



Society for  
Technical  
Communication

# Board of Directors Meeting Minutes

25 February 2021, 4:30-6:00 pm EST

## Attendees

### Board

- Craig Baehr, 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

### Guest

- Liz Pohland, STC CEO

### Apologies

- Kirsty Taylor, Vice President

## Agenda Items

- Call to order and approval of agenda
- Consent agenda items
- President's Report (5 mins)

- Treasurer's Report (15 mins)
- CEO Report & Strategic Planning Update (30 mins)
- Slack Update (10 mins) - Bethany & Todd
- CAC Update (10 mins) - Ann Marie
- Website Update (10 mins) - Tim
- Committee Liaison / Awards Update (10 mins)

## Consent Agenda

- Approve January 28th 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

By Thursday of next week, the Board is to provide final comments on the CEO's performance appraisal.

The board will wrap up awards committees recommendations by next meeting.

The Board will reevaluate the CEO salary deferment and repayment based on financial situations. The treasurer will make projections and recommendations, and the board will make a recommendation of what course to take at the next board meeting.

## Treasurer's Report

Mr. Bousquet presented the financial report.

### January

- **Assets:** \$707,404, against \$689,625 in the same month in 2020.
- **Liabilities:** \$1,114,221 against \$994,616 in the same month in 2020.
- **Total Net Assets:** \$(406,817) compared with \$(304,991) in the same month in 2020.
- **Revenue:** \$58,817 against budget \$81,901 and \$52,807 in the same month in 2020.
- **Expenses:** \$93,410 against a budget of \$114,862 and \$126,791 in the same month in 2020.
- **Operating Change in Net Assets:** \$(34,593) against a budget of \$(32,961) and \$(73,984) in the same month in 2020.

- **Total Change in Net Assets:** \$(39,970) against a budget of \$(32,073) and \$(76,855) in the same month in 2020.

*Move that the board accept the financial report for the month of January, 2021. The motion was seconded. The motion passed.*

## Community Budget Reviews

Two budgets were approved since last month. That leaves two that are being followed up (TE SIG, and Silicon Valley, who filed their 990N incorrectly.

## CEO Salary Deferral

The Board is developing criteria to stop the ongoing CEO salary deferral and to initiate payment of the accrued expense.

## Tech Editing SIG Concerns

The Tech Editing SIG reached out to the Board to examine reimbursement for expenses.

## CEO Report & Strategic Planning Update

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

## Membership Revenue

FY21 membership income is \$436,639 with 2,104 members (-154 from last year). This is behind last year's revenue by (\$24,901). We are ahead of the 2020 straight-line budget by \$140,379.

Total current/active members = 2020 (3,128) + sustaining (7) + new 2021 (468) = 3,603

## Education Revenue

Education revenue is \$19,738, \$3,616 ahead of last year and (\$4,102) behind the straight-line budget.

There is \$35,198 currently in course and webinar sales through April 2021 ( the April budget will be @\$40,000).

## Summit Registration Revenue

At 16 weeks from the start date, Summit revenue is \$77,385 with 149 registrations (-41) and currently (\$37,995) behind the straight-line budget and behind last year by (\$43,900).

As of yesterday, Summit revenue is \$93,305 with 169 registrants.

## MarCom January Activities

In January, AH MarCom designed a homepage graphic promoting Summit Early Registration and formatted and published the following Notebook blog posts:

- STC Welcomes New Intercom Editor Alisa Bonsignore
- Discover STC's Digital Intercom

AH MarCom conducted three member interviews in January to supplement survey data:

## Social Media, Corporate Value Program, Job Bank, Etc.

Graphics displaying social media usage, corporate value program sales, and the job bank sales were displayed.

## STC Strategic Planning Update

Ms. Pohland presented an update to the strategic plan. Board members should review the plan and take action on their items.

## Slack Update

- Presented overview with SIG COI facilitators.
- Added Slack webpage on STC.org
  - Registration link, Overview, Links
  - Monthly registration link update (expires 30 days)
- Working on FAQ and Slack bot commands.
- Increasing activity in channels (SIG and other).
- Will implement slackbot to respond to keywords that members may enter, prompting them on how to resolve their issues.

## CAC Update

### CAC Goals

- Align with the Board's vision.
- Make community leaders' jobs easier.
- Facilitate a sense of community.

- Support SIG COIs.

## Chapter Status

No change from January 2021 Meeting.

- Pittsburgh: Closing (membership vote needed)
- Eastern Iowa: Closing (Board approved closure Dec. 2020)
- Eastern Ontario: E. Ontario merging with Toronto (membership vote needed)
- S. Nevada & Manitoba: Inactive

## SIG COI (Community of Interest) Status

- All SIG COIs have a facilitator.
  - Seeking co-facilitator: UUX (5 replies), API (0 replies)
- First facilitator meet-up Feb. 16
- Slack link on website went live Feb 18.
- Facilitators starting to invite members to join channels.

## Educational Programs

- Seven programs (Aug. 2020 – Feb. 2021)
  - Well-received. Registration average: 34. Attendance average: 23
- Virtual Leadership Program
  - Possible dates: 1st: May 19 (Wed), 2nd: May 13 (Thurs), 3rd: May 20 (Thurs)
  - Planning has begun.

## Sense of Community

- Incentive Program (“STC Superheroes Journey”)
  - Over 25 participants.
  - Ends June 2021.
  - <https://www.cac-stc.org/resources/bureau-of-stc-superheroes/>

## Virtual Meet-Ups

- Goal: monthly virtual meet-ups. Four to date.
- CAC members have hosted.
- Well-received. Usual 8 – 12 attendees.

## CAC Outreach

- O-O-O outreach

- CAC Virtual Open House (Oct)
- CAC Outreach Chart: How May We Help?
- <https://www.cac-stc.org/resources/cac-outreach-chart/>
- CAC monthly newsletter, increased social media, CAC website

## Student Outreach

- Student Chapter Meet & Greet (Oct. 30)
- “Revitalize Your STC Student Chapter” & Meet-Up (Feb. 5)
- John Clement (Student Outreach Director): o-o-o meetings, communications, & Slack channel

## New: Preferred Tools Project

- Result of leader outreach conversation.
- Jamye Sagan, project leader.
- Survey is in review by CAC.
- Share results with Technology Task Force.

## Upcoming Projects

- Communities and technology impact.
- Policy updates (SIG COI COP & COI dissolution).
- Community Manual updates (SIG COI & other).
- Mapping STC chapters.

## Action Items

The Board will notify Ms. Queeney about their availability on dates to attend the Virtual Leadership Day.

## Website Update

- The Website Task Force is beginning to prototype new home pages for STC.org.
- Mr. Esposito met with Ms. Pohland several times to go over pruning down plugins installed on the site. AH is investigating those recommendations.
- The TCBOOK site has new plugins installed which will help them maintain their broken links.
- The site hostings have been combined, allowing STC to save \$200 a month in hosting fees.

# Committee Liaison / Awards Update

## CAA Committee Update

- Committee is scoring applications.
- Board approval at March meeting.
- CAA application major revision
- Distribute changes in March for Board review. Send to Mr. Baehr
  - CAA committee makes necessary revisions.
  - Redistribute and vote at April Board meeting.

## Frank R Smith Award Committee

The Frank R Smith Award committee has reached a consensus. Ms. Palmer to send the recommendations to the board for approval next month.

## Adjournment

The meeting adjourned at 6:07 pm.

## Next Meeting

March 25th, 4:30-6:00 PM EST