



SOCIETY FOR TECHNICAL COMMUNICATION NORTHEAST OHIO COMMUNITY

Board Meeting Minutes

Date: January 28, 2008

Place: Independence Library

Attendees: Tricia Spayer, President
Amy Vogt, Vice President
Stephanie Webster, Immediate Past President, Regional Conference Committee
Denise Kadilak, Treasurer
Sarah Burke, Secretary, Academic Relations Committee
Jeanette Evans, Academic Relations Committee
Bob Young, Community Committee, Regional Conference Committee
Renee Murray, Education Committee
Anne Paczula, Education Committee
Ginny Haas, Public Relations Committee
Brian Baddour, Web Site Committee

Minutes: Meeting was called to order at 6:15 p.m.

Check boxes represent action items.

President's Report

- Tricia provided a status on her goals for the 2007–2008 year:

No	Goals	Status
1	Host a successful regional conference	Done
2	Make more use of technology in our community—through our Web site and wiki and through RSS feeds	In progress
3	Publish a skills database within our community	--
4	Maintain contact with lapsed members and those who have shown interest in STC	Somewhat. We have kept in contact with interested parties and invited them to meetings.
5	Host more Software Saturdays	One down, two to go
6	Provide a good set of programs that keep us in tune with the latest trends and technologies	So far, so good
7	Encourage members to post their resumes on our Web site and encourage more businesses to post job openings; make NEO STC the “go to” resource for technical communicators	Companies have been posting jobs
8	Strive for the Chapter of Distinction award	Will submit application in April
9	Submit two Associate Fellow nominations	Submitted one

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No	Goals	Status
10	Continue volunteer recognition program using the point system refined early in 2007	In progress
11	Award student scholarship	In progress

- Tricia reported NEO STC's current membership at 161 members, which is up 5 members from August.
- The nominating committee, Stephanie Webster, Amy Vogt, and Tricia Spayer, is meeting January 31 to discuss officer candidates for next year. If anyone would like to hold a certain position new year, please let the committee know or offer your recommendations.
- Tricia presented the following Society-level announcements:
 - Society elections will be held in March/April. For candidate information, visit <http://www.neostc.org>.
 - Members must renew their memberships by February 28 to vote in the Society elections.
 - If anyone is interested in becoming involved at the Society level, feel free to contact Bob Dianetti who has offered to mentor/field questions.
 - The 2008 STC international conference will be held June 1-4 in Philadelphia, PA. The preliminary program will be sent to members in late February.
- In committee news, Ginny Haas was asked to replace Mario Morelos as PR Chair when Mario let his membership lapse. Traci Billingsley has stepped down as chair of the Employment Committee.
- Tricia raised the following points for discussion:
 - Amy Vogt forwarded motion to form bylaws review and strategic plan review committees. Stephanie Webster, Renee Murray, and Bob Young seconded motion. Approved by board.
 - Bylaws: Our community needs to compare the existing bylaws to the new STC bylaws. We also need to incorporate electronic voting and rework the elections process.
 - Strategic plan: Our strategic plan was released in 2004, and some of its wording is outdated.
 - Tricia would like the community to consider a leadership workshop. Jackie Damrau from the Lone Star STC community has offered to hold a leadership workshop for our community. The board agreed to pursue this, and Tricia will contact Jackie to set up the workshop for sometime this summer.
 - Is there interest in the lending library (suggested by Barb Philbrick)?
 - Is there interest in radio call-in meetings (suggested by Barb Philbrick)?
 - What's next for our community now that we had a successful conference?
- Action item: Compose short officer/committee position descriptions by March 15 and compile them on the NEO STC wiki (required of all officers; coordinated by Stephanie Webster).
- Action item: Set up leadership workshop led by Jackie Damrau (Lone Star community) for summer 2008 (Tricia Spayer).
- Action item: Interest more students from Tri-C and Kent State University in our community and set goals to increase student attendance at our meetings (Jeanette Evans and Sarah Burke).
- Action item: Leverage relationships with our conference sponsors to obtain sponsorship for future scholarships (Ginny Haas).

Vice President's Announcements

- Congratulations to Jeanette Evans who earned the rank of Associate Fellow! She will be recognized publicly at the STC International Conference honors banquet in June.

Web

- Webmaster Brian Baddour reported for the Web Site Committee.
- The President called for a technology task force meeting on January 23 where the Web Committee was represented.

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- The jobs database is being modified to receive RSS feeds. This functionality will eliminate the need for volunteers to search job sites and manually post jobs to our database.
 - We are also exploring ways to streamline updates to our events calendar. One idea that was explored was adding an RSS button on our events calendar. Members could use the RSS feed to automatically update their home web page or browser with updates from our calendar.
 - We will continue to post resumes on our Web site, but we will place a disclaimer to members about their posted information being searchable. We will also create private and public folders for members' resumes.
 - Brian Baddour is not renewing his STC membership to devote more time to his work and family. His service to the community has been greatly appreciated.
 - We opened up a Constant Contact account at the nonprofit discount rate of \$129 per year. Paul Holland created a customized template for our membership-wide NEO STC e-mail messages.
 - The regional conference Web site is almost completely archived.
- Action item: Write procedures for using Constant Contact to send out e-mail messages to the community (Paul Holland).

Treasurer's Report

- Treasurer Denise Kadilak reported on the budget.
 - We made \$4,500 on the regional conference, putting us in a healthy position for the rest of the year.
 - Going forward, funding for STC communities from the Society will be based solely on membership (\$25 per member).
- Action item: Place \$10,000 in a four-month CD (Denise Kadilak). Bob Young forwarded motion. Tricia Spayer seconded motion. Approved by board.
- Action item: Consider increased funding for the Education Committee next August (Denise Kadilak).

Academic Relations

- Co-Chairperson Sarah Burke reported on the Academic Relations Committee.
- The committee achieved the following since the last board meeting:
 - Completed the academic program contacts database
 - Reached out to three technical communication programs (CSU's certificate in science writing, Kent State's IAKM program, and the University of Findlay's technical communication program)
 - Wrote two articles for *Lines and Letters* on committee activities and the scholarship launch
 - Refined scholarship requirements and completed scholarship application and materials
 - Requested web page at <http://www.neostc.org/scholarship> for scholarship information and materials
- The committee set the following goals for winter/spring 2008:
 - Distribute scholarship application and promotional materials to schools on February 1
 - Post scholarship information and application to <http://www.neostc.org/scholarship> and listserv
 - Recruit scholarship judges
 - Successfully evaluate scholarship entries and award winner by May 1
 - Recognize scholarship winner at May meeting
- The committee provided the following update on the NEO STC scholarship:
 - Scholarship launch is scheduled for February 1, entries are due April 1, and the winner will be notified May 1 and invited to our May meeting for recognition.
 - A \$1,000 scholarship is being offered to one deserving Ohio undergraduate, graduate, or community college student studying a technical or scientific communication-related field.
 - Applicants must be enrolled in an Ohio school or be permanent Ohio residents.
 - Applicants will be evaluated based on their potential to contribute to the profession, as evidenced by their academic performance, their experience with technical communication, and their participation in STC.
 - Some of the funds for the scholarship were provided by Solon-based Pressco Technology, Inc.

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- The committee posed the following question for the board:
 - Is anyone interested in being a scholarship judge (we have three so far)?

Education Committee

- Co-Chairpersons Renee Murray (webinars) and Anne Paczula (Software Saturdays) reported on the Education Committee.
 - We held our first Software Saturday of the year on January 12 at Tri-C. We had 12 attendees and giveaways from Adobe. Bernard Aschwanden of Bright Path Solutions spoke on developing for XML/DITA. He was a great speaker and was easy to work with. Bright Path Solutions offered two free Framemaker Chautauqua passes and discounted rates to other community members. Three to four members have taken advantage of these discounts.
 - We are hoping to schedule Alan Houser for a Software Saturday on May 17. The topic will be intermediate unstructured Framemaker.
 - We are considering inviting Geoff Hart to speak to our community sometime in 2008. Remaining issues are payment and scheduling.
 - We have had difficulty in scheduling lab time on Saturdays at Tri-C and have been unable to confirm available lab dates until one week into the semester. We will contact Sue Ellen Wright at Kent State about the possibility of hosting future Software Saturdays there. We are also looking into other lab venues.
 - The committee offered the following update on webinars:
 - We currently send out e-mail messages to the membership about upcoming webinars.
 - To date, no responses have been received for hosting or attending webinars. Renee speculated that the webinar topics are not of interest to members or that the midday timing of the webinars is bad for members.
 - The community “owes” Jill McCauslin at Radcom a webinar.
 - The Society has made available the Genesys Meeting Center service for online meeting/training. The cost is \$0.05 per minute per line. We have a meeting ID number, a PIN number, and an account number. We also have contacts at Genesys and at STC.
 - The committee posed the following questions for the board:
 - Does anyone have another centrally located computer lab location that we could use for Software Saturdays?
 - Do we continue sending out webinar updates that are duplicative of what STC is sending?
 - Do you have ideas for gaining interest for webinars?
 - Do we want to do anything with Genesys?
- Action item: Increase the price of Software Saturdays to \$75 for unemployed persons/students, \$100 for members, and \$150 for non-members (Anne Paczula).

Employment

- Chairperson Renee Murray reported on the Employment Committee.
- Traci Billingsley resigned as Employment committee chair. Renee Murray is taking over as chair of the Employment Committee.
- The committee provided the following update on activities since August:
 - Thirty-four jobs have been posted at the request of area companies.
 - Seven resumes have been posted at the request of members.
 - Two resumes have been removed at the request of members.
 - We are currently in the process of posting a statement on the resume submittal page notifying members that their personal information immediately becomes public knowledge when their resume is posted.
- The committee provided the following status on changes in the works:
 - RSS feeds for the job postings are in the works and will be placed on the right-hand side of the Jobs page. The look will be similar to what exists on the NEO STC home page.

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- Webmaster Brian Baddour is working on pulling the jobs data from Indeed.com and will be looking into other RSS feeds as well.
- Action item: Identify another member to co-chair the committee (Renee Murray and board).

Public Relations

- Chairperson Ginny Haas reported for the PR Committee.
- The PR Committee is busy putting together its submission due March 4 for the Society PR competition.
- Tricia forwarded motion to send one PR representative to the April 30 training day on using press releases for nonprofits. Renee Murray seconded it. Approved by board.

Community

- Amy Vogt reported for Co-Chairpersons Stephanie Webster and Bob Young.
- The CTSC wants to start up a Speakers Bureau, and Amy encouraged members to consider being added to the list. The CTSC is also looking for volunteers for web work.
- The Society will be starting up a Speakers Bureau for presentations.
- Action item: Attend next NOCA meeting in February (Ginny Haas).

Programs

- Stephanie Webster reported for Co-Chairpersons Shannon Siwicki and Beth Troy.
- Kathleen Ruggeri will present on controlled vocabulary at the February 7 meeting at Rockwell Automation.
- Gary Miller will present on Crucial Conversations on March 13 at the Hines Hill Conference Center in Peninsula.
- Chris Juillet will present on setting consulting rates on April 16 at a location TBD.
- Sherri Henkin will moderate a panel discussion on transitioning positions within the technical communication field in May at a location TBD. The May program will also be the end-of-year banquet.
- Action item: Send out regular reminder program postcards for one more month (March), including a letter about the communication change, and then reduce reminder postcards to two per year, one in the summer and one in the winter. Reminder postcards will be used to advertise both monthly meetings and networking luncheons (Programs Committee).

Regional Conference

- Chairperson Bob Young reported on the Regional Conference Committee.
- The regional conference had lots of money and volunteers. Thank you!
- There were a record-setting 111 attendees at our conference, and the conference received excellent reviews.
- There will be an article (written by the committee) appearing in the February issue of *Tieline*. The article discusses how to put on a successful regional conference.
- The committee may also present the topic of how to put on a successful regional conference at a future conference or leadership day.

Competitions

- Denise Kadilak reported on the Competitions Committee.
- Our community did not host a competition this year, but members could submit entries to the Pittsburgh community's competition.
- No judges from our community participated in the Pittsburgh community's competition.

Consultants SIG

- Amy Vogt reported for Chairperson Lori Klepfer.

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- The Consultants SIG plans to have a speaker in the spring on business structure, taxes, etc.
- Action item: Identify volunteer to help Lori with updating Consultants SIG member contact information on the NEO STC Web site (Tricia Spayer).

Membership

- Amy Vogt reported for Chairperson June Muhic.
- We have been sending packets to interested parties and following up with them about their potential interest in STC. We know of at least one member who has joined STC as a result of this outreach (Elena Dunne).
- We are tracking senior members and are presenting them with senior member pins (at meetings and in the mail).
- We are sending welcome letters to new members.
- We are planning another new member orientation meeting in March.
- We would like to continue inviting non-members who have attended previous programs to upcoming programs.

Newsletter

- Tricia Spayer reported for Chairperson Barb Philbrick.
- Everything is going well, and Barb knows she can rely on the community for interesting contributions.

Networking Lunches

- Tricia Spayer reported for Co-Chairpersons Angie Dianetti and Jill McCauslin.
- We discussed combining the twice per year networking luncheon postcards with the programs reminder postcards.

Meeting was adjourned at 8:50 p.m.

Respectfully submitted 2/13/2008
Sarah Burke, NEO STC Secretary