STC Chicago Administrative Council Minutes

Online (GoToMeeting link: https://global.gotomeeting.com/join/273622245)

Saturday, February 13, 2021, 9:30 a.m.

Meeting Business		
1.	**Call to Order**	9:33 a.m.
2.	**Attendees**	Francis Bao, Dan Dornbrook, MaryKay Grueneberg, Linda Jansak, Rita Hovorka, Pete Wagner
3.	**Minutes from Previous Meeting**	Minutes sent to AC email list on January 9. Clarifications received from MK and Pete and accepted. *2/13 - Approved.*
4.	**Consent Agenda and Financials**	See the latest treasurer's report on Google Drive in the **Treasurer Documents / 2021 Budget Materials** folder for details.
5.	**Announcements**	1. **Thursdays at STC** - still on hiatus (but see New Business item #7).

6.	**New Business**	1. [MK] **Apex Award** - need approval vote to enter *Byline* for an Apex Award. Application fee is $179 for *Byline* alone, $358 combined for *Byline* and website. Deadline for entry is Feb. 26.
		 2/13 - Approved. MaryKay to follow up with Linda Kelley regarding wording for website entry. MK will reach out to Pete regarding having him submit payment with the chapter card once she has the entry submissions set up.
		 2. **STC Summit** registrations:
		   a. Rita and Pete purchased early bird registrations.
		   b. STC transfer policy, per conference page: Registrations are transferable to another person, with a $50 administrative fee. Requests to transfer must be received via email by April 30. No-shows will not be issued a refund. No phone calls for cancellations and transfers, please. Rates and policies are subject to change without notification. We might be able to get the $50 fees waived if we contact Big STC.
		 3. [MK] **STC Summit 2022 will be in CHICAGO!** - It's been posted to the STC website as May 15-18 in Rosemont, IL. We will need to start planning now and will need to get a Summit Committee formed no later than THIS spring.
		 2/13 - Rita to email big STC to ask what current expectations of host chapter are, since we know expectations have changed. When we know what expectations are, we can plan accordingly.
		 4. [PW] **"Members-only" meetings brainstorming** - let's try and get some firm offerings and target dates.
		   a. Offer a post-workshop 1-1 "structured authoring" session where the member's content is analyzed (or any other questions answered).
		   b. A "fun" event (happy hour, with a raffle for a prize).
		   c. A special online session with Joe Welinske
		     2/13 - Dan to reach out to Joe about his availability for regular event.

d. A special half-day workshop
e. A local trivia night (hosted by Linda Kelley as in past years)
   2/13 - Dan to reach out to Linda about her availability.
f. [LJ] Presentation by David Charney about blogs or starting e-learning business, tailored to our audience. *2/13 - Dan to reach out.*

5. [PW] **Email encryption** - for sending emails such as the credentials list. *2/13 - Deferred to next meeting.*

6. [PW] **Scholarship Program update** - activities and status.
   a. Program specifics sent to officers and MK on Feb. 6. Finalize details so the website can be updated.
      2/13 - Consensus is to remove geographic limits on applicants. Pete to send updated content to Linda Kelley for publication.
   b. Received all scholarship application materials from Meghalee Das, PhD student at Texas Tech University.
   c. Elizabeth Burke confirmed that she would help with the judging. I would like at least one more volunteer.

7. [PW] **Virtual Thursdays at STC** - It looks like the Michigan chapter is doing something like this: (https://www.stc-mgl.org/2021/lunchtime-coffee-meetup-january-14/), we could also consider. [DD] Program Committee likes this idea.
   2/13 - MK to reach out to past attendees of Northwest Suburban Thursdays events about virtual meeting as pilot of concept. She will also check out GoToMeeting to find out if simultaneous meetings can be set up with the type of account we have.

8. [DD] **Presenters for Tool Tips Panel** - One member (a regular program attendee) has volunteered a short talk that would fit neatly into a "Crowd-Sourced Tool Tips" panel we did for a program meeting a few years ago. Any suggestions for other panelists? [MK] Just as an FYI, the last one was "Top Tech Comm Tools: A Crowd-Sourced Workshop" and was held in Nov 2019. [DD] Yeah, that one. Same concept.
   2/13 - Possible speakers for March panel on tools: MK to send ideas. Also, Dan to reach out to speakers already announced for 2021 STC Virtual Summit to try out their sessions at chapter meeting.

9. [PW] **2020-22 Two Year Strategy Plan** - Review action items, any discussion as necessary. Propose we keep this listed here for every AC meeting, so we track progress on a regular basis.
   2/13 - Example: Pete already wrote the "Have you noticed" article.
   AC to review document monthly and note progress.

10. [PW] **Michigan Chapter Virtual Open House -** Pete attended the event on Jan. 26. Thoughts, key takeaways:
    a. There were 11 attendees (including Pete).
    b. Some good ideas for events we can host (example: virtual book club to discuss book on tech comm topic).

<table>
<tr><td colspan="2"></td><td>

c. [MK] **Expanded Reach Database Addition** - During the CAC panel discussion on Strategic Planning, a discussion started about how to "Expand Your Reach", and STC Membership Director Erin Gallalee said there was a way to pull a list of STC members who are not in a community, and either we could target the people who are in our area/nearby states and send STC Chicago chapter info to them for Membership, or we can simply start inviting them to programs/webinars. We could pull this list and create a new category in Constant Contact called "Expanded Reach" -- that way we could easily track who quickly opts out and who we can continue to approach. I have sent the details of how to pull this list to Dan. *2/13 Dan will pull this list and MK will create the DL in Constant Contact.*

11. [MK] **Separate Student Registration** - For record-keeping, I would like to suggest that for both programs and webinars, we separate the free "STC Chicago Member and Students" option to two separate options so we can track how many students are registering for these events. Granted, many people are choosing the free option regardless of status but hopefully the students will actually select "Student" separately. [PW] Great idea. [RH] I second - great idea. [DD] I agree. *2/13 - Program Committee and Webinars Committee to add line item.*

12. [LJ] **Software/Tools Used for Online Events** - The CETS planning committee is compiling a list of software, apps, and other tools used for online event management. Does anyone know which tool STC uses to produce its Summit? Does STC have a technology licensing agreement that would allow Communities to use the tool at a discounted rate? *2/13 - Rita to include question in email to big STC about Summit.*

13. [MK] **Competition Awards Update** - Salesforce has elected to forego all acrylic awards except one. I agreed to creating certificates instead (which is done). I will explain the reason for the decision on the call and why this is a $1,300 plus for us.

14. [MK] **CAA and Pacesetter Applications submitted** - both submitted Jan. 26. No action or discussion needed, just adding for the record.

</td></tr>
<tr><td>7.</td><td>**Committee Reports**</td><td>Find all **Committee Report** items requiring AC consent or advice in *Section 6: New Business*. Otherwise, find full committee reports below.</td></tr>
<tr><td>8.</td><td>**Unfinished Business**</td><td>

1. [DD] **Scholarship** - Let's review Pete's proposed verbiage on the various elements of the scholarship program (especially the new professional development grants) if we haven't already. Let's also review MK's proposed revisions to the budget to support the grants. *2/13 Per discussions from #6 above, this is now complete.*

2. [PW] **Bank** - Given that TCF Bank has very spotty customer service, consider switching our account to a real bank. [DD] We previously had an account with First American Bank and had great service from them.

</td></tr>
</table>

		We switched mainly because a certain short-time former treasurer complained about a lack of convenient locations, but so much banking is done online now, is that still relevant? [PW] Given Francis's recent issues with the latest debit cards, we should consider a switch ASAP IMHO. [RH] Agree.
9.	**Other**	N/A
10.	**Next Meeting**	Date: Saturday, March 13 Location: online (link to be sent to AC email list in advance)
11.	**Adjourned**	11:18 a.m.

Officer Reports	
President's Report *Rita Hovorka*	Completed: ● Worked with VP to determine recipients of President's, Volunteer of Year, Above and Beyond, and Chapter Star Awards. Wrote citations with VP and sent info to MK. To Do: [Move items to Completed list when done.] ● Continue co-managing competition with MK.
Vice President's Report *Pete Wagner*	Completed: ● Informed Illinois Junior Academy of Science (IJAS) Science Fair of our decision to sponsor again this year and that we would be doing virtual judging. ● Recruited Nancy Shanahan (Litera) to be a judge for the IJAS Science Fair. ● Registered for STC Summit January 14 and got Early Bird pricing. ● Attended January Michigan Chapter Virtual Open House. ● Pete sent details regarding discussion with officers regarding scholarship program guidelines, process, timing, number of grants, etc. Feb 6. ● To Do: [Move items to Completed list when done.] ● Pete to update Chicago non-public grade/high school competition of our decision to support the competition again this year. ● Work with Dan to schedule a workshop on structured authoring. . ● Develop the structured authoring workshop. ● Research email encryption and report recommendations to AC. ● Identify if January Virtual summit registration needs to be transferred to someone else.
Immediate Past President's Report *Michael Burke*	NO REPORT SUBMITTED

STC Chicago Administrative Council Minutes

Secretary's Report *Dan Dornbrook*	Total Members: 47, up from 42 a year ago and 33 a month ago Student Members: 2, down from 11 a year ago, same as a month ago Retired Members: 3, same as a year ago and a month ago New TC Professional Members: 2, up from 1 a year ago, same as a month ago Corp. Value Program members: 1, down from 2 a year ago, up from none a month ago New STC members since previous AC update: 2
Treasurer's Report *Francis Bao*	Completed: ● This month has no transactions for the chapter. To Do: ● Send checks for science fair awards to organization sponsoring science fair. ● Continue to watch for any transactions made from chapter activities.

Committee Reports	
Alliance *Linda Jansak*	Completed: ● Nothing to report this month. To Do: ● Respond to inquiries as they are received. ● Consider sponsoring a booth at career fair(s) hosted by local graduate schools. Currently, these fairs are held virtually. Alliance to consider waiting until fall 2021 at earliest, to participate at physical location(s).
Bylaws Review *Becky Hall*	Bylaws updated for 2020. Nothing more to report for 2020-21 program year.
Byline *MK Grueneberg*	Completed: ● Contacted College of DuPage (CoD), but their Spring semester did not start in time to get submissions for the Feb. issue of Byline. To Do: ● Reach out to CoD contact to see if there are any students ready with articles to submit for the April issue. ● Prepare and release April *Byline*.
Competition *Rita Hovorka,* *MK Grueneberg*	Completed: ● Reviewed all judge evaluations for completeness. ● Sent judge evaluation forms to submitters. ● Created award verification notifications and sent to entrants. ● Created the Awards Booklet that will be sent to the award winners; will have it printed while the awards are being made.

	● Created certificate awards for Salesforce entries. To Do: ● Begin award order process with Finer Line. ● Print Awards booklet. ● Ship awards w/booklet to award submitters (grouped by company/submitter, not by winners).
eLearning Showcase *Linda Jansak*	Completed: ● Participated in discussions about management tools for online events. To Do: ● Participate in discussions about future events. ● Meet with new host reps from ATDChi as previous lead transitions to new role on ATDChi board.
Get Real Interview Committee *Manager needed*	Completed: ● January: Linda Kelley (mentor) and Zaira Ortiz (mentee) - completed practice interview and provided sample interview questions and suggestions for interview prep for upcoming actual interview. To Do: ● Find a new manager for the committee (good role for new volunteer). ● Respond to interview requests as they are received.
Historian *Bill Leavitt*	Completed: ● Nothing to report this month. To Do: ● As assigned or requested.
Membership *Manager needed*	Fall membership drive done. Nothing more to report for 2020-21 program year.
Nominating *Pete Wagner*	Completed: ● Discussed candidate search process at January AC meeting. ● Reached out to 1 of the 16 Chicago STC Gold members to ask if they will run for VP or else help out in another capacity. To Do: ● Identify potential candidates for chapter officer elections in April 2021, starting with Gold members.
Programs *Dan Dornbrook*	Completed: ● Scheduled virtual program meeting for February 17: "2021 Trends in Technical Communication", presented by Brian Buehling of Dakota Systems. Submitted articles for *Byline* and website. Sent Constant Contact invitation and follow-up to non-responders. Scheduled reminder to registrants. To Do: ● Find short-talk presenters for crowd-sourced tool tips program, similar to one we did in 2019 (one presenter already has volunteered).

	● Coordinate with Pete to schedule two-evening online worksop about structured and topic-based writing. [MK] Highly suggest this be in the Spring time frame. ● Find speakers for at least two online meetings on tech comm topics in March through June 2021. Scheduling will depend on availability of speakers. ● Reschedule locally hosted trivia contest for sometime in 2021 (in spring if virtual, possibly as a member-only "surprise" event as proposed by MK).
Scholarship *Pete Wagner*	Completed: ● Created final draft of scope of scholarship + grant program for 2021 and routed it to the AC for approval. ● Sent final content to Linda Kelley for posting to chapter website. To Do: ● In progress: Announce the program updates via email to STC Chicago members, and blurbs in the next AAG newsletter.
Social Media *Dan Dornbrook*	Completed: ● Registered for STC Community Affairs Committee webinar on strengthening chapter social media presence. To Do: ● Continue to post announcements, as necessary, related to chapter activities.
Sponsorships *MK Grueneberg*	Completed: ● Have contacted Ken Cook (although now retired) to see if his company would be willing to partially sponsor the shipping of competition/chapter awards. Ken referred me to Greg King, the new CEO/President, who is now responsible for sponsorship, with his recommendation. UPDATE: Greg King has approved a Bronze sponsorship. To Do: ● Work on garnering new sponsors for the 2020-21 program year, as needed.
Webinars *MK Grueneberg*	Completed: ● **January** webinar complete; 20 registered, 15 attended. ● **February** Webinar complete: 26 registered, 18 attended. ● **March** Webinar set for March 3: Designing Decision Trees for User Assistance; speaker Becky Hall; initial invite set to go out 2/18; follow-up invites to be sent 2/25 and 3/1. ● **April** Webinar is set for April 7: Tell Your Story the Walt Disney World Way: Adding Disney Imagineering to Your Technical Communication Toolbox; speaker Lou Properi ● **May** Webinar set for May 5: Moving from Problem Solving to Problem Preventing; speaker MK Grueneberg. To Do: ● Find a speaker for June.
Webmaster *Linda Kelley*	Completed: ● Updated WordPress version and resolved Wordfence issues.

	- Updated plug-ins. - Added firewall and other security settings and updated PHP version. - Installed SEO plug-in. - Embedded Google virtual event calendar. To Do: - Continue to post announcements for chapter events and update site content.