



Society for
Technical
Communication

Board of Directors Meeting Summary

28 January 2021, 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

- Dr. Jackie Damrau

Agenda Items

- Call to order and approval of agenda
- Consent agenda items

- President's Report (0 mins)
- Treasurer's Report (15 mins)
- CEO Report (15 mins)
- Education Committee Report (15 mins)
- Nominating Committee Update (5 mins)
- Audit Committee (5 mins)
- Awards Updates (15 mins)
 - Associate Fellow
 - Fellow
 - Frank R. Smith Award
 - Ken Rainey Award
 - Jay R. Gould Award
 - Scholarship
 - STX/AS
- CEO Performance Appraisal (15 minutes, may need to extend additional 15 mins)

Consent Agenda

- Approve December 17th 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

No report.

Treasurer's Report

Mr. Bousquet presented the financial report. First he presented November and then December.

November

- **Assets:** \$623,934, against \$528,193 in the same month in 2019.
- **Liabilities:** \$957,168 against \$706,955 in the same month in 2019.
- **Total Net Assets:** \$(333,234) compared with (178,672) in the same month in 2019.
- **Revenue:** \$1,090,187 against budget \$1,369,001 and \$1,630,170 in the same month in 2019.

- **Expenses:** \$1,225,772 against a budget of \$1,397,910 and \$1,509,187 in the same month in 2019.
- **Operating Change in Net Assets:** \$(135,585) against a budget of \$(28,909) and \$120,983 in the same month in 2019.
- **Non-Operating Change:** \$30,489 against a budget of \$19,434 and \$60,400 in the same month in 2019.
- **Total Change in Net Assets:** \$(105,096) against a budget of \$9,475 and \$211,507 in the same month in 2019.

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

December

The December report does not represent the final 2020 financials.

- **Assets:** \$621,970, against \$714,869 in the same month in 2019.
- **Liabilities:** \$973,193 against \$943,006 in the same month in 2019.
- **Total Net Assets:** \$(351,223) compared with \$(228,137) in the same month in 2019.
- **Revenue:** \$1,159,130 against budget \$1,462,000 and \$1,738,099 in the same month in 2019.
- **Expenses:** \$1,326,976 against a budget of \$1,523,340 and \$1,675,279 in the same month in 2019.
- **Operating Change in Net Assets:** \$(167,846) against a budget of \$(61,340) and \$62,820 in the same month in 2019.
- **Non-Operating Change:** \$44,761 against a budget of \$21,200 and \$69,190 in the same month in 2019.
- **Total Change in Net Assets:** \$(123,085) against a budget of \$(40,140) and \$132,010 in the same month in 2019.

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

Community Budget Reviews

- 49 total chapters and COPs
- 31 budgets submitted
 - 28 approved
 - 2 follow-ups
 - 1 in review
- 1 extension
- 3 inactive
- 3 closing
- 1 merging

- 10 no replies

CEO's Report

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

Membership Revenue as of 1/24/21

FY21 membership income is \$370,269 with 1,783 members (-99 from last year). This is behind last year's revenue by (\$27,747). We are ahead of the 2020 straight-line budget by \$117,039.

Total current/active members = 2020 (3,128) + sustaining (7) + new 2021 (368) = 3,503

As of today, \$10,000 in CVP revenue in unclosed batches.

STC Membership Updates

Membership and Marketing Committee

- LinkedIn Sales Navigator—Bobbi Werner
- CVP and industry research for prospects
 - Link Membership and Education Committees for this research—invite David Caruso
- Outreach for welcoming members and membership support
- AH survey results
- Website suggestions for membership areas (esp. home page)
- Updating and clarifying membership forms and renewal /joining information

Education Revenue as of 1/25/21

Education revenue is \$7,005 and currently (\$4,915) behind the straight-line budget and behind last year by (\$1,207), with \$17,355 currently in sales through April 2021 (the April budget would be \$40,000+).

Email marketing for low reg webinars and courses ongoing.

2021 Education Updates

- Education Committee
 - Working on webinars and courses
 - Ideas for bundling courses into certificates and selling subscriptions (may be how roundtable is re-envisioned)
- Meetings with Moodle hosting providers

- Education survey for topics, etc.
 - Revising to send out early February

Summit Revenue as of 1/24/21

Summit revenue is \$17,260 with 36 registrations (-111) and currently (\$40,260) behind the straight-line budget and behind last year by (\$29,298).

As of today, revenue is \$36,110 with 80 registrants due to email marketing and deadline for early rate.

Will extend early rate.

2021-2023 Conference Updates

- 2021 Conference (5-9 June):
 - Preliminary program online and registration open.
 - Extend early rate into February.
 - Sponsorship and Exhibiting Prospectus online.
 - Keynote outreach ongoing
 - “Site visit” meeting with platform, AV company, and volunteers/staff
 - Honorary Fellow meeting to schedule
 - Social and additional event planning (new announcement each week)
- 2022 Chicago Hyatt contract addendum with legal
- 2023 Atlanta contract with legal

Publications Updates

- Intercom magazine (7 issues in 2020, 6 in 2021)
 - Handoff with Alisa in process, first issue March-April 2021
 - Oct. 2020 completed
 - Nov.-Dec. 2020 Andrea
 - Jan.-Feb 2021 Andrea and Alisa
- Technical Communication journal
 - Feb. issue completed

Analytics

Several slides showing analytical images from Google Analytics and Constant Contact were displayed. Social media analysis was included.

Education Committee Report

Dr. Jackie Damrau joined the meeting at 5:05 PM.

Dr. Jackie Damrau, Chair and STC Fellow spoke on behalf of the STC Education Committee. She presented lists of webinars and courses that were completed, along with plans for upcoming events. Additionally, they are developing templates etc. into course development playbook for use by the organization, and developing quality control measures for assessing courses / instructors each year to ensure process improvement. The following ideas have been proposed:

- Offer Educational Pathways which encourage technical communicators at all stages to improve their skills
- Consider making foundation courses available asynchronous or on-demand
- Consider offering an alternate pricing model for education courses/webinar series
- Work with Conference committee to align educational offerings with Summit presentations

Here are some sample educational pathways:

- Tech Comm Essentials
 - Tech Comm 101
 - Tech Comm 201
 - Technical Editing
 - One other course
- Content Strategy
 - Content Strategy
 - Structured Authoring
 - Information Design
 - User Experience
- Tech Comm Management
 - Technical Communication Manager
 - Working with Remote Teams
 - Leadership for Technical Communicators
 - One other course

Dr. Jackie Damrau left the meeting at 5:20 PM.

Nominating Committee Update

An update to the elections process was given.

Move that the STC Board approve the final slate for the 2021 election. Bethany Aguad and Laura Palmer abstained. The motion passed.

Audit Committee

Move to engage Wegner for the 2020 STC audit and approve the engagement letter as presented. Jim Bousquet abstained. The motion passed.

Awards Updates

Associate Fellow

The recommendations for Associate Fellows were submitted.

Motion to accept and approve the recommendations of the Associate Fellows committee. The motion passed.

Fellow

The recommendations for Fellows were submitted.

Motion to accept and approve the recommendations of the Fellows committee. The motion passed.

Frank R. Smith Award

The review for the article of the year is underway.

Ken Rainey Award

The recommendation for the Ken Rainey Award was submitted.

Motion to accept and approve the recommendations of the Ken Rainey Award committee. The motion passed.

Jay R. Gould Award

The recommendations for the Jay R. Gould Award were submitted.

Motion to accept and approve the recommendations of the Jay R. Gould Award committee. The motion passed.

Scholarship

Committee requests to award two scholarships this year.

Motion the board accept and approve the request from the scholarship committee to award two \$500 scholarships for the 2020/2021 timeframe. The motion passed.

STX/AS

The recommendations for STX/AS were submitted.

Motion to accept and approve the recommendations of the STX/AS Award committee. The motion passed.

Slack Update

Tabled until next month. Updates to be provided via email.

CEO Performance Appraisal

A discussion ensued where the board evaluated the goals given to the CEO for the past year, and how they were met.

The board is to add comments to appraisal by Thursday, February 4th at 5 EST.

Adjournment

The meeting adjourned at 6:21 pm.