. We have 6 new companies signed up for our Corporate Value Program, and a total of 46 members of the CVP so far this membership year.

We had 2500 attendees at our webinars, online courses, and virtual conferences this year. Summit registration is online. The staff has also created a template for a new, common SIG website and it will be available for comment from SIG leaders before the end of the year.

Mr. Lyons is continuing to contact other organizations to explore the idea of setting up partnerships with STC. STC also sent a letter of support on December 11, 2013 for continued research and funding for STEM initiatives to the White House Office of Science and Technology Policy. The letter specifically makes the case that technical communication should be included in the STEM disciplines. Mr. Lyons also went to the office of Senator Tim Kaine of Virginia with Annetta Cheek, ED of the Center for Plain Language, on December 17, 2013 to speak to his staff regarding the merits of the Plain Regulation Bill of 2013 and to ask for the senator's

support. The STC supported the Plain Language in Government Bill of 2010 which excluded regulations.

Vote to Accept New Mission Statement and Focus Areas

The new STC mission statement and focus areas are as follows:

The Society for Technical Communication advances technical communication as the discipline of transforming complex information into usable content for products, processes, and services.

STC serves its members by identifying and promoting best practices in the field and by demonstrating the economic value delivered by technical communicators. By providing lifelong learning opportunities, we help our members develop their skills and competencies so that they may advance in a variety of career paths.

To achieve this mission, we focus our efforts in these areas:

- Offer continuing education that enhances the competencies and skills of our members and enables lifelong learning
- Foster the means and opportunity for technical communication professionals to succeed in today's workforce and to grow into related career fields
- Define and publicize the economic contribution of technical communication practices to businesses and governments
- Promote the concept that technical communication training develops foundational skills and fosters in practitioners habits of analysis, discernment, and problem-solving that underpins their ability to successfully perform in many fields
- Manage the operations of the Society in a sound and sustainable manner, investing strategically to enhance our ability to deliver member value

A motion was made that the board accept the new STC mission statement and focus areas as presented. The motion was seconded. The motion carried.

Ms. Bleiel adjourned the meeting at 10:07 AM.