



Society for
Technical
Communication

Board of Directors Meeting Summary

24 September 2020, 4:30-6:00pm 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

- None

Agenda Items

- President's Report (5 minutes) - Craig Baehr

- Treasurer report (10 mins) – Jim Bousquet
- CEO Report (15 mins) – Liz Pohland
- Slack Group (10 mins) - Todd DeLuca
- CAC/Communities Update (10 mins) - Ann Marie Queeney
- Scholarship Committee Update (5 mins) - Ben Woelk
- Annual Business Meeting Motions (20 mins) - Tim Esposito
- Strategic Planning Committee (20 mins) - Craig Baehr

Consent Agenda

- Approve August 28th meeting Minutes and Summary

Minutes

The meeting was called to order at 4:31pm. The agenda was approved. The consent agenda was approved.

President's Report

Mr. Baehr created a strategic planning folder on the Google drive. Please review it.

Treasurer's Report

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

- **Assets:** \$583,397, which is up on August 2019 by \$27,939.
- **Liabilities:** \$888,974 against \$662,792 in August 2019.
- **Total Net Assets:** \$(305,577) compared with (107,334) in 2019.
- **Revenue:** \$933,960 against budget \$1,021,620 and \$1,194,173 in August 2019.
- **Expenses:** \$933,960 against a budget of \$1,021,620 and \$1,194,173 in August 2019.
- **Operating Change in Net Assets:** \$(88,348) against August 2019 \$208,853 and a budget of \$71,881.
- **Total Change in Net Assets:** \$(77,439) against August 2019 \$252,810 and a budget of \$86,015.

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

CEO's Report

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

Finance/Operational Updates

- Upcoming meeting with new Merrill Lynch advisor.
- Finalizing 990s with Wegner. Board vote will be needed before filing.
- APMG owes STC \$6,838 for exam fees sat from June-August.

STC Industry Relations Update

Active Pipeline Opps:

- Adobe – STC Salary SD
- Writing Assistance – STC Salary DB/Job Bank
- 36Software – Ad Renewal
- University of Wisconsin – Ad Renewal
- TechSmith – STC Webinar Series (Proposal out)

Upcoming Meetings:

- TechSmith – Proposal review 9/22
- Author-It – Initial Meeting 9/25

IR 2020 Sales: All Closed/Won YTD

- \$665 from one Corporate Value program with ConnectWise
- \$6200 (69%) for Digital Ads

IR - Sales Report

- \$0 for webinars
- \$0 for 2021 exhibitors
- \$0 for 2020 publications.

Membership

As of 9/20, FY21 membership income is \$24,173 with 111 members (-57 from last year). This is behind last year's revenue by (\$18,730) compared to FY20 at this time. The membership budget has not yet been set. The black line is last year's straight line budget (overlaps blue line).

- Membership and Marketing Committee—meeting next week
 - Welcome new and returning members (reaching out to all new members each month)

- Conduct CVP and industry research for prospects (who is missing from our company lists?)
- Community outreach for welcoming members and membership support
- Write/review marcom messaging (as well as add other ideas)
- Corporate Value Program revamp
 - Group individual membership opportunities (like current offering)
 - Corporate membership opportunities bundled with IR offerings (January 2021) (<https://www.controlledreleasesociety.org/sites/default/files/docs/2020/Images/CRS%20-%20Corporate%20Member%20%26%20Advertising%20-%20Overview.pdf>)
- High-school level membership (18+)?
 - 250+ high schools focused on STEM
 - CVP with schools who want to advance student success

2020 Education Updates

As of 9/21, education revenue is \$80,195 and currently (\$33,074) behind the straight line budget and ahead of last year by \$1,105. We currently have \$10,600 in future education sales on webinars and courses.

- Education Committee: meeting biweekly
 - Need courses and webinars planned through Q4 (Liz to meet with Jackie on Friday).
- Updating events and products in iMIS for UX.
 - \$0 for free, adding dates and USD, deleting old offerings, providing language re: events vs. products, etc.
- Webinars and courses up only through October.
- Roundtable still suspended. Education Committee rethinking curation and offerings (priority on courses and webinars).
 - WDC-B Chapter just launched a Master Class-themed group of webinars...

2020-2022 Conference Updates

- 2020 Summit OnDemand sales are \$11,380 (access extended through to the end of September).
- CFP for 2021: fewer submissions coming in than past years—extend deadline to October 18th. Also asking invited speakers to bypass proposal process.
- 2021 Conference (6-9 June):
 - Committee meeting weekly
 - Two distinct events: virtual and onsite
 - Registration rates decision—see survey results
 - Budget discussion & financial modeling—what can we afford?

- Working on contract with Engagez for 2021; dates reserved. Access for 20 people in 2020 site. Some new features in the platform.
- 2022 Chicago Hyatt contract addendum returned from and legal

2021 Summit Survey

Q1. How likely is it that you will attend the onsite conference?

- Very likely – 15.9%
- Somewhat likely – 26.60%
- Somewhat unlikely – 13.83%
- Very unlikely – 43.62%

Q2. How likely are you to register before January 2021?

- Very likely – 14.89%
- Somewhat likely – 21.28%
- Somewhat unlikely – 24.47%
- Very unlikely – 39.36%

Q3. If you are planning to wait until after December to register, how soon do you think you'll register?

- January to February – 13.83%
- February to March – 12.77%
- March to April – 15.96%
- April to June – 5.32%
- Depends on when registration rates increase – 52.13%

Q4. The virtual conference will be held during some of the same dates as the onsite conference. Which conference would you be more likely to attend?

- Onsite – 22.34%
- Virtual – 55.32%
- Both – 17.02%
- Neither – 5.32%

Q5: Should the registration rates for the virtual conference and onsite conference be the same?

- Yes, the rates should be the same – 10.64%
- No, the onsite rate should be higher – 76.60%
- No, the virtual rate should be higher – 3.19%
- Other (responses on separate page) – 9.57%

Publications Updates

- Working with AH Pubs team to find a better digital solution to tracking readership than current PDF. Robust flipbook edition.
 - A few examples of the platform AH uses (could replace current PDF by next issue: costs \$99 startup fee, \$249 per issue upload)
 - [Impact Magazine](#)
 - [Biomaterials Forum](#)
 - [C&R Magazine](#)
- Some considerations with this model:
 - Making the current issue "open access" for anyone and making archives members-only, or
 - Making the current issue and archives for members only and make the immediate past issue "open access"
 - We are also exploring accessibility concerns with the digital publisher but, given the Web Content Accessibility Guidelines (WCAG) 2.0, may create an accessible PDF of each issue and/or offer members the option to request an accessible edition
- Intercom magazine (still behind)
 - Andrea Ames contract ending—working with Andrea on list of potential candidates. Suggestions welcome.
- Technical Communication journal (on time)
 - 2021 journal editor: Dr. Miriam Williams, Texas State University—announcement out
- Salary Database
 - Industry Insights contract (\$14,500)
 - Need sponsorships to cover II expense from IR team

Other...

- Websites—Website task force work ongoing
 - Auditing content and PlugIns, fixing 404s, deleting outdated or duplicate pages
 - BOK meeting Monday
 - Listserv review
- Communities
 - COI/COPs and Slack/SIG leader webinar
 - Community Budget season

Slack Group

Slack Overview - STC Communities

- Use STC Communities workspace (free version)
- Pilot community project (roll out for 2020-21)
 - Main discussion forum for all STC members and communities
- Channels created for all SIG COI communities
- Other communities (SIG COP, Chapter) may create/use Slack channels
- Channels moderated by Staff, Board, CAC, and Community leaders

Slack Setup

- Free and available to all STC members
- Slack workspace join link provided to all members
 - Slack link not promoted, posted, or shared by STC
- STC members may create open channels
 - Members cannot create private channels
- SIG COI/COP channels can be open or private
 - Leaders, community, or steward decides which (?)
 - No visible labeling for SIG COI/COP channels (just SIG)
- Chapters may create/use channels (optional)

Slack Details

- Guidelines and code of conduct provided to all members
- Private channels only for internal STC groups
- [Slack Intro Presentation](#) (Ann Marie)
 - Presented as webinar to SIG COI/COP leaders
- STC Staff, Board, and CAC leaders added as admins to all private community channels

Slack Concerns and Questions

- Value for members to belong to a channel that provides the same access and permissions as a non-paying STC member or non-STC member?
 - How do we explain this to our members?
- Potential confusion between open and private channels
 - Members cannot see private channels

Slack Proposal

Move that the STC Communities Slack workspace be approved and implemented as a resource available to all STC members for the 2020-21 membership season. The motion passed.

CAC/Communities Update

Motions

Move that the Board approve the revised 2020 Pacesetter Award guidelines and application. The motion passed.

Move that the Board approve the revised 2020 Community Achievement Award (CAA) guidelines and application. The motion passed.

Move that the Board approve the dissolution of the STC Alberta Chapter, per the Chapter's membership vote to dissolve. The motion passed.

CAC Status

- Restructured CAC organization to facilitate service to community leaders.
 - Outreach: from community type to knowledge sharing.
 - Education: from one director to team approach.
- Theme & incentive program.

Chapter Status

- **Pittsburgh**: Potential merger with Ohio chapter.
- **Philadelphia Metro**: Challenged (volunteers & active members)
- **New England**: Struggling, possible closure or merger

COI Status

- **Accessibility & User Experience (merger)**: Keep separate. Access: Nathan Richardson, Usability: Ann Wiley
- **Agile (facilitator needed)**: Emailed certain members.
- **API (facilitator not an STC member)**: Emailed, no response. Will contact members.
- **CIC (facilitator needed)**: Marilyn Woelk provided potential names. Broaden search.

Scholarship Committee Update

- Asking to award two \$500 scholarships
- Applications open 1 October
- Current funds: \$3,501 for the 2018-2020 scholarship fund (of which \$455 are 2020 funds) as of 8/21
- Strategizing on making that amount sustainable

Move that the Board approve the revised scholarship committee charter as presented. The motion passed.

Annual Business Meeting Motions

Motion 1

“Move that the STC Board of Directors consider making future Annual Business Meetings (ABMs) open to all members, regardless of Summit attendance status, by holding the ABM either fully virtually or in a virtual/in-person hybrid format.”

- The motion was put to vote. The motion passed.

New York State requires an in-person annual business meeting. New York may be changing their laws, but that is to be determined.

The Board's Response is: The Board will ask the CEO to discuss the matter with the parliamentarian to validate that we are inline with our bylaws and New York state law to determine how best to accommodate this request. All members in good standing have always been eligible to attend regardless of location.

The remaining motions were pushed to the October meeting due to time limitations.

Strategic Planning Committee

The draft was addressed via email after the meeting, due to time constraints.

Adjournment

Due to time constraints, the remaining motions from the annual business meeting were tabled until the next board meeting. The Strategic Planning content will be handled online.

The meeting adjourned at 6:01 pm.