



Society for  
Technical  
Communication

**Society for Technical Communication**

**Board of Directors Meeting Summary**

**Conference Call**

**11 December 2015 9:00-11:00 AM CST**

## **Attendees**

### Board

- Bernard Aschwanden, President
- Adriane Hunt, Vice President
- Alyssa Fox, Secretary
- Jane Wilson, Treasurer
- Kit Brown-Hoekstra, Immediate Past President
- Craig Baehr, Director
- Charles Fisher, Director
- Ray Gallon, Director

### Office

- Chris Lyons, CEO

### Guests

- John Hedtke, Competitions Chair

Mr. Aschwanden called the meeting to order at 9:01 AM CST.

A quorum was established. The agenda was approved.

## **Consent Agenda Items**

- Approval of November meeting minutes and summary

The consent agenda item was approved.

## Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- President's report (15 minutes) – Bernard Aschwanden
- CEO's report (15 minutes) – Chris Lyons
- Treasurer's report (15 minutes) – Jane Wilson
- Global activities (15 minutes) – Ray Gallon
- Competitions report (15 minutes) – John Hedtke
- Bylaws changes (15 minutes) – Alyssa Fox
- Executive session (30 minutes) – Board

## President's Report

Mr. Aschwanden reported on recent conferences he attended and reviewed a couple of follow-up items from various committees.

There are no applications for the Sigma Tau Chi award. The committee proposes changing the GPA requirement for the award to be a 3.5 in tech comm coursework rather than the entire course load.

*A motion was made that the board change the GPA required for induction into Sigma Tau Chi/Alpha Sigma to read "a GPA of 3.5 in your technical communication coursework overall or during the past academic year." The motion was seconded. The motion carried.*

## CEO's Report

Mr. Lyons reported on the current state of the society. Membership is following a familiar pattern. We are low on new Classic members, but doing well on renewals.

Education revenue is down. However, we have had higher attendance at our paid education events than last year.

Community budgeting is in full swing. We have received requests from 31 chapters and 6 SIGs.

Other items of note here:

- Ann Wiley has officially refused funding from STC for the Accessibility and Europe SIGs.
- Gillian Flato has officially refused funding from STC for the Silicon Valley chapter.
- There are 10 communities that have requested extensions. These will be submitted between now and the end of the month.
- There are two SIGs that have not responded to any of the emails sent: Agile and Content Life Cycle.

- These are the chapters that have not responded to any of the emails sent:
  - Charlotte
  - Missouri State University student chapter
  - New Mexico Kachina
  - North Texas University – Eagle Communications
  - Pittsburgh
  - Santa Barbara
  - Suncoast
  - West Michigan Shores

Other items of note:

- Summit registration opened on time. 12 registered as of 12/7/15.
- CPTC Foundation exam registration is open at testing centers. APMG BDMs have been briefed: UK, Canada, Poland, India, Netherlands, Italy, China, and Germany. First ATO training scheduled for January or February.
- Advertising will beat budget revenue.
- First salary survey usage webinar occurred Dec. 3 (about 60 attendees).
- STC website migration should occur by end of the year. We are pushing.

The board voted to grant Chris Lyons authority to sign the AV company contract for the 2016 Summit.

## Treasurer's Report

Ms. Wilson reviewed the October financial report. It was a slightly negative month overall, but investments did well. There were not any major changes from last month.

Total assets are \$709,027, an increase of about \$88,000 from September. We're up from last year by about \$37,000. This month, our cash is at \$202,495, which is up about \$75,000 from September, mainly due to membership sales. Investments are currently at \$347,163, an increase of about \$16,000 from last month because the market is up. Cash is down a little bit from last year at this point, but we have not touched our commercial loan advance this year, so overall, we're in a much better cash position.

Operating change in net assets is \$140,173 YTD. Our investment increase since the last month puts us \$3,889 ahead for total non-operating activities. Change in net assets YTD is \$144,062. We are beating the budget by about \$68,090 overall.

*A motion was made that the board accept the financial statements for October as presented. The motion was seconded. The motion carried.*

## Global Activities

Mr. Gallon discussed his proposed global policy for STC.

Mr. Hedtke joined the meeting at 9:59 AM CST.

## Competitions Update

Mr. Hedtke discussed where we are with international competitions:

- Goals for 2015-16 are to make the competitions work and not have any surprises.
- Goals for 2016-17 are to monetize the competitions or make plans to get there, and expand the value and reputation of the competitions.
- Currently staffing the task force, updating the website, setting up meetings, and putting together the general 2015-16 timetable.

Mr. Hedtke left the meeting at 10:12 AM.

## Bylaws Changes

Ms. Fox proposed changing Article IV, Section 11 of the bylaws to the following text:

### *Section 11. Action by Written Consent*

*Any action required or permitted to be taken by the Board of Directors may be taken without a meeting if the action is disseminated in writing and/or by electronic mail with a specified time period for discussion by all directors of the Board. The written affirmative vote of a majority of the directors of the Board shall be necessary for the passage of any resolution introduced in writing and/or by electronic mail. The written consents and copies of the electronic mail consents to each such action shall be filed with the minutes of the proceedings of the Board.*

*A motion was made to waive the 30-day requirement for bylaws changes. The motion was seconded. The motion carried.*

*A motion was made that the board accept the suggested wording for bylaws changes regarding email voting as presented. The motion was seconded. The motion carried.*

Mr. Lyons left the meeting at 10:17 AM.

## Executive Session

The board entered executive session at 10:18 AM.

The board exited executive session at 10:36 AM.

Mr. Aschwanden adjourned the meeting at 10:40 AM CST.

## **Email Votes in 2015 Year**

The following votes were taken and passed via email for the 2015-2016 year thus far.

*Move that the STC Board of Directors approves Ben Woelk as Chair for the Scholarship Task Force.*

*Move that the STC Board of Directors approves adding Beth Agnew to the Sigma Tau Chi/Alpha Sigma committee for a 1-year term effective immediately and terminating at the same time as the rest of the panel.*

*Move that the STC Board of Directors approves adding Nicky Bleiel to the Intercom Editorial Advisory Panel for a 1-year term effective immediately and terminating at the same time as the rest of the panel.*

*Move that the STC board approves John Hedtke as the chair of the Competitions Revamp Task Force with direction to rework the society-level and community-level competitions as set forth in the task force charter.*

*Move that the STC Board of Directors accepts the Audit Committee's recommendation of Rubino and Company as the auditing firm for 2015-17.*

*Move that the STC Executive Committee provide Chris Lyons, STC CEO, with a lump sum cash payment of 8.5%, plus 10% coverage for taxes, in lieu of a 457(b) plan contribution for 2016, payable at the end of the calendar year.*