



# SOCIETY FOR TECHNICAL COMMUNICATION NORTHEAST OHIO CHAPTER

## Board Meeting Minutes

**Date:** August 17, 2006  
**Place:** Independence Library  
**Attendees:** Stephanie Webster, President  
Trish Spayer, Vice President  
Sarah Burke, Secretary  
Bob Young, Immediate Past President  
Jessica Hendricks, Programs  
Brian Baddour, Web Site  
June Muhic, Membership  
Mario Morelos, PR  
Jeanette Evans, Academic Relations  
Shannon Siwicki, Academic Relations  
Amy Vogt, Education  
Barb Philbrick, Newsletter  
**Minutes:** Meeting was called to order at 6:30 p.m.

Check boxes represent action items.

### ***President's Report***

- Stephanie thanked everyone for their dedication and commitment to the 2006–2007 chapter year.
- Stephanie presented the following goals for the 2006–2007 chapter year:
  - *Goal 1: Continue with member value in career and in STC*
    - Established Education Committee (Software Saturdays and webinars are organized under this committee)
    - Established Community Committee to represent NEO STC at Northeast Ohio Communication Affiliates (NOCA) and Cleveland Technical Societies Council (CTSC) meetings
    - Planned for three entry categories for chapter competitions this year
    - Presented relevant topics for monthly meetings
    - Continue to offer networking luncheons across the greater Cleveland area
  - *Goal 2: Strive for Chapter of Distinction award (award criteria is changing)*
    - Noted that if anyone in the chapter speaks somewhere that's not related to STC to let Stephanie or Bob Young know so that those speaking engagements can be included in the chapter's list of accomplishments for this award
    - Encouraged chapter to publish more *TieLine*, *Technical Communication*, and *Intercom* articles
    - Congratulated Bob Young for achieving a Chapter of Excellence award for NEO STC for 2005–2006
  - *Goal 3: Continue volunteer recognition program under new point system*
  - *Goal 4: Integrate into the budget the registration cost of the incoming president to attend Leadership Day*
- Stephanie presented the current NEO STC member count at 153 members as of July 31, 2006.
- The chapter is still looking for volunteers for the following positions/committees:
  - NOCA Assistant

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- Employment (two volunteers)
- Programs (Co-chair)
- PR (Co-Chair)
- Consultants and Independent Contractors Special Interest Group (CIC SIG).
- Stephanie also presented the following Society-level announcements:
  - A new leadership Web site at [HTTP://STC-CDX.ORG/NODE](http://STC-CDX.ORG/NODE) is up and running. It includes *TieLine* issues, pod casts, and event listings.
  - New STC Executive Director Susan Burton officially started the week of August 7, 2006. She wants to add additional member value for senior members and will be traveling to chapters throughout the 2006–2007 year.
  - The Society’s office resources have been realigned. See [HTTP://WWW.STC.ORG/ABOUT/STAFF01.ASP](http://WWW.STC.ORG/ABOUT/STAFF01.ASP) for contact information.
  - STC has joined the International Council for Technical Communication (INTECOM). For more information about INTECOM, see [HTTP://WWW.INTECOM.ORG](http://WWW.INTECOM.ORG).
  - The Society Web site is being redesigned.

### **Academic Relations**

- Chairperson Jeanette Evans and Shannon Siwicki reported on the Academic Relations Committee.
- The committee is thinking about making spring trips to area technical communication programs to offer portfolio reviews.
- The committee is considering getting involved in college fairs and job fairs.
- Sandi Harner of Cedarville University is interested in partnering with the chapter to establish student-practitioner mentoring relationships.
- Jeanette will write an Academic Relations column in each chapter newsletter.
- Bob Young suggested that we invite Youngstown State University technical communication students to an April meeting or have the April meeting at Youngstown State.
- The board discussed offering a \$500 scholarship to students, which was later approved for inclusion in the budget. The scholarship will be awarded through criteria and judging maintained by the Academic Relations committee.

### **CIC SIG**

- Stephanie Webster reported for Chairperson Lori Klepfer.
- The NEO STC CIC SIG currently has 24 members.
- Stephanie presented Lori’s goals for the CIC SIG for 2006–2007:
  - Goal 1: Prepare an e-mail or phone survey for members to determine what they want from the CIC SIG, to gather updated information for the Web site, and to identify whether a meeting for the monthly meeting is still desired (by September 30, 2006).
  - Goal 2: Create an action plan based on the survey that may include consultant-related speakers and additional networking opportunities (by October 15, 2006).
  - Goal 3: Promote the CIC SIG listserv (ongoing).
  - Goal 4: Promote the CIC SIG webinars (ongoing).
  - Goal 5: Update the chapter Web site with new CIC SIG-related information (September).
  - Goal 6: Change the CIC SIG moniker to “Consultants and Independent Contractors SIG.”
  - Goal 7: Send out monthly e-mail messages to members about CIC SIG-related topics (ongoing).
  - Goal 8: Write a column about a CIC SIG-related topic (winter 2006).
  - Goal 9: Foster a collaborative environment among members (ongoing).

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- Goal 10: Participate in the local CIC SIG management group, a new group being founded by the CIC SIG and sanctioned by STC to help mentor local CIC SIGs and encourage local CIC SIGs to work together (ongoing).
- ☐ Action item: Spell out CIC SIG as the “Consultants and Independent Contractors SIG” on the chapter Web site.

### **Community**

- Chairperson Bob Young reported on the Community Committee.
- Bob Young will serve as NOCA representative and Kim Lindsey as CTSC representative.
- NOCA is a two- year-old organization with 28 member organizations involved in the communication industry.
- NOCA is listing our events at [HTTP://WWW.NOCANET.COM](http://www.nocanet.com). NEO STC is advertising NOCA and CTSC organization events on our Web site.
- Kim Lindsey and Jessica Hendricks will attend the fall CTSC meeting as NEO STC representatives. The CTSC Web site is [HTTP://WWW.CTSC.ORG/INDEX.HTM](http://www.ctsc.org/index.htm).
- ☐ Action Item: Get NEO STC listed on the NOCA Web site as a member affiliate.

### **Competitions**

- Trish Spayer reported for Chairperson Rebecca Postupack-Slifer.
- Rebecca Postupack-Slifer, Heidi Emhoff, and Cheryl Bennett are members of the Competition Committee.
- There will be three categories of competitions entries this year: technical art, technical publications, and online publications.
- Entry forms will be available at the end of August. Entries are due October 6, 2006. The cost is \$75 per entry, and entrants do not have to be STC members.
- The NEO STC competitions are listed at [HTTP://WWW.STC.ORG/COMP/INTERNATIONALCOMPETITIONS01.ASP](http://www.stc.org/comp/internationalcompetitions01.asp).
- A call for local competitions judges will be posted on the chapter Web site shortly. The judges’ training session will be held October 13, 2006.

### **Education Committee**

- Co-chairperson Amy Vogt reported on Software Saturdays.
- The first Software Saturday is scheduled for September 23 on Structured Authoring/Advanced FrameMaker with Alan Houser. It will be held at Tri-C in an 18-seat computer laboratory. The cost is \$100 per person, and lunch is included. Attendees can audit the course (i.e., no computer workstation) at lower cost.
- The chapter has established new pricing for Software Saturdays. The fee for advanced classes is \$100 per person, \$75 per person for intermediate classes, and \$50 per person for beginning classes.
- Two other Software Saturdays have been planned, one for the January/February time frame (E-learning with Lectora presented by RADCom) and one for the March/April time frame (Flare co-hosted with the Pittsburgh chapter on both Friday and Saturday).
- The board offered up other tools/technologies for future Software Saturdays: Adobe Photoshop, Microsoft Project, Doc-To-Help, AuthorIT, web design, and Microsoft Word macros.
- Stephanie Webster reported for Co-Chairperson Denise Kadilak on webinars.
- The first payable webinar, “It Might Be GUI, But It Doesn’t Have to Be Messy!” by Leah Guren, is scheduled for August 23, 2006. It will be hosted by Carrie Begeot at Intuit.
- All webinars are listed on the Society Web site at [HTTP://STC.WEBEX.COM/STC](http://stc.webex.com/stc).
- Contact Denise Kadilak at [denise.kadilak@blackbaud.com](mailto:denise.kadilak@blackbaud.com) to host a webinar. Guidelines on how to host a webinar have been developed.
- The chapter needs a minimum of six attendees to break even. The chapter will charge a fee of \$10 for members/students and \$25 for non-members to attend each webinar.

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- The chapter will offer a new incentive for hosts: free registration for the host members. Non-members from the host organization will be able to attend at a discounted rate (member rate) if session-space availability after member first-come/first-serve premium.

### **Employment**

- Stephanie Webster reported for Chairperson Namrata Malik.
- Nick Bucur is volunteering with the committee on weekly job searching, and Beth Williams is filling in with temporary searching duties.
- The committee is looking for two more members to assist with weekly job searching.
- The employer directory has been posted on the premium site.
- Stephanie presented Nam's goals for the Employment Committee for 2006–2007:
  - Goal 1: Continue updating employment resources/pages on the chapter Web site.
  - Goal 2: Continue working with the PR Committee to educate local employers about NEO STC and our free job posting services.
  - Goal 3: Recruit more members to aid in weekly job searches for the chapter Web site.

### **Membership**

- Chairperson June Muhic reported on the Membership Committee.
- June sent out 19 e-mail messages to non-renewing members.
- The chapter will host a recruiting meeting before the September meeting to drum up volunteers for various positions that are open.
- The chapter will host “new member” meetings before the October, January, March, and May meetings.
- The chapter will continue to use the guest registration form at the meeting registration table.
- June presented the Membership Committee's goals for 2006–2007:
  - Goal 1: Maintain current members.
  - Goal 2: Recognize senior members with five-year pins.
- Action item: Write non-renewal letter and send to those non-renewing members without e-mail addresses (June Muhic).
- Action item: Make NEO STC letterhead template (Sarah Burke) and post to the premium page (Brian Baddour).
- Action item: Design chapter-level five-year certificates (June Muhic).
- Action item: Hand out new member packets at new member meetings (June Muhic).

### **Networking Lunches**

- Stephanie Webster reported for Co-Chairpersons Angie Dianetti and Jill McCauslin.
- Networking luncheons are already planned for August and September, and Angie and Jill are currently planning the luncheons for the next 5–6 months.
- The last few networking luncheons have been well attended (10–15 attendees each).
- The committee has established criteria for new networking luncheon locations:
  - Offer separate checks
  - Seat people before entire party arrives
  - Accept reservations.
- Action item: Obtain and hand out chapter brochures to new people who attend the networking luncheons (Angie Dianetti and Jill McCauslin).
- Action item: Implement follow-up strategy to personally contact via e-mail those who attend the networking luncheons; thank them for attending and send them information on upcoming chapter events (Angie Dianetti and Jill McCauslin).

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### **Newsletter**

- Newsletter Editor Barb Philbrick reported on the Newsletter Committee.
- Barb is continuing with same newsletter duties and format.
- Barb is looking for more reviews (e.g., book reviews and software reviews) and more article sharing between chapters.
- The chapter is planning to enter its newsletter in the Society newsletter competition (entry deadline is mid-October).
- Barb will publish an end-of-summer newsletter at the end of August. This issue will include Bob Young's article highlighting the chapter's successful membership drive last year.
- Action item: Clean up the newsletter archives on the chapter Web site (Barb Philbrick and Brian Baddour).
- Action item: Find someone to code the HTML newsletter e-mail teasers each month (Barb Philbrick).

### **Programs**

- Chairperson Jessica Hendricks reported on the Programs Committee.
- The AmeriSuites (Independence) is under renovation until February 2007 when it will have a bar and catering. Until then, Jessica is searching for a new meeting site and catering and has requested materials from Embassy Suites on Rockside Road, as well as other Independence-area hotels.
- The committee is considering hosting some meetings at employer locations. These locations must be free to the chapter and preferably have on-site catering.
- The committee will continue notifying members that they are responsible to pay if they register but do not show up for a meeting. This policy has been posted to the chapter Web site and on the meeting flyers. The committee is also encouraging PayPal registrations.
- The chapter will host a holiday social hour, including a silent auction where half of the proceeds will go to the Cleveland Foodbank and half to the chapter, at a location TBD.
- Topics being considered for 2006–2007 programs include the following:
  - Corporate culture and the role of technology panel
  - Communication gap
  - Single sourcing
  - Holiday social hour and silent auction.
- The committee is looking for suggestions for a Cleveland site tour and meeting (might be a family event).
- The chapter will host a joint meeting with ASTD on instructional design (coordinating with Lori Klepfer).
- The chapter is trying to get more employer sponsors for each meeting (even \$50 would be appreciated). Members should contact Mario Morelos if they know of a potential sponsor.
- The chapter is not hosting a joint meeting with the Pittsburgh chapter this year because of the joint Software Friday/Saturday the two chapters are already co-hosting.
- Sherri Henkin has volunteered to serve as greeter for the September meeting.
- The committee will continue to produce the monthly program bulletins.

### **Public Relations**

- Chairperson Mario Morelos reported on the Public Relations Committee.
- The Public Relations Committee is entering the Society PR competition. All entries must be received by March 5, 2007, including material from May 1, 2006, through April 30, 2007 (anticipated).
- Mario noted that sponsors are employers and community organizations that contribute to the chapter (even one-time contributions). Sponsors do not necessarily have to agree to be sustaining organizations.
- The committee reported that a few potential sponsorships “in the wings” are being worked on.
- The chapter will recognize 1+ sponsors, depending on the level of their sponsorship, in our monthly meeting bulletins.

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- Michele Kastro will continue preparing the press releases for the monthly meetings.
- Mario presented the following goals for the Public Relations Committee for 2006–2007:
  - Goal 1: Find more volunteers.
  - Goal 2: Continue with PR efforts to attract sustaining organizations and donations.
  - Goal 3: Provide support to the Programs and Employment Committees.
  - Goal 4: Attract greater media attention (e.g., radio, TV, newspapers, and magazines).
- Action item: Establish formalized levels for sponsorship (gold, silver, bronze) and articulate what sponsors “get” for their sponsorship (incentives will be based on level of support).

### **Region Level 4**

- Stephanie Webster reported on the Region Level 4 Committee.
- The committee consists of the following members:
  - Stephanie Webster
  - Bob Young
  - Kim Lindsey
  - Lori Klepfer
  - Trish Spayer
  - Sherri Henkin.
- The committee met on May 1, 2006 to discuss preliminary activity. Although the conference was originally planned for April 2007, it has been moved to fall 2007 because of chapter activity this year, Stephanie’s limited availability, and a tight planning schedule.
- Action item: Contact other Region 4 chapter officers and recruit local sponsors for this event (Bob Young).

### **Treasurer’s Report**

- Bob Young reported for Treasurer Heidi Emhoff.
- Bob handed out budget for 2005–2006 year. Overall, our chapter is doing well: we made more than we spent and we are healthy!
- The chapter is adding the following items to be incorporated into categories of the budget:
  - Raffle/door prize items
  - Membership fund (five-year pins)
  - Speaker gifts
  - Leadership Day registration fee for incoming president
  - Recognition (end-of-year awards).
- The chapter’s financial reports will be submitted by September 30.
- Action item: Talk with Chase about changing our minimum balance level so that the chapter does not have to maintain a large deposit (Heidi Emhoff).
- Action item: Present a new budget template for this chapter year (Heidi Emhoff).
- Action item: Add \$500 student scholarship to the chapter budget. Jeanette Evans forwarded motion; Bob Young seconded it. Approved by board.

### **Web Site**

- Chairperson Brian Baddour reported for the Web Site Committee.
- The Web site is paid for through the next calendar year (2007) and costs \$120 per year.
- Brian thanked Lori Klepfer, Namrata Malik, and Barb Philbrick for keeping the NEO STC Web site dynamic.
- The Web Site Committee has built a wiki for our chapter Web site at [WWW.NEOSTC.ORG/MWIKI](http://WWW.NEOSTC.ORG/MWIKI). Christina Chase will assume leadership for organizing the content of the chapter wiki.

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- Action item: Put chapter wiki on premium site (Brian Baddour).

Meeting was adjourned at 8:44 p.m.

Respectfully submitted 8/21/2006  
Sarah Burke, NEO STC Secretary