



# SOCIETY FOR TECHNICAL COMMUNICATION NORTHEAST OHIO COMMUNITY

## Board Meeting Minutes

**Date:** August 7, 2008

**Place:** Independence Library, Independence, Ohio

**Attendees:**

- Amy Vogt, President, CTSC Representative
- Denise Kadilak, Vice President, Co-Chair Programs Committee, Chair of Social Networking Committee
- Tricia Spayer, Immediate Past President, Representative of Programs Committee
- Renee Murray, Secretary, Co-Chair Employment and Education Committees
- Ginny Haas, Treasurer, NOCA Representative, Honorary Volunteer
- Stephanie Webster, Member-At-Large
- Sarah Burke, Co-Chair Academic Relations Committee
- Jeanette Evans, Co-Chair Academic Relations and Newsletter Committees Representative of Competitions Committee
- June Muhic, Co-Chair Membership Committee
- Sharon Jendrisak, Co-Chair Membership Committee
- Bob Young, Chair Sponsorship Committee
- Lori Neuman, Co-Chair Competitions Committee
- Bob Clark, Representative of Newsletter Committee
- Paul Holland, Webmaster and Representative, Newsletter Committee
- Jean Church, Chair Public Relations Committee
- Paul Hanrahan, Representative, Employment and Web site Committees
- Lori Woods, Representative, Employment and Programs Committees

**Minutes:** Meeting was called to order at 6:30 p.m.

Check boxes represent action items.

## NEO STC Board Meeting Minutes

### President's Report

Goals for 2008-2009 NEO STC Year	Status
<b><u>Continue with 2007-2008 goals:</u></b>	
Publish a skills database within our community	
Host more Software Saturdays	
Review of NEO STC bylaws and strategic plan	
<b><u>Goals for 2008-2009</u></b>	
Goals for this year are associated with the concepts of: energy, balance, and fun	
Host a successful Leadership Workshop	Done
Send letters to volunteer's bosses for recognition	Planned
Have leaders talk about what they do, train volunteers (informally either before meetings, or during social networking events)	Planned
Organize trip to Cedarville's STC One-Day Conference	In progress (Amy Vogt and Stephanie Webster to discuss further)
Make more use of technology in our community – through our Web site and wiki and through RSS feeds	In Progress
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.
Strive for the Chapter of Distinction award	
Submit two Associate Fellow nominations	
Continue volunteer recognition program using the point system refined early in 2007	
Award <u>two</u> \$1,000.00 student scholarship this year	
Provide a good set of programs that keep us in tune with the latest trends and technologies	
Evaluate Web site. Consider design, usability, content, and/or function updates	
Evaluate Marketing material: consider updating brochure	
Include as many members as possible and increase value of membership by having: <ul style="list-style-type: none"> <li>• At least one monthly meeting available by Webinar</li> <li>• More options for networking and training</li> <li>• Fun Social Networking options (that also include families)</li> </ul>	

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Goals for 2008-2009 NEO STC Year	Status
Use member connections and resources to enhance STC message in the community Collaborate with community: <ul style="list-style-type: none"> <li>• CTSC</li> <li>• NOCA</li> <li>• Universities</li> <li>• Other groups - Toastmasters? Women's Business Groups.</li> <li>• Fundraiser – join forces with charities supported by our members</li> </ul>	
Include students in one STC project this year: suggest graphics or marketing support, Web site support.	
Career Expo event	
Start program to attract corporate sponsorship for our meetings, events, and scholarships	

- Amy reported NEO STC's current membership at 146 members.
- Successful Leadership Workshop on August 2, 2008
  - Thanks to Stephanie Webster and Tricia Spayer for all of the hard work to coordinate the event and bring Jackie Damrau to NEO STC
    - Networking: Potential volunteers for Sponsorship and PR or Education, Collaboration with Pittsburgh chapter – and support for their membership recognition program
    - Idea for informal Progression before meetings or a social networking event: opportunity for Senior members to train others – like “Speed dating” of volunteer training
    - Letters to boss to recognize volunteers
- Created contact list of board members – more information than STC database. Confirm this would be OK to send to all of board
- Society-level announcements
  - STC 56<sup>th</sup> Annual Conference on May 3 - 5, 2009 in Atlanta
  - Cedarville student chapter, regional conference is November 8, 2008
- Committee updates: Two new Committees this year:
  - Sponsorship - Bob Young – chair
  - Social Networking - Denise Kadilak

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- Denise Kadilak proposed holding a Regional Conference in October 2009
  - After much discussion, the Board decided to aim for a 2010 Regional Conference
  - It will enable the chapter to:
    - Gain additional sponsorships for the Conference
    - Plan accordingly (must reserve downtown hotels a year in advance)
    - Discuss having a combined conference with Pittsburgh/Cincinnati/Columbus Chapters
    - Recruit additional Committee members
  - Jean Church suggested that NEO STC try to host a Society Conference in the future. Society Conferences are already scheduled through 2013
- Jean Church suggested we provide a proposal to present at the Society Conference
  - Topic would be about Planning a Regional Conference
  - This needs to be accomplished as soon as possible because the proposals are due very soon
- Mailings for Networking Lunches and Programs Committee are not going to be sent every month
  - The goal for the Membership Committee is to make sure that all members' email addresses are up-to-date
  - NEO STC will send all notices via email instead of regular mail
  - The decision was made because of the high cost of traditional mailings
  - NEO STC will send a total of 2 mailings per year to the membership
- The President motioned we renew the PO Box
  - The cost is approximately \$74/6 months
  - We currently have the PO Box address posted on the internet and we use it in our published information
  - Bob Young seconded the motion
  - The PO Box will be renewed

## Committee Reports

### Membership Committee

- June Muhic reported for the Membership Committee
- The Committee plans on having members introduce themselves at upcoming NEO STC meetings
- We will continue to list the new members in the Lines and Letters newsletter
- Sharon Jendrisak proposed calling or emailing new members
- A suggestion was made to have officers, prior to the NEO STC meetings, perform meet and greets
- Bob Young proposed having people call previous members to find out if they are interested in returning to the organization
  - Bob also suggested drafting something like “the new season’s kicking off, and we know you haven’t been around...”
- The President suggested that when contacting past members about reinstating their membership we take into account any feedback they have given us
- Jeanette Evans suggested providing new members with “buddies” who are senior members
- Goal: grow our membership

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- Sustaining Goals:
  - Continue with the Volunteer Recognition point-system program
    - Membership Committee will meet offline to discuss this further
  - Introduce members who haven't been at meetings recently
  - Introduce senior members who receive awards at the NEO STC meetings
  - Continue recognizing milestone anniversaries at meetings and in Lines and Letters
    - Discussion about providing milestone anniversary members with free lunches
- Budget: Request was made for \$200
  - There was \$12.30 remaining from 2007-2008
  - Stephanie Webster motioned to accept \$200 budget request
  - Ginny Haas seconded the motion

### Web site Committee

- Webmaster Paul Holland reported for the Web site Committee
- Ongoing discussion about whether to redesign our Web site
  - Paul Holland created a questionnaire about the Web site
  - Action Item: Paul will email the questionnaire to the NEO STC Council (Executive Board and Committee Chairs)
    - This will be accomplished by Monday, August 11, 2008
    - The results will be forwarded to the NEO STC Council by Friday, August 15, 2008
    - Action Item: Web site Committee meeting will be scheduled after we receive feedback about Web site from board
- Jeanette Evans suggested continuing to put new items on the front page of our Web site
  - Paul Holland agreed because it keeps the Web site dynamic and interesting
- Paul Holland is working with Candace Wintering to determine who is in charge of what sections of the Web site
- Ongoing discussion about what information to secure and what information should not be secured
  - This will be a question on the survey

### Sponsorship Committee

- Bob Young reported for the Sponsorship Committee
- Goal: Obtain sponsorship money to benefit our members
  - We do not want to give the appearance that we are for sale
  - The integrity of the chapter will be maintained
  - Products will not be "sold", but will be discussed
- After conferring with several chapters, Bob discovered that \$150 is an appropriate sponsorship amount
- There was discussion about different fees for different types of sponsorship
- Bob contacted STC President, Mark H. Clifford who stated that as long as the sponsorship advertising is professional and everyone is treated equally the Society approves
- The Board decided to keep sponsorships at \$150 until we have more experience with obtaining sponsorships
- Bob prepared a letter for the Council's review
  - Action Item: Bob will forward the letter via email to the Council
  - Action Item: Amy Vogt will send Bob the spreadsheet with all of the Council's email addresses so Bob can email the letter to everyone

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- Action Item: Paul Holland will update the current hardcoded email distribution list to reflect the 2008-2009 “NEO STC Council” and “NEO STC Executive Board”
  - Action Item: Amy will forward Paul the current email distribution list
- Stephanie Webster suggested Bob add STC and NEO STC Web site addresses to the letter so those we are asking sponsorship from can visit our sites to understand better who we are
- Stephanie also suggested that personal communication is better than email/Web site contact with potential sponsors
- Bob has people/companies in mind from whom to obtain sponsorships
- Bob Young said that Ginny Haas has a list of potential sponsorships
  - We should send letters from Ginny’s list and follow-up with telephone calls
- Amy Vogt spoke with the STC attorney regarding sponsorships. The attorney said that there is a fine line between sponsorships and advertising
  - Amy said that the Thank You we did for Tri-C on the Web site was legal per the STC attorney
- Stephanie Webster questioned whether we were looking to obtain sponsorships from members’ employers or all employers
  - The Board determined that sponsorships would be requested from all employers in the Northeast Ohio area
  - Amy suggested that we use any member connections when contacting employers if possible
- The Board discussed how many sponsors would be allowed for each meeting
- Sponsorships will help maintain our scholarship fund and support other areas of professional development such as workshops
- The Board discussed whether we could receive non-monetary donations in return for sponsorship placement
  - It was determined that if a company provided \$150 of donations, such as printing our brochures, we would accept this as sponsorship and recognize them as sponsors
- Bob said that once we get sponsors we will need to work with the Web site Committee and the Newsletter Committee to determine the appropriate sponsorship placement
- Stephanie Webster motioned for a budget line item for the Sponsorship Committee
  - Denise Kadilak motioned we wait until January’s Board Meeting to add this item
  - Bob Young seconded the motion to wait until January’s Board Meeting to add the line item

### Social Networking Committee

- Denise Kadilak reported for the Social Networking Committee
- The events are for members and their families
- So far, we have hosted a movie night out (GetSmart), an orchestra outing at Blossom Music Center, and a dinner at Fat Fish Blue
- Denise suggested having an outing on the Goodtime III during the summer
- Paul Holland suggested having a Super Bowl Party
- The events do not cost NEO STC anything; everyone is invited, but everyone pays their own way
- We are currently averaging 13-15 people at our events
  - There were 18 people at Fat Fish Blue for the dinner with Dr. Jackie Damrau
- Bob Young asked whether the Committee was aiming for an outing once a month
  - Denise responded that Kim Lindsey had suggested the Committee as a way for our members to keep in contact primarily throughout the summer
- Denise requested that any outing suggestions be emailed to her

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- Stephanie Webster requested that Denise write a short paragraph about the new Social Networking Committee
  - Action Item: Amy offered to introduce the new Committees in the President's article

### Programs Committee

- Denise Kadilak report for the Programs Committee
- Everything is completed; the Programs are scheduled through December 2009
  - More people offered to speak than there was room for during the 2008-2009 NEO STC year
- Budget: Denise suggested that the Programs Committee would not need \$2600 like was budgeted last year. Because the announcements will be sent via email and because of a possible change in the way programs will be hosted, the costs are anticipated to be lower
- Change to Program format: The meeting costs will vary. The meeting attendees will be responsible for their individual dinner costs for some meetings
- Stephanie Webster suggested putting 8:30 p.m. instead of 8:00 p.m. as the end time on the meeting notices
- Bob Young suggested adding a line in the newsletter stating that people will be required to pay for their food at the meetings.
- June Muhic said that members whose companies reimburse them may receive negative feedback from their respective companies about paying for the meetings and meals on two invoices instead of one
- Budget: Denise motioned for \$2000 ( if the new meeting format works)
- Renee Murray seconded the budget request

### Networking Lunches Committee

- Stephanie Webster reported for Angie Dianetti and Jill McCauslin
- Networking lunches have been advertised for July through December
  - The notices have been mailed
- Send an email to Angie and Jill if you have any suggestions/ideas for restaurants for networking lunches
  - Good Kosher and vegetarian restaurant ideas are always welcome
- The requirements for hosting restaurants are as follows:
  - Allow separate checks
  - Allow same-day RSVPs
  - Seat people and allow people to order as they arrive; restaurants cannot require that the attendees wait for the entire party before ordering

### Academic Relations Committee

- Sarah Burke reported for the Academic Relations Committee
- Jeanette Evans sent out the Academic Relations Committee agenda to the Council
- We had three applicants for the NEO STC Scholarship in 2007-2008
  - One applicant was a part-time community college student, another was a full-time undergraduate college student, and the third applicant was a technical communication graduate student
- We awarded the scholarship to the undergraduate student because she was determined to be the most likely individual to contribute back to the organization
- In determining the scholarship designee, Jeanette and Sarah tried to benchmark what other people had done in the past
- Goals: Continue the scholarship

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- Explore: Expand the scholarship program to provide two scholarships instead of one because there is a significant discrepancy in skill sets between undergraduate and graduate applicants
  - Because the scholarship program is new for the organization, the Board needs to ensure we have the funds to sustain it over the years
  - The Board wants to continue to offer one scholarship per year. Once we can ensure sufficient funding for one scholarship, we can re-explore offering a second scholarship
- The President suggested that the Academic Relations Committee participate in at least one high school career fair
- The President also suggested that the Academic Relations Committee reach out to Lakeland Community college's new Techcomm program this fall
- Budget: Sarah motioned for either \$1000 + \$200 (\$1000 for the scholarship and \$200 for job/career fair/entrance fee + materials) or \$2200 (if we decide to offer two scholarships)
- Ginny Haas motioned that we keep the current \$500 line item for Academic Relations in the budget and increase it by \$200
- Denise Kadilak seconded the motion
- We will revisit the Academic Relations Budget after reviewing our sponsorship efforts at the January Board meeting
- Jeanette Evans stated that a budget nomenclature change is needed: Change **Student Competitions** to **Scholarships**
- Discussion about obtaining additional funding:
  - Sarah Burke consulted with Jackie Damrau about gaining funding for scholarships. Jackie suggested silent auctions
  - June Muhic suggested holding a raffle
  - Paul Holland said that the Dallas STC has a volunteer who brings donated books to every meeting and the members purchase the books
  - Bob Young suggested the Board look at Jean Church's handouts wherein she proffered a silent auction as a way to make money
- Stephanie Webster suggested we contemplate ways to donate money back to the community
  - Tricia said that NEO STC received a commendation for the donation we made to the Food Bank

### Competitions Committee

- Lori Neuman reported for the Competitions Committee
- A request for judges will be going out very soon
- At the next Chapter meeting, the Competitions Committee will write up a short agenda item to encourage members to step forward to be a judge and to also ask for competitors
- On October 23<sup>rd</sup> there will be Judges' Training at Mavis Winkle's from 6-9 p.m.
  - Light appetizers will be served
- November 6 at Rockwell Automation there will be consensus judging; an award will be decided at this time
- At the Chapter meeting on November 13<sup>th</sup> there will be a follow-up for anything additional that is needed
- After the November Chapter meeting, awards will be purchased and they will ultimately be awarded at the December meeting
- Both awards of Excellence and Distinguished are eligible to go on to the Society
- Chapters other than ours can compete in our Chapter's competition
  - Amy Vogt will send out the competition information to other chapters in the very near future
- Stephanie Webster said that recently there has been unease at the lack of formality for the occasion as we had done in years past

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- Denise Kadilak suggested NEO STC continue to pick up the dinner tab for the winners and their employers
- Tricia Spayer suggested we have the winners stand up at a meeting and tell the membership what their entry was about
- Regarding the budget: Lori Neuman said that PPI would help with the printing of the awards (per Amy Vogt)
  - There will be additional costs for paperwork, mailings, tabs, etc.
  - Lori Neuman said that it is too soon to have a clear idea of what the budget should be
  - Bob Young moved to transfer the \$600 saved from the Programs Committee this year to the Competitions
  - Renee Murray seconded the motion
- Lori Neuman said that other than updating the Web sites, the Competitions Committee was completed with its planning for the year

### Budget

- Ginny Haas provided the Treasurer's Report
  - The Society STC is still working out the paperwork for the forms that need to be submitted by NEO STC
  - We have a CD that matures in October. We need to determine whether we roll it over, or cash it out
  - There is \$10,000 in the Chase CD
  - Denise Kadilak motioned to hold off on deciding what to do with the CD. She suggested we wait for 6 months to see what the bank's rates are at that time
    - Action Item: The Board will vote on this issue via email in October
  - Bob Young questioned whether we have enough liquid funds to cover the needs of NEO STC at the moment
    - Ginny Haas replied that we were covered
  - There was discussion about what PayPal charges per transaction
    - Denise Kadilak said that PayPal charges us 3.3% but Tricia Spayer thinks that PayPal charges us differently for each type of card used

### Education Committee

- Renee Murray reported for the Education Committee – Webinars
  - At the moment, we do not have any volunteers for the Webinar duties
  - We will actively search for volunteers during the upcoming season
  - Until we get a volunteer, Renee Murray will continue to perform the duties of the Education Committee – Webinars
- Tricia Spayer reported for the Education Committee – Software Saturdays
  - All of the credit for this year's Software Saturdays goes to Anne Paczula. Anne planned and coordinated everything last year
  - We have Alan Houser coming to speak
  - We have Geoff Hart coming to speak
    - Action Item: The topic for Geoff Hart to speak on is yet to be determined
    - Geoff will speak on April 18, 2009 and we do not need to have a computer room
    - Bob Young suggested we rent out an auditorium because Geoff is someone many people travel to see
    - Bob suggested we charge \$100 per person and use the proceeds for our scholarship fund

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- Bob also said that we need to publicize Geoff Hart's speaking as soon as possible to get as many people as possible to come to hear him
- Action Item: Denise Kadilak is going to coordinate the location for this event
- Patrick Hofmann is confirmed to speak on May 16<sup>th</sup>. Patrick lives in New Zealand, but we do not need to pay for his travel because he is already here on business
- Kent State may be a good place to hold meetings every couple of years
- The President has discussed Software Saturdays with Elena Dunne

### Newsletter Committee

- Jeanette Evans reported for the Newsletter Committee
- The President asked about feedback for the new format. Jeanette said that Barb Philbrick had received good feedback
  - Action Item: Jeanette is going to talk with Paul Holland to find out what his thoughts are on the new Newsletter layout
  - Jeanette requested that all of the Committee Chairs write an article for the September Newsletter

### Community, NOCA

- Ginny Haas reported for NOCA
- Most of the links on the NOCA Web site do not work at the moment
- NOCA's Marketing and Communications have great ideas
- NOCA is planning a conference in 2009 at the IX-Center
  - If they have that, they will have meeting rooms available at no additional charge for any member community
  - Catering at the IX-Center is a huge expense

### Community, CTSC

- Amy Vogt reported for CTSC
- Amy is on the CTSC Web site Committee
- Gary Coubrough (ASM) attended the NEO STC Leadership Workshop on August 2, 2008
- In February a collaborative meeting is scheduled with ACS. David Ball, a professor at CSU, is our ACS contact
- CTSC's 11<sup>th</sup> Annual Collaboration and Program Planning Forum is on August 26<sup>th</sup> at Flat Iron Café. Denise Kadilak and Amy are attending. If anyone else would like to attend, please contact either Denise or Amy

### Public Relations Committee

- Bob Young unofficially reported for Jean Church for the Public Relations Committee
- Everyone should take a look at the handouts that Jean brought to the meeting and provide any comments to Jean
- Stephanie Webster said that Jean needs volunteers for the Public Relations Committee
- Please provide any feedback to Jean or Amy Vogt about Public Relations Committee volunteer ideas

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### **CIC SIG (Consulting and Independent Contracting Special Interest Group)**

Amy Vogt said we are looking for a new CIC SIG leader. Lori Klepfer has let her membership lapse

Meeting was adjourned at 8:46 p.m.

Respectfully submitted August 22, 2008  
Renee Murray, NEO STC Secretary