



Society for
Technical
Communication

Board of Directors Meeting Summary

30 July 2020, 4:30-6:00pm EDT

Board

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

Office

- Liz Pohland, STC CEO

Guests

- Aiessa Moyna, Summit Committee

Agenda Items

- President report (10 mins) – Craig Baehr
- Treasurer report (10 mins) – Jim Bousquet
- CEO Report (20 mins) – Liz Pohland

- STC Summit Feedback and Discussion - Committee's Final Report (35 mins @5:00) - Aiessa Moyna
- CAC Update (15 mins) - Bethany Aguad and Ann Marie Queeney
- Technical Communication Editor Update (5 minutes) - Laura Palmer

Consent Agenda

- Approve June 25th meeting Minutes and Summary

Minutes

The meeting was called to order at 4:33pm. The agenda was approved. The consent agenda was approved.

President Report

We will reserve 45 minutes for a treasurer's and CEO reports during our AH meeting.

Committee Chair Approval/Board Liaison Signups

The approved committee chairs and board liaisons were reviewed. Reach out to your committee chairs to establish deadlines and goals.

The Community Achievement Awards application is being revised to make it equitable for our COVID situation. The Board requested that award applications be submitted to the board in time to review them by September or October's board meetings. Let the committee chairs know of that deadline.

The conference committee will present later. More co-managers may be added and that will be discussed in depth later in this meeting.

The education committee is being reformed and will plan events out into the future, so a new committee will always have presentations in the pipeline.

Let Ms. Gallalee know if we have anyone in mind for a Membership committee.

Mr. Baehr will present a training class this fall.

Treasurer report

Mr. Bousquet presented the financial report to end June, 2020.

- **Assets:** \$677,764, which is up on June 2019 by \$660,821.
- **Liabilities:** \$967,132 against \$769,598 in June 2019.
- **Total Net Assets:** \$(289,368)
- **Revenue:** \$687,762 against budget \$909,833 and \$1,211,988 in June, 2019.
- **Expenses:** \$732,127 against a budget of \$770,760 and \$1,008,206 in June 2019.
- **Operating Change in Net Assets:** \$(44,365) against June 2019 \$ 203,782 and a budget of \$139,073.
- **Total Change in Net Assets:** \$(61,230) against June 2019 \$251,366 and a budget of \$149,673.

Ms. Pohland requested a 16 month chart on revenues. Mr. Bousquet will look for that data.

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

CEO Report

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

Finances

STC-PMC has been released from their event contract for Conduit.

Membership

As of 6/22, we have 2,954 members (-600) from last year at this time.

As of 7/27, FY20 membership income is \$579,618. This is (\$72,462) behind the straight-line budget, and (\$128,533) compared to FY19 at this time.

Establishing a Membership and Marketing Committee. Ms. Gallalee is reaching out to professional and academic members who had not renewed, offering a deal over the phone for a discounted membership. The committee will assist with welcoming new members (reaching out to all new members each month), writing some messaging, researching new prospects, etc.

Preparing for the 2021 Membership year opening 1 September.

Education

As of 7/22, education revenue is \$62,036 and currently (\$27,387) behind the straight-line budget. Additional courses planned in August.

The Education Committee meets weekly. There are three subgroups: roundtable, webinars, and online courses. Highly-rated webinars from the conference are being asked to re-present. Sponsored courses are a new option, starting with September.

Roundtable is suspended for August and September. Taking a survey to determine what people want from Roundtable.

Conference

A new conference committee, to be discussed in detail later. Summit OnDemand sales as of 07/28/20 are \$8,235. There is a new Summit OnDemand campaign for the month of August—50% off price for the last 30 days.

Hotel contract addendum (written by legal) for Atlanta (June 2021) was accepted.

Certification

Foundation CPTCs number 316 passes, 125 failures. The overall pass rate is 72%; failure rate is 28%. There have been a total of 441 exams sat, with an additional 96 paid for but not sat.

Two candidates have sat and passed the Practitioner exam to date, one additional candidate has scheduled the Practitioner exam but not sat. We are currently due \$3243 from APMG. STCCC's bank account is currently \$4532. We are seeing around \$1500 in profit each month.

MarComm

A large list of what AH is doing for MarComm through December. A number of slides were shared that showed statistics on LinkedIn, Constant Contact, MailChimp, etc.

General Updates

IR team is using analytics in Engagez to reach out to sponsors and exhibitors.

Surveys are out for board strategy sessions with AH for August.

Working with Mr. Esposito to establish a Website Task Force. It will be twofold: Reviewing the STC website UX review and sign on process, beginning with Roundtable. And forming a community webmaster support group.

Conference Committee Review

Ms. Aiessa Moyna presented feedback from the Summit Committee.

STC pivoted very well to an online forum. 87% satisfaction with the event from the attendees.

Highlights include:

- Flexibility: how fast we adapted to the online venue.
- Contingency: Now we need to plan for alternative conference events.
- Format: The online format was well-received.

- Inclusion: Ability to bring in new attendees, and what more we can do in the future.
- Promotion and Publicity: need to work more with AH and STC staff to promote it.
- Engagement: The summit was very engaging.

Ms. Moyna proposed a different committee structure for 2021. There would be three conference co-chairs. This is where the educational programming for onsite and virtual experiences will occur. Each chair will have a review committee of three people with expertise in the track. All conference chairs will participate in selecting the educational programming, whether a session is onsite or virtual. If we have to move to a completely virtual conference as we did for 2020, we'll have to have plans in place to scale the virtual experience quickly.

Tracks

- **Content Design and Delivery** (folding the former Training Development and Delivery track into this track, it's content!) – Aiessa Moyna
- **Tools and Technologies** (focus on creating a much robust set of sessions for this track, particularly in the number of sessions!) – Jane Wilson
- **Leadership, Management, and Career Development** (dropping "Project" from Management because PM is a type of management!) – Cindy Currie

Our goal is to balance the numbers of sessions in each track for each experience.

The virtual program will run at times that are appropriate globally and our goal is to include many speakers from outside the US. Our attempt here is to reach a much wider audience than in the past, and to pull in former chapter members and leaders from several of the now defunct chapters, especially those in Europe.

The **Publicity Manager** will focus on marketing and publicizing both onsite and virtual experiences. This is the whole job. Getting the word out to as many people as possible, globally, and keeping the information coming! We do not do enough in this area for the conference and we must up our ante! This is a huge opportunity here.

The **Attendee Outreach Manager** will focus on pre-conference communication with registered attendees for both onsite and virtual experiences. The idea here is to pull them in, get the conversations going before the conference, build community, and get everybody really psyched up!

The **Speaker Manager** will be the point of contact for speakers for both onsite and virtual experiences, answering their questions, making sure they are following the guidelines, turning deliverables in on time, producing papers for the proceedings, giving the Speaker Orientation, and so on.

Move that the board approve Ms. Moyna, Ms. Currie, and Ms. Wilson as co-chairs of the 2021 Conference Committee. The motion was seconded. The motion passed.

Move that the board approve the revised conference committee charter. The motion was seconded. The motion passed.

Attached to the presentation was a lengthy appendix showing the 2020 Conference Committee Retrospective.

CAC

Transitioning to Ann Marie as the CAC Chair.

Move that the board approve the updated bylaws for the Michigan Great Lakes Chapter. The motion was seconded. The motion passed.

The Alberta and Eastern Ontario chapters are dissolving.

COIs and COPs

Many communities have responded to the changes. Several have not responded yet.

Snapshot of Current Status

- COIs: Academic*, Accessibility and UX, Agile, API, CIC, Health Med, Solo Technical Communicator, Women in Tech Comm
- COPs: IDL, P&P, Tech Editing

Move that the board meeting be extended by 15 minutes. The motion was seconded. The motion passed.

CAA & Pacesetter Applications Update

Due to the pandemic, revisions were not submitted for STC Board approval in March. Incoming committee is revisiting the drafts to accommodate the pandemic situation.

Technical Communication Editor Update

The committee has narrowed it down to two applicants. They are both qualified applicants, but one does not have as much support from their university.

Ms. Pohland requested the applications, and the board needs to know the compensation they are expecting.

Final decision to be made over email after the applications are shared.

Adjournment

The meeting adjourned at 6:12pm.