

STC Chicago Administrative Council Minutes

Online (GoToMeeting link: <https://meet.goto.com/432028093>)

Saturday, December 17, 2022, 9:00 a.m.

Meeting Business		
1.	Call to Order	9:04 a.m.
2.	Attendees	Dan Dornbrook, Ashley Gordon, MaryKay Grueneberg, Phil Hayek, Rita Hovorka, Linda Kelley, Sian Mehl, Pete Wagner
3.	Minutes from Previous Meeting	Minutes sent to AC email list on November 12. Comments received November 12-13 and accepted. <i>12/17 - Approved.</i>
4.	Consent Agenda and Financials	See the latest treasurer's report on Google Drive in the Treasurer Documents / 2022 Budget Materials folder for details.
5.	Announcements	1. Thursday Meetups - virtual until in-person events resume. <ul style="list-style-type: none"> • Meetup held 12/08. Of 7 registrants, 1 attended. • Virtual Meetups for January through June 2023 scheduled.
6.	New Business	<ol style="list-style-type: none"> 1. [AG] Committees - I propose we reduce the number of committees and instead have multiple focus areas within a given committee. Ex: <i>Byline</i>, Social Media, and Website can be combined into a single Communications Committee. All current chairs maintain project ownership. Combined committees become teams for added collaboration and support. [DD] The Communications Committee could also include At-a-Glance, which has an active volunteer (Adam). <i>12/17 - Ashley to draft visual representation of proposed structure.</i> 2. [AG] Byline - Along with Sian and Mauricio, recommending format and delivery changes for future <i>Byline</i> issues, starting with Feb 2023. <i>12/17 - Ashley to follow up with Sian and others for February issue.</i> 3. [AG] Website - I'd like to propose some updates to streamline website content ahead of a major visual overhaul. If the proposal is accepted, how does the board want to move forward with edits and oversight? <i>12/17 - Ashley to send link to visual representation of current web content and then set up detailed discussion in January.</i> 4. [AG] Social Media - I propose we open a position for a social media intern, to be filled by a Chicagoland student currently enrolled at a Chicago university. Would appreciate board's input on forms of compensation (examples from Tim Esposito - discounted membership or scholarship applied toward education at the end of the semester). <i>12/17 - Phil to follow up with Ashley (see President's Report).</i> 5. [AG] Event Suggestions - I'd like to propose the following events: <ol style="list-style-type: none"> a. Resume workshop b. Interview workshop c. In-person networking social d. Haiku Madness (March Madness-style competition) <i>12/17 - Dan to set up discussion of details in early January.</i>

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7.	Committee Reports	Find all Committee Report items requiring AC consent or advice in <i>Section 6: New Business</i> . Otherwise, find full committee reports below.
8.	Unfinished Business	<ol style="list-style-type: none"> 1. [AG] In-person AC meeting - Do we have a location where we can have an in-person meeting? Dan to provide an update. [AG] To clarify, this is about an in-person board meeting, as discussed in October when we talked about doing a quarterly in-person meeting. Did you have a chance to look into locations where the board could meet, potentially for a brunch or lunch meeting? [DD] Next AC meeting will be in person (see Next Meeting section). 2. [DD] Eventbrite - Has the Eventbrite account been set up as agreed at the August AC meeting? Rita to provide update in January. 3. [MK] Award Checks - Chapter has received three letters from Argonne National Laboratory about uncashed checks totaling \$375 related to competition awards. We have requested replacement checks. MK to follow up with designated contact at Argonne. UPDATE: we received the \$200 check; still waiting for the \$150 and \$25 checks. [MK] I will send the first check to Rita this weekend, while we wait for the others. 4. [DD] Strategic Planning - Any follow-up to discussions at the Strategic Planning Meeting on July 16? (See document at this link). 5. [AG] Membership Survey - Full summary of responses in Membership Committee report (in Committee Reports section). <ul style="list-style-type: none"> ● 956 emails delivered, 23 surveys completed. But considering we had 79 members last month, that's actually one-third of members/participants responding. ● Most respondents have been in the industry a long time (25+ years) Does this reflect that our most active members are long-timers, and that we need to focus on getting a larger spread of active members from across the career timeline? [DD] Yes, it does. ● Folks who didn't renew their STC membership cited price and lack of value. ● Folks are interested in in-person events. ● Folks view STC Chicago's value primarily as a professional network and a way to learn and grow in their careers. 6. [AG] Google Workspace for Nonprofits - Still looking into this. See VP report for details. 7. [AG] Education outreach - Still waiting on update from MK. [MK] student outreach details sent 12/16/22. See VP report for details. [DD] Note that this committee, which has multiple focus areas, will need a new manager starting Jan. 2023. 8. [PW] Frank Award - Pete talked with Chapter Historian Bill Leavitt regarding retiring the Frank Award. Bill agreed that with the current member levels and trends where there are no current members meeting

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		<p>the award criteria, retiring the award makes sense. He mentioned keeping (archiving) the award process documentation (he mentioned there should be a zip file), especially if we think we will resurrect the award in the next five years or so. Pete (the last award recipient) didn't remember receiving any kind of zip file from the previous winner, Elizabeth Burke. After digging through his dusty archives, there was (is) a Frank Award binder that has this documentation, along with a list of past award winners and their contact information. Pete received the award in the 2020 pandemic year, and never received the actual binder. Instead, Elizabeth sent him an email with this information. For both archiving and historical purposes, Pete will upload this information to Google Drive. [MK] I have the binder and CD.</p> <p>9. [PW] At-a-Glance photo contests: Pete was supposed to reach out to Adam Evans about the changing of the prizes, but thought he saw an email chain where this process went forward and Adam was notified, so he did not reach out to Adam.</p> <p><i>12/17 - Ashley to reach out to Adam.</i></p>
9.	Other	<ul style="list-style-type: none"> • Email vote – The AC voted on November 20 to approve changing the selection method for At-a-Glance photo contests to award the prize to a recipient randomly selected from those who submit correct answers to the contest question by the announced deadline, rather than awarding the prize to the first submitter of a correct answer. • [RH] Financial records - Records from past two years missing but needed for annual report to big STC. <p><i>12/17 - Pete to set up meeting with Rita to finish budget.</i></p>
10.	Next Meeting	<p>Date: Saturday, January 14, 2023</p> <p>Location: Off the Wall Coffee in Park Ridge (Dan to send details)</p>
11.	Adjourned	10:50 a.m.

Officer Reports

President's Report

Phil Hayek

Completed:

- Participated in email votes and discussions of chapter initiatives.

To Do:

- Work with Ashley moving forward on the internship proposal. On my end at UIC I can work with our English internship coordinator to see if/how it would count towards ENGL 493, which is "a flexible 3-6 credit class for English majors and minors that coordinates with a writing-based internship."

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Vice President's Report <i>Ashley Gordon</i>	<p><i>See Membership Committee report (in Committee Reports section of this agenda) for full summary of membership survey results.</i></p> <p>Completed:</p> <ul style="list-style-type: none"> Promotional blurbs for December <i>Byline</i> written and sent to Mauricio for publication. <p>In Progress</p> <ul style="list-style-type: none"> Waiting on report from MK regarding current educational outreach. [MK] Student outreach info sent 12/16/22. Meeting with Peggy from MGL chapter on 12/19 to discuss a Google Workspace for Nonprofits account. <p>To Do:</p> <ul style="list-style-type: none"> Follow-ups based on outcome of discussion points in this agenda. Draft proposal for student competition to redesign chapter website and related elements of chapter's online presence.
Immediate Past President's Report <i>Pete Wagner</i>	<p>Completed:</p> <ul style="list-style-type: none"> Met with Rita 11/14 to answer questions about chapter budget to be submitted to STC for 2023. Reviewed Frank Award committee records and discussed retiring the Frank Award with Bill Leavitt (see new Business for details). Did not reach out to Adam Evans about offering Summit/Showcase souvenirs as prizes in At-a-Glance photo contests, since other activities informed Adam about this. <p>To Do:</p> <ul style="list-style-type: none"> Download Frank Award process and contact information to chapter Google Drive. With Phil, reach out to STC Chicago membership looking for volunteers for committees and in general.
Secretary's Report <i>Dan Dornbrook</i>	<p>Total Members: 84, up from 78 a year ago and 79 a month ago</p> <p>Student Members: 9, down from 10 a year ago but up from 8 a month ago</p> <p>Retired Members: 2, down from 6 a year ago and same as a month ago</p> <p>New TC Professional Members: 12, up from 6 a year ago and 11 a month ago</p> <p>Corp. Value Program members: 4, up from 1 a year ago and same as a month ago</p> <p>New STC members since previous AC update: 2</p>
Treasurer's Report <i>Rita Hovorka</i>	<p>Completed or In Progress:</p> <ul style="list-style-type: none"> Preparing budget for submission to big STC. Budget is due 11/30. Expect to send it to AC for review by 11/14. <p>To Do:</p> <ul style="list-style-type: none"> Update payment information for other chapter accounts as discussed in October. Set up chapter Eventbrite account using information provided by Pete. Verify that funds in the PayPal account (except for \$100 or less to allow for refunds) have been moved to the chapter bank account.

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Committee Reports	
2022 STC Chicago Summit Hosting <i>Linda Jansak</i> <i>Adam Evans</i> <i>Francis Bao</i>	<p>Completed:</p> <ul style="list-style-type: none"> Proposed prize packs with VP for <i>At-a-Glance</i> photo contests. <p>To Do:</p> <ul style="list-style-type: none"> Provide updated final numbers to chapter AC. Send prize packs to winners of <i>At-a-Glance</i> photo contests. Meet with the 2023 Summit committee to share best practices for hosting Summit attendees.
Alliance <i>Linda Jansak</i>	<p>Completed:</p> <ul style="list-style-type: none"> Presented update at November AC meeting. Followed up with the OD/C president to discuss a future event. <p>To Do:</p> <ul style="list-style-type: none"> Contact other member organizations for help in planning 2023 event.
Bylaws Review <i>Becky Hall</i>	<p>Nothing to report until the next Bylaws Review in 2023.</p>
Byline <i>Sian Mehl</i>	<p>Completed:</p> <ul style="list-style-type: none"> Published December issue. Discussed proposed redesign with Ashley. <p>To Do:</p> <ul style="list-style-type: none"> Work on February issue.
Competition <i>MK Grueneberg,</i> <i>Nancy Shanahan</i>	<p>Completed:</p> <ul style="list-style-type: none"> Judging concludes 12/18 and the intention is to notify entrants of results on 12/18 (assuming all evaluations and award recommendations are completed as scheduled) <p>To Do:</p> <ul style="list-style-type: none"> Create award verification email to be sent 1st week of January Word on awards with Finer Line Create judge appreciation certificates Look for a new Competition Manager for 2023-24.
eLearning Showcase <i>Linda Jansak</i>	<p>Completed:</p> <ul style="list-style-type: none"> Presented update at November AC meeting. Attended brainstorming session with core committee for 2023 event. Requested proceeds from 2022 event be sent to STC Chicago treasurer. <p>To Do:</p> <ul style="list-style-type: none"> Attend next planning meeting on December 20.

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Get Real Interview Committee MANAGER NEEDED	Completed: <ul style="list-style-type: none"> • Nothing to report until this position is filled. To Do: <ul style="list-style-type: none"> • Look for a new Interview Manager for 2022-23. • Respond to interview requests as they are received.
Historian <i>Bill Leavitt</i>	Completed: <p>I completed and submitted Associate Fellow nomination forms for three long-time Chicago Chapter leaders who are qualified for this honor. Also, I am dumping a lot of old Chicago Chapter stuff; I am saving AC meeting minutes, <i>Bylines</i>, <i>At-a-Glance</i>, Awards programs, meeting notices and a few other important documents.</p> To Do: <ul style="list-style-type: none"> • As assigned or requested.
Membership <i>Ashley Gordon</i>	Full summary of membership survey: <ul style="list-style-type: none"> • Took users an avg of 4 min to complete survey • Email sent to 956, opened by 423 • Survey opened by 26, completed by 23 (2.4% success rate on total delivery) • 16 currently STC members, 11 currently STC Chicago members • 6 previous members of STC • Those who didn't join STC Chicago live outside of Illinois. • Respondents believe STC Chicago allows them to maintain a professional network (mentioned by 6), stay current with industry trends, attend live events and webinars, and share ideas. • Respondents who didn't renew their STC membership cite the price as being too high (2) or the value not being worth the money (2) • Respondents enjoy events such as virtual programs, host-chapter summit events (baseball game, dinners cited by 3 respondents). One respondent cited that they are willing to pay more to attend if they aren't a member and can attend as a "guest member". Many respondents enjoy in-person and virtual events • Respondents are interested in the following activities: <ul style="list-style-type: none"> ○ Webinars (virtual) (16) Networking (10) ○ Lectures (in person) (9) Small group dinners (7) ○ Book club (6) Bar night (5) ○ Coordinated group activities (3) ○ Other - Regional gatherings when in from out of town (1) ○ Other - Presentations (rather than lectures - stated it invites more interaction) (1) ○ Other - Instructional events (1) • Current roles of respondents include Comms VP, Manager, Product Content Developer, Technical Writer, Senior Technical Writer, Technical Documentation Manager, Instructor/Consultant, Retired. • How many years have respondents been a technical communicator? • 3-5 (2) 6-10 (2) 11-15 (1) 16-20 (1) 20+ (12)

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Nominating <i>Dan Dornbrook</i> <i>(with Pete Wagner and Ashley Gordon)</i>	Completed: <ul style="list-style-type: none"> Nothing to report this month. To Do: <ul style="list-style-type: none"> Identify potential candidates for chapter officer elections to be held in April 2023 (especially vice president).
Programs <i>Dan Dornbrook</i>	Completed: <ul style="list-style-type: none"> Held Virtual Holiday Party with Lightning Talks. Of 28 registrants, 16 attended. Four of five scheduled speakers presented talks, including new chapter VP and manager of Student Outreach Committee. Link to slides on Student Outreach emailed to registrants after meeting. Tentatively scheduled joint online meeting with Michigan Great Lakes Chapter (workshop on stylesheets already planned by partner chapter) for January 25. To Do: <ul style="list-style-type: none"> Investigate options for quarterly in-person AC meetings starting in early 2023. Schedule additional program meetings (virtual or in-person) for early 2023. Provide descriptions of upcoming events and summaries of past events to webmaster, <i>Byline</i> editor, and At-a-Glance editor as needed.
Scholarship/Grant <i>Rita Hovorka</i>	Completed: <ul style="list-style-type: none"> Nothing to report this month. To Do: <ul style="list-style-type: none"> Coordinate with Social Media Manager to announce winners on social media. Close the scholarship page on the website and post the winners.
Social Media <i>Dan Dornbrook</i>	Completed: <ul style="list-style-type: none"> Posting announcements, as necessary, related to chapter activities, society activities, and activities of chapters with which we collaborate on joint events. To Do: <ul style="list-style-type: none"> Confer with Ashley on announcements for photo contest. Continue to post announcements, as necessary, as indicated above.
Sponsorships MANAGER NEEDED	Completed: <ul style="list-style-type: none"> Nothing to report until this position is filled. To Do: <ul style="list-style-type: none"> Look for a new Sponsorship Manager for 2022-23. Note: Sponsorship needs are minimal until in-person events resume.
Student Outreach <i>MK Grueneberg</i>	Completed: <ul style="list-style-type: none"> Presented Lightning Talk about Student Outreach at Virtual Holiday Party. To Do: <ul style="list-style-type: none"> Print certificates for spring winners. Look for a new Student Outreach Manager starting Jan. 2023.

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Webinars <i>MANAGER NEEDED</i>	Completed: <ul style="list-style-type: none">• See Program Committee report. To Do: <ul style="list-style-type: none">• Look for a new Webinar Manager or merge into Program Committee.
Webmaster <i>Linda Kelley</i>	Completed: <ul style="list-style-type: none">• Posted announcements and updated site content.• Prepared the slide deck for the ninja talk at the Virtual Holiday Party. To Do: <ul style="list-style-type: none">• Continue to post announcements for chapter events and update site content.• Look for a new Webmaster for 2023-24.