



Society for
Technical
Communication

Society for Technical Communication
Board of Directors Meeting Summary
Crystal Gateway Marriott, Arlington, Virginia
13 February 2016 8:45 AM – 5:00 PM EST

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
- Cindy Pao, Director

Office

- Chris Lyons, CEO

Guests

- Kobla Fiagbedzi, STC Web and Systems Administrator
- John Hedtke, Competitions Chair
- Larry Kunz, Fellows Committee Chair

Mr. Aschwanden called the meeting to order at 8:45 AM EST.

A quorum was established. The agenda was approved.

Consent Agenda Items

- Approval of December meeting minutes and summary

The consent agenda item was approved.

Mr. Lyons mentioned some yearly administrative things to take care of. We have a \$250,000 line of credit secured by our investment portfolio. Merrill Lynch needs a contact sheet for our bank. Chad Clark is our investment advisor at Merrill Lynch and he works with Mr. Lyons to keep our portfolio in balance. Mr. Clark needs a signoff saying the board is aware he is our investment advisor and we approve of that.

A motion was made that STC continue using Chad Clark as our Merrill Lynch financial advisor. The motion was seconded. The motion carried.

Agenda Items

- 8:45-9:15 AM – Consent agenda items, President’s report (Bernard Aschwanden)
- 9:15-9:45 AM – Website report and TE SIG (Chris Lyons, Kobla Fiagbedzi)
- 9:45-10:00 AM – Treasurer’s report (Jane Wilson)
- 10:00-10:30 AM – CEO’s report (Chris Lyons)
- 10:30-10:45 AM – BREAK
- 10:45-11:15 AM – Competitions (John Hedtke)
- 11:15 AM-12:00 PM – CAC update (Cindy Pao)
- 12:00-1:00 PM – LUNCH
- 1:00-1:30 PM – Education Advisory Board (Bernard Aschwanden, Chris Lyons)
- 1:30-2:00 PM – International (Ray Gallon)
- 2:00-2:15 PM – Fellows (Larry Kunz)
- 2:15-3:00 PM – Future of SIGs/communities
- 3:00-3:10 PM – BREAK
- 3:10-3:40 PM – Performance review (Board, Chris Lyons)
- 3:40-4:00 PM – Performance review (Board)
- 4:00-4:30 PM – Performance review (Executive Committee, Chris Lyons)
- 4:30-5:00 PM – Goals for the year ahead (Board, Chris Lyons)

President’s Report

Mr. Aschwanden reported on various activities from several committees.

The Associate Fellows committee noted that they need to make some minor changes to the guidelines about documenting years of experience and including all contact information.

A motion was made to approve changes as recommended by the Associate Fellows chair to the application for Associate Fellow. The motion was seconded. The motion carried.

The Jay R. Gould committee recommends the guidelines be changed to award one award per year instead of up to three per year so it's inline with the Ken Rainey Research Award.

A motion was made to update the Jay R. Gould Award guidelines with the revised phrasing as presented by the Chair of the Jay R. Gould Awards Committee:

One award is presented annually, and the committee has the discretion not to bestow any awards if it determines that there are no nominees that meet the award criteria.

The motion was seconded. The motion carried.

Mr. Fiagbedzi joined the meeting at 9:15 AM.

Website Report and Tech Editing SIG

Mr. Lyons introduced Mr. Fiagbedzi to discuss the current status of the TE SIG website migration. Mr. Fiagbedzi described the current status of the TE SIG website migration and what remained to move it completely to STC hosting on WordPress.

Last week Mr. Lyons gave the go-ahead to Rackspace to move data from our servers to the cloud. This is the first piece of moving to iMiS 20. Then we'll hook that into our new website and launch our new website. We hope to be on the new website before the conference.

Mr. Fiagbedzi left the meeting at 9:59 AM EST.

Treasurer's Report

Ms. Wilson reported on the Dec. 2015 financials. Total assets at the end of the year were \$797,271. Cash at the end of 2015 was \$203K down from last year, but we have added \$45K to our investments since this time last year. We did not draw from our line of credit this year. We have paid off our loan from several years ago to build out the office.

Operating change in net assets is \$65,604. Change in net assets is \$66,139, which is about \$25K ahead of budget.

A motion was made that the board accept the Dec. 2015 financial report as presented. The motion was seconded. The motion carried.

The board recessed at 10:18 AM.

The meeting resumed at 10:26 AM.

CEO's Report

Mr. Lyons reported on current society status. Our membership is declining from the last couple of years, especially in the Classic membership category.

Certification updates:

- Formally opened in December
- Discrete certification marketing by STC started Feb. 1. Many more opportunities with APMG and Pearson publishers.
- Liz and Chris are fielding many queries and requests to speak about it.
- One person has successfully passed the exam.
- Training for individual trainers is in the works but no firm date set yet, probably April.
- 200 exam payments are required before exam revenue split begins between APMG and STC.
- All 35 CPTCs from old program have been contacted and grandfathered into the current program as CPTC-Expert.

Summit registration is healthy. We're at the same number for Phoenix at the same point in time prior to the summit.

Competitions

Mr. Hedtke reported on the current state of competitions.

CAC Update

Ms. Pao reported on current CAC activities. Committee update:

- Leadership webinars lead – Steven Jong
- Google surveys lead – Li-At Rathbun
- CAC website is live. Elaine sent out the link in her email to community leaders the week of 2/8/16.
 - Governance pages exist, but there are no links to them from the CAC website yet.
 - CAC leads don't have login info yet.
- SIG liaison lead is still open.

Projects as follows:

- Leadership program – Emily Alfson should have the agenda finalized by the end of Feb. so advertising can begin.
- Community handbook – files created on the Google drive for review and update; adding and updating info as it is received from other CAC leads, the board, and the office.
- Community plan – Jamye Sagan and Carolyn Klinger will develop a plan template that the communities can use to fulfill one of the CAA requirements.
- Leadership webinars – Steve Jong is working on a webinar about using EventBrite.
- Chapter outreach – need to get a documented plan from Rick Lippincott for contacting struggling chapters.

- SIG outreach –
 - Cindy Pao to contact the Agile, API, and Europe SIGs to give aid if needed
 - Accessibility and Usability SIG websites should be back online soon
 - Accessibility SIG email list: Cindy will recreate the list by manually subscribing SIG members
- Succession planning – Lori Meyer to survey community leaders; is also back on track recruiting her task force members; will add her recommendations to the community handbook.

Education Advisory Panel

Mr. Lyons noted that the current Advisory Panel was named by the current board and has served for over a year. Mr. Lyons would like to change the format to be like the Intercom Advisory Panel, where Ms. Jin staffs the panel and the chair and members are not nominated by the board.

If we change to this model, we need to update the charter.

A motion was made that we convert the current Education Advisory board committee to an Education Advisory Panel with membership selected by the STC Director of Education and Meetings and update the charter and processes accordingly. The motion was seconded. The motion carried.

International

Mr. Gallon discussed a proposed policy for international chapters.

The board will wordsmith the policy and vote on it later in email.

Mr. Kunz joined the meeting at 2:01 PM.

Fellows

Mr. Kunz joined the meeting to discuss the Fellows committee's work in determining who to honor as an STC Fellow. Service to STC included service to local chapters, SIGs, and society – equally weighed service regardless of level.

Mr. Kunz left the meeting at 2:18 PM.

A motion was made that the board approve the Fellows list as provided by the Fellows committee. The motion was seconded. The motion failed.

Future of SIGs/Communities

The board discussed various ideas for future SIG and chapter models.

CAC would like to see some consistent, simplified job descriptions for communities. It was noted that sometimes job duties change depending on who's in the role. The Community Handbook has job descriptions in there – why are communities reworking those? Consider bylaws too – chapters should probably not have all different bylaws.

Next steps – Mr. Aschwanden/Ms. Hunt/Ms. Pao/Mr. Lyons form a task force to examine alternate community models and how they affect CAA, competitions, etc.

Mr. Lyons left the meeting at 3:31 PM.

Executive Session

The board entered executive session to discuss Mr. Lyons's 2015 performance review.

Goals

The board discussed the 2016 goals for Chris Lyons.

Adjournment

Mr. Aschwanden adjourned the meeting at 5:26 PM.

Email Votes Taken Since Last Meeting

The following votes were taken and passed via email since the previous board meeting:

Vote on the Ken Rainey Excellence in Research Award recipient(s)

Vote on the Jay R. Gould Award recipient(s)

Vote on the Community Achievement Award recipients

Vote on the Distinguished Community Service Award recipients

Vote on the Associate Fellow nominees

Move that the STC Board approve the 2016 CAA guidelines as presented by the CAA Committee.