



Society for  
Technical  
Communication

# Board of Directors Meeting Summary

24 November 2020, 4:30-6:00 pm EST

## Attendees

### Board

- Craig Baehr, President
- Kirsty Taylor, Vice-President
- James Bousquet, Treasurer
- Timothy Esposito, Secretary
- Ben Woelk, Immediate Past President
- Bethany Aguad, Director
- Todd DeLuca, Director
- Laura Palmer, Director
- Ann Marie Queeney, Director

### Office

- Liz Pohland, STC CEO

### Guests

- None

## Agenda Items

- President's Report (5 minutes) - Craig Baehr
- Treasurer's Report (15 mins) – Jim Bousquet

- CEO Report (20 mins) – Liz Pohland
- Strategic Planning (20 mins) - Craig Baehr
- Committee Reports (20 minutes) (reminder - reach out to your committees for which you are the liaison.)

## Consent Agenda

- Approve October 29th meeting Minutes and Summary

## Minutes

The meeting was called to order at 4:30pm EST. The agenda was approved. The consent agenda was approved.

## President's Report

The Education Committee is planning out the year.

The TCBOK committee has broken into teams with varying goals.

## Treasurer's Report

Mr. Bousquet presented the financial report.

- **Assets:** \$567,610, against \$505,246 in the same month in 2019.
- **Liabilities:** \$899,634 against \$653,882 in the same month in 2019.
- **Total Net Assets:** \$(332,024) compared with (148,636) in the same month in 2019.
- **Revenue:** \$1,018,620 against budget \$1,277,166 and \$1,555,392 in the same month in 2019.
- **Expenses:** \$1,115,627 against a budget of \$1,272,482 and \$1,396,584 in the same month in 2019.
- **Operating Change in Net Assets:** \$(97,007) against a budget of \$4,684 and \$158,808 in the same month in 2019.
- **Total Change in Net Assets:** \$(103,883) against a budget of \$22,350 and \$211,507 in the same month in 2019.

*Move that the board accept the financial report for the month of October, 2020. The motion was seconded. The motion passed.*

## Community Budget Reviews

- 49 total chapters and COPs
- 15 budgets submitted so far

- 12 approved, 3 follow-ups
- 17 extensions
- 6 closing
  - Alberta
  - Eastern Iowa
  - Eastern Ontario
  - Manitoba
  - Pittsburgh
  - Southern Nevada
- 9 no replies

**Note:** Ms. Queeney states: Manitoba is inactive but not closing. The CAC will follow up.

**Note:** Ms. Queeney states: The Nevada president has not responded to the CAC. They have not officially declared dissolution to the CAC this year, although if they had previously stated as such, we can mark them as closing.

## CEO's Report

Ms. Pohland presented a report on activities of the Society office.

## Finance/Operational Updates

- Met with the realtor about office proposal. He agreed that the proposal and the new office space were way above the comps for Fairfax. Suggested trying to sublet first.
- Finalized a new contract with AH to reduce fees from \$30,865/mo to @\$24,112/mo (a 25% savings).
- 2021 Staff health benefits signed with Uninvest (new broker).

## Membership

### Membership Revenue as of 11/24/20

- As of 11/24, FY21 membership income is \$134,856 with 667 members (+35 from last year). This is ahead of last year's revenue by \$9,325.
- Total current/active = 2020 (3,128) + sust. (5) + new 2021 (192) = 3,325 members
- The 2021 membership budget has not yet been set. The black line is last year's straight-line budget (overlaps blue line).
- More CVPs are forthcoming. Lapsed member survey and email impact.

### Membership Updates

- Membership & Marketing Committee
  - Investigating LinkedIn Sales Navigator and LinkedIn group and page outreach

- Conducting CVP and industry research for prospects
- Outreach for welcoming members and membership support
- AH membership survey
- 340+ academic programs from Lisa Meloncon's research
  - CVPs, student chapters, resources for academic use (grow academic memberships)
- Website suggestions for membership areas
- December "Open House" with 10% off membership for attendees.
- Corporate Value Program revamp
  - Group individual membership opportunities (like current offering)
  - Corporate membership opportunities bundled with IR offerings (January 2021)

## Education

### 2020 Education Revenue as of 11/23/2020

As of 11/23, education revenue is \$111,380 and currently (\$28,716) behind the straight-line budget and ahead of last year by \$23,334. We currently have \$2,447 in future education sales on webinars and courses. There are 3 big courses next week that are starting to see registrations, and the price of courses goes up in January, so we are using that to push registrations for income.

### 2020 Education Updates

- Education Committee: meeting biweekly
  - Working on courses for Q4 (priority on courses over webinars)
  - Difficult to find instructors for Nov/Dec 2020. Two courses scheduled for Nov 30th and Dec 1st. Courses planned through Q1-2 2021.
  - Ms. Pohland, Mr. Baehr, Ms. Aguad to meet with Ms. Damrau and the committee to discuss priorities and calendar tonight.
- Education survey for topics, etc. (Ms. Aguad)
- Roundtable still suspended.

### 2021 Conference Updates

- Meeting with Atlanta Hyatt, options:
  - Move conference with a rebooking fee (\$10,000)—fee will increase if we wait and we may lose available dates.
    - 2023: May 13-17 (Same Pattern, Peak nights S/M/T); Room rate \$205
    - 2024: April 27-May 1 (Same Pattern, Peak Nights S/M/T); Room Rate \$209

- Strong submissions and preliminary program almost complete. Waiting on board approval of virtual-only event to open registration and confirm speakers. Need board votes for virtual event and keynote/invited speaker budget.
- 2021 Conference (6-9 June): Recommended registration rates
  - Early-bird rate: \$795/members and Gold; \$950/nonmembers (Dec-Jan)
  - Regular rate: \$950/members; \$1250/nonmembers (Feb-June)
  - Students \$250; Retirees \$595
  - Hardship rates (\$495-250) and daily rates (\$295/m & r; \$395/nm; \$150/s)
  - Four 2020 registrations at \$950—may need to refund portion (setting refund policy)
  - Reduce pre conference workshop rates—more workshops schedule than past
    - Full-day: \$350/m; \$475/nm; Half-day: \$375/

*Move that the Board approve the 2021 Summit be a fully virtual event and pay the required rebooking fee. The motion was seconded. The motion passed.*

## Publications Updates

- Two *Intercom* editor proposals from two strong candidates
- *Intercom* very behind--September issue at printer.
- Salary Database
  - Industry Insights contract not executed (\$14,500)—agreed to skip publication this year. Sponsorships would not cover expense.

## Other...

- Websites—Website task force work ongoing
  - Auditing content and PlugIns, fixing 404s, deleting or unpublishing outdated or duplicate pages
  - Frontpage redesign
  - BOK meeting
  - Listserv review
- Communities
  - CAC webinars
  - Community Budget season—three meetings thus far

## 2021 Budget Preview

A preliminary budget was presented by Ms. Pohland. Further discussion will be held at the December 17th meeting.

# Technical Communication & Intercom Updates

Mr. Baehr and Ms. Pohland presented the updates.

## Technical Communication Editorial Review Board

- Dr. Yvonne Cleary
  - <https://www.ul.ie/artsoc/faculty-research/dr-yvonne-cleary>
- Dr. Laura Gonzales
  - <https://english.ufl.edu/laura-gonzales/>
- Dr. Natasha N. Jones
  - <https://wrac.msu.edu/faculty/natasha-jones/>
- Dr. Clay Spinuzzi
  - <https://liberalarts.utexas.edu/rhetoric/faculty/spinuzzi>
- Dr. Russell Willerton
  - <https://cah.georgiasouthern.edu/blog/2020/10/13/professor-is-featured-speaker-for-conference/>

*Move that the Board approve the list of additions to the Technical Communication editorial review board as presented. The motion was seconded. The motion passed.*

## Intercom Editor Proposals

- Two Intercom editor proposals from strong candidates
  - Both want to move from 8 issues/year to 6/year in 2021.
  - Both requesting
  - Primary difference between proposals is one was clearly focused on strategy and goals. The other had a much more strategy/management.
  - Concern about how behind Intercom is.
  - Vetting process: 3 reviewers, unanimous agreement, phone calls with Liz and Andrea.

*Move that Alisa Bonsignore be offered the position as Intercom Editor. The motion was seconded. The motion passed.*

## Committee Reports

### CAC Status

- CAC Outreach Chart: Launched Oct.
- Student Chapter Meet & Greet: October 30
- Incentive Program: STC Superheroes Journey: Launched Nov. 18

- December programs: Community Reports, Virtual yoga/relaxation

## Chapter Status

- Pittsburgh (12), Eastern Iowa (7), Eastern Ontario (15): Closing. Membership votes need to be taken.
- New England: Elected officers.
- Alberta: Board approved closing.
- 2021 project: Mapping of chapters

## SIG COI Status

- CIC: Facilitator for 3-month trial. Possible co-facilitator.
- Other SIG COIs: Facilitators or co-facilitators recruited.
- Slack channels: Committee finalizing details.

## Nominating Committee

- Remaining activities
  - October 29 - Ben presents prelim slate at F2F board meeting
  - Nov 4 - prelim slate results notification begins for potential candidates
  - Nov 11 - prelim slate announced to membership
  - Dec 2 - petitions due to office
  - Dec board meeting - approval of final slate
  - Jan 15 – final slate announced to membership
  - Feb/Mar – election held

## Associate Fellow

- Application, charter, and website pages were updated and posted
- Application deadline Nov. 2
- 7 submissions

## Distinguished Community Service Award (DCSA)

- Application deadline Nov. 6
- 14 applications received
- Send reminder to increase awareness
- May extend deadline 1 week (team prepared to process late entries)

# Diversity, Equity, and Inclusion Advisory Panel (DEIAP)

## Successes

- Created a DEI policy statement, approved and published on the website.
- Collected remediation examples from other organizations, and initial discussions about applying something similar to STC.
- Collected and detailed review of IEEE Ethical Principles.
- Reviewed and provided feedback on the Slack Code of Conduct.
- Continued brainstorming list of “quick” implementation ideas for the future to explore with the Board:
  - DEIAP to review STC election slate for diversity
  - Help create a path to STC leadership from Chapter leadership
  - Provide a DEIAP checklist to Summit presenters, require sign off. Questions: Could we also have them sign off that someone reviewed it besides themselves? Could the DEIAP support offering to be reviewers?
  - Assist Education with accessibility in webinars and checklists (live captions, large fonts, transcripts, etc.)
  - More collaboration between DEIAP and other groups in STC
- Meeting with Chris Dayley on 10/28. Dr. Dayley to provide suggestions for recruiting diverse people to technical communications and STC.

## Long-Term Plans

- Complete the policy and remediation plans. Goal of end of 2020
- Complete the ethical principles recommendations. Goal of end of 2020
- Provide a detailed roadmap for 2021. To include:
  - Detailed work on making STC more inclusive and equitable
  - Focused work on improving membership enrollment
  - Research and implementing methods for making technical communications, hiring practices, and interest more diverse and inclusive

## Fellow Committee

- Applications closed 1 Nov. Five applications received.
- Committee has a plan for evaluating applications over Dec.
- Will send me their recommendations to present at the January Board meeting.

## Website Review Task Force

- Contacted communities about Listservs
- Cleaned up Wiki plugin on stc.org (out of support)



- Met with TCBOK and formed a plan to revitalize their site, and get out of the Wiki plugin
- To Do: Review plugins in use on stc.org

## Body of Knowledge (TCBOK) Committee

- Minor updates to charter
- Annual goals and tasks include:
  - Changes to template and site map
  - Addition of Intercom and solicited content
  - Regular editing and maintenance

## Certification Committee

- Researching and reviewing Expert scheme 1.0
- Benchmarking sister organizations, such as PMP
- Reviewing/requesting Expert samples from APMG
- Developing presentation for committee
  - Artifact review, panel interview / presentation

## Community Achievement Award/Pacesetter

In response to Ms.Philips' email:

- Board is open to reviewing Committee's changes to CAA point spread and other revisions.
- During the year, Ms. Queeney will forward Board members' suggestions to Ms. Phillips, CAA Chair.

## Board Suggestions for CAA Application

- Item L-2 (Limit Financial Holdings) (5 pts)
  - Not always easy to prove and sometimes results in different interpretations from judges. Lots of points for items that are less work than other items (Ex: Holding a conference is 3 pts).
- DEI: Agree with adding DEI items. Maybe points for having a community policy statement and code of conduct.
- COVID & Impact to In-Person Events: Potential CAA focus on virtual community engagement & participation.

## Education Committee

- Committee refocused to prioritize course-planning, but will be shifting back to courses and webinars for 2021

- Met with Ms. Damrau, Mr. Baehr, and and Ms. Pohland to discuss creating Education Roadmap for 2021
- Looking for volunteer to evaluate alternatives to Moodle for course management
- Exploring new ways to promote courses, including short YouTube videos
- Can send a list of contacts out in case the Board has additional suggestions for speakers

## Jay R. Gould Committee

Four strong nominations

## Ken Rainey Committee

- Two nominees, both strong
- Intend to extend the November 1 deadline to November 15
- Somewhere the committee members could be listed?
  - Miles Kimball (chair), Steven Jong

**Note:** The website and procedures document were corrected immediately following the Board meeting.

## Scholarship Committee

Donations have been solicited during membership registration. Around 20 applications have been received. The committee is also leveraging Giving Day to solicit donations.

## Sigma Tau Chi/Alpha Sigma Committee

No update at the time of the board meeting, but there are 1-2 candidates. The committee could use help publicizing the award.

## Adjournment

The meeting adjourned at 6:01 pm.