



Society for  
Technical  
Communication

# Board of Directors Meeting Summary

28 August 2020, 4:00-4:30pm EDT

## 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

- Amy Williams, AH
- Veronica Sullivan, AH
- Beth Mauro, AH

## Agenda Items

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

## Consent Agenda

- Approve July 30th meeting Minutes and Summary

## Minutes

The meeting was called to order at 4:01pm. The agenda was approved. The consent agenda was approved.

## Treasurer's Report

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

- **Assets:** \$556,427, which is down on July 2019 by \$16,596.
- **Liabilities:** \$898,635 against \$727,790 in July 2019.
- **Total Net Assets:** \$(305,749) compared with (108,254) in 2019.
- **Revenue:** \$767,581 against budget \$1,001,666 and \$1,300,036 in July, 2019.
- **Expenses:** \$840,235 against a budget of \$896,191 and \$1,098,225 in July 2019.
- **Operating Change in Net Assets:** \$(72,654) against July 2019 \$201,811 and a budget of \$105,475.
- **Total Change in Net Assets:** \$(77,613) against July 2019 \$251,893 and a budget of \$117,842.

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

## CEO's Report

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

## Finances

- Cash flow currently @\$66,000, with \$46K of unused credit in the line of credit.
- Authorized a 20% salary deferral for myself until further notice.
- Working with AH to reduce management fees and STC staff benefits.

- Working with building management and owner to decrease office space and reduce rent. Caveats are that we will be billed for construction, amortized over the length of the lease.

## Membership

As of 8/23, we have 3,078 members (-584) from last year at this time. That's 50 members in one week.

As of 8/23, FY20 membership income is \$596,723. This is (\$109,697) behind the straight-line budget, and (\$121,194) compared to FY19 at this time.

- Erin is establishing a Membership and Marketing Committee—reviewing charter
  - Committee will assist with welcoming new members (reaching out to all new members each month), writing some messaging, researching new prospects, etc.
- Running a win-back phone/email campaign: Erin has been calling/emailing 800+ professional and academic members and offering them \$100 for the rest of 2020, \$225 for 2021 now, and a free chapter and SIG (through 2021).—any feedback? We had 12+ last week!
- Preparing for the 2021 Membership year opening 1 September (Tuesday!) and how the new SIG model will be announced upon opening. COIs \$10 and COPs \$15 for 2021

## Education

As of 8/24, education revenue is \$75,587 and currently (\$25,489) behind of the straight-line budget and behind last year by (\$1,970). Additional courses and webinars are planned through September, but registrations are currently low.

- Established Education Committee
- Meeting every other week
- Subdivided into 3 working groups—one for Roundtable, one for webinars, and one for online courses.
- Sponsored courses (tools-related)--IR?
- Webinars and courses are up through September. Emails sent to potential instructors.
- Roundtable suspended for August and September. The Education Committee is still rethinking curation and offerings for possible relaunch in October.
- Researching new LMS to replace Moodle (Teachable).

## Conference

- Summit OnDemand sales as of 08/20/20 are \$10,395.
- May be keeping OnDemand site open to end of September as there are requests to purchase and have more time

- 2021 Conference Committee meeting weekly
  - AH IR team has been added to the calls
  - Considering no in-person exhibit hall to free up space for sessions...
  - Two distinct events: virtual and onsite. Virtual is 100%, in-person iffy.
  - Call for Proposals email out and some website updates—done
- Hotel contract addendum sent to Chicago for (2022), they refused most of our additions—with Elaine Gilliam
- Survey to attendees and members about 2021—sent with CFP

## Conference Committee Stipends

Past budgets included:

- Co-chairs (3, also track managers this year)
  - \$600 travel stipend
  - 4 hotel nights
  - Complimentary registration
- Track managers (3 managers)
  - 1 hotel night
  - Comp registration
- Reviewers (9-12)
  - 50% off early registration
- Speakers (@60)
  - Solo - comp registration
  - Duo - 50% off early registration
- Pre-Conference workshop facilitators (@12)
  - Comp registration
  - Half-day - \$500
  - Full-day - \$1,000
- Keynote speakers (2-3)
  - TBD based on budget and negotiation with the speakers

## Certification

CPTC numbers: 320 passes, 128 failures. The overall pass rate is 72%; failure rate is 28%. There have been a total of 448 exams sat, with an additional 99 paid for but not sat.

Three candidates have sat the Practitioner exam. Two passed, one failed (included in 2020 column above). One additional candidate has scheduled but not sat.

STCCC bank balance is \$4,532, with \$5,177.50 due from APMG for May-July.

## Publication Updates

- Intercom magazine still behind schedule
  - Magazine editor search needed, Andrea's contract ending
- Technical Communication journal
  - New journal editor contract signed: Dr. Miriam Williams, Texas State University
  - Terms: \$16,000 stipend and \$3,000 travel allowance, with free Gold membership and Summit attendance

## Industry Relations Updates

Industry Relations: Holly Rose and Cassie DeMoss

- 2.3% to Financial Target of \$300,000 in IR scope of work
- 2021 Prospectus for Summit—adding virtual-only components
- Meeting with Engagez for 2021
- Met this week to discuss Summit and other sponsorship ideas
- Meet the IR team email—Holly, Cassie, Emmy sent “from” Liz
- Liz researching contacts for AH
- Survey going out to exhibitors and sponsors
- AH Spectrum, Lavacon, and Tekom registrations (Sept/Oct/Nov) for prospecting

## Websites/IT Updates

Received detailed audit report from Craig Broadbent on STC websites (need meeting with Board)

- Priorities are to clean up content on stc.org
- Remove outdated content to free up space on server
- Fix broken links/404 errors
- Fix security issues (esp. on the BOK)
- AH to audit all plug-ins and remove/update as needed

## MarComm

In July, AH MarCom drafted posts for STC's Facebook, Twitter, and LinkedIn pages highlighting key initiatives including webinars, online courses, membership, and member perks.

July Constant Contact emails featured educational programs, STC Summit OnDemand, and both volunteer and member surveys.

July Mailchimp emails featured the monthly newsletters for prospects and unrenews and a price drop notification.

Top page hits include the main page, a Notebook post from 2014 about the 9 steps to improve technical editing skills, Tech Comm Journal, Intercom, Notebook, Jobs, CPTC certification, the PDF archive for Intercom, and the position statement on racism and inequity.

For July, Google analytics recorded 6172 users, 5647 new users, 8281 sessions, and 21,710 pageviews.

In July, STC MarCom launched a paid social campaign highlighting STC's educational offerings and encouraging prospects to join. Metrics will be shared in next month's report.

## General Updates

- BOK proposal and meeting with Deanne Levander
  - Website concerns (want to pay webmaster)
  - Provided instructions for uploading content (content priority over other goals in proposal)
- Moved all emails to Constant Contact and paused MailChimp.

## Adjournment

The meeting adjourned at 4:44pm.