



Society for
Technical
Communication

Society for Technical Communication

Board of Directors Meeting Summary

Hyatt Columbus, Fairfield Room

20 June 2015 10:00 AM – 5:00 PM EDT

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

Incoming Board Members

- Adriane Hunt, Incoming Vice President
- Craig Baehr, Incoming Director
- Cindy Pao, Incoming Director

Office

- Chris Lyons, CEO

Ms. Brown-Hoekstra called the meeting to order at 10:01 AM EDT.

A quorum was established. The agenda was approved.

Agenda Items

- 10:00-10:05 AM – Welcome and consent agenda (Kit Brown-Hoekstra)
- 10:05-10:20 AM – Expectation setting, explanation of Summit BOD activities (Kit Brown-Hoekstra)
- 10:20-10:45 AM – Introduction of new board members
- 10:45-11:10 AM – State of the society
- 11:10-11:30 AM – Summary of financials (Jane Wilson)
- 11:30 AM – 12:00 PM – Audit committee report (Nicky Bleiel)
- 12:00-1:30 PM – Lunch and photos
- 1:30-3:00 PM – SIG discussion
- 3:00-3:15 PM – Break
- 3:15-4:15 PM – Discussion of Nominating Committee criteria for the coming year
- 4:15-4:45 PM – SIG Manager meeting discussion
- 4:45-5:00 PM – Wrap-up and adjournment

Consent Agenda Items

- Approval of May meeting minutes and summary

The consent agenda was approved.

Welcome and Expectations

Ms. Brown-Hoekstra reviewed the expectations for today's board meeting and the required board activities for the summit.

Introductions

The board members introduced themselves.

State of the Society

Mr. Lyons reported on the current state of the society. There are plans to do a membership survey later this year.

The Corporate Value Program is growing. We currently have 45 companies in the program with 393 members.

Summit registration is below 2014. We've met our minimum number of room nights required for our room block.

Our education program is on track overall for the year.

We are trying to keep the certification program simple. We will have a continuing education requirement, and the first piece of where you would get that is any STC education event.

We are planning to upgrade iMIS in 2016, after the membership sales season completes.

Other items of note:

- STC won two APEX awards:
 - Grand Award, one of a kind publication, STC 2013-14 salary survey
 - Award of Excellence for a magazine, Intercom Feb. 2014
- STC taxes are complete. We will send out an audit form Request For Proposal in July.
- Our REST API webinar the first week of June had 70 registrants.
- Confirmed that Directors & Officers insurance *does* cover community leaders.

Treasurer's Report

Ms. Wilson reviewed the April financial report. Cash and investments are higher this year than last year. IT expenses and outside services expenses are down from last year. We are slightly ahead of our budget.

A motion was made that the STC board accept the April financial report as presented. The motion was seconded. The motion carried.

Audit Committee Report

Ms. Bleiel, Audit Committee chair, reported on the recent STC audit. She reviewed the composition of the committee and the parameters surrounding the audit.

The auditing firm this year was Rogers and Company, located in Tysons Corner, VA. The auditors validate that STC's financial reports are verifiable and defensible. They also look for legal compliance, and that STC follows GAAP.

Findings from the report:

- Audit was clean, with no material issues, no concerns. No material weakness (no issues within 10% of our annual budget).
- STC accounting policies and practices are consistent.
- STC has good systems in place, with the combination of STC staff and Renner (consulting accounting firm).
- STC staff was "knowledgeable, professional, and responsive" with Rogers during the audit.

2014 was a good year financially (when compared to the past):

- Had a surplus for the first time since 2010
- Revenues stabilized

- 15% reduction in expenses. The work done in this area was notable.
- First time STC made a good dent in reducing the deficit.
- Revenue from education program up (web seminars).

STC must have a yearly audit to be in compliance for our line of credit.

A motion was made that the STC board accept the 2014 Audit Report as presented. The motion was seconded. The motion carried.

SIG Model Discussion

Mr. Woelk summarized recent discussions with SIGs around the purpose of SIGs. We discussed the plans for content curation from the SIGs and how that content fits into the TCBOK.

Nominating Committee Criteria Discussion

Ms. Brown-Hoekstra discussed how the Board and Nominating Committee work together. For the 2016 election, we have the following roles to fill:

- President – Adriane Hunt succeeds from Vice President
- Vice President
- Secretary
- 2 Directors
- 2 Nominating Committee members

The board discussed criteria for potential board members to give to the Nominating Committee.

SIG Manager Meeting Discussion

Ms. Brown-Hoekstra noted that the board will be meeting with the SIG managers on Monday morning. The meeting will be to discuss the response from the Tech Editing SIG to the SIG policy the society rolled out.

She would like to have the SIG managers and committees working together to come up with processes around how to move the SIG content into the TCBOK and work out how the scholarships will work going forward.

A motion was made that STC Special Interest Groups (SIGs) can no longer administer and award scholarships beginning in 2016. The motion was seconded. The motion carried.

Ms. Kit Brown-Hoekstra adjourned the meeting at 5:24 PM EDT.