



Society for  
Technical  
Communication

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Conference Call**

**13 April 2015 11:00 AM – 12:30 PM CDT**

## **Attendees**

### Board

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

### Office

- Chris Lyons, CEO

Ms. Brown-Hoekstra called the meeting to order at 11:02 AM CDT.

A quorum was established. The agenda was approved.

## **Consent Agenda Items**

- Approval of March meeting minutes and summary
- Approval of CAA awards
- Approval of Pacesetter awards

- Approval of Frank Smith awards

The consent agenda items were approved, with the exception of the CAA awards.

The CAA awards were moved to the regular agenda. The board voted on the CAA awards.

## Agenda Items

- CEO's report (Chris Lyons) – 15 minutes
- Treasurer's report (Jane Wilson) – 15 minutes
- President's report (Kit Brown-Hoekstra) – 10 minutes
- CAA revamp report (George Slaughter) – 20 minutes
- Competitions update (Bernard Aschwanden) – 20 minutes

The competitions update was removed from the agenda.

## CEO Report

Mr. Lyons reported on the current status of the society. We're about 180-200 members behind where we were at this point last year. However, our membership revenue is on par with last year. Education revenue is now ahead of where it was at this point last year, and ahead of 2015 budget.

Other items of note:

- Audit in progress, seems to be going well
- Election has completed successfully
- Held discussions about cooperation with ISTC, IABC, and ComSciCon
- New George Mason student chapter up and running

## President's Report

Ms. Brown-Hoekstra reported on her recent activities.

She will be attending the Association of Independent Information Professionals (AIIP) conference from April 16-19, and will be meeting with AIIP representatives while there.

Ms. Wilson will be attending part of the International Association of Business Communicators (IABC) conference in June in San Francisco. Mr. Lyons met with the IABC Executive Director last week.

We are still looking for someone to be the student/new tech comm professional liaison to the board. This might be deferred until the fall semester.

Ms. Brown-Hoekstra discussed the upcoming board transition.

Ms. Brown-Hoekstra will be meeting April 20 with Dr. Temple Grandin to conduct a video interview and film her acceptance speech for STC Honorary Fellow. She is also working on an Intercom article.

## **CAA Revamp Update**

Mr. George Slaughter, Chair of the CAA Application Forms Task Force, joined the meeting at 11:32 AM CDT.

Mr. Slaughter reviewed the task force's work to this point and discussed proposed changes to the CAA form.

Mr. Slaughter left the meeting at 12:03 PM.

Ms. Brown-Hoekstra adjourned the meeting at 12:29 PM.