

**Minutes**  
**EAC/ACR National Executive Council Meeting (2011 Q4)**  
**November 26–27, 2011**  
**EAC National Office, 505-27 Carlton St.**  
**Toronto, Ontario**

Saturday, November 26, 2011  
8:30 a.m. to 5:00 p.m.

Sunday, November 27, 2011  
9:00 a.m. to 3:30 p.m.

**Day One**

**Saturday, November 26, 2011**

**1. Call to order**

The meeting was called to order at 8:32 a.m. on Saturday, November 26 in the EAC National Office in Toronto, Ontario, with Greg Ioannou chairing.

**Attending:**

Greg Ioannou	President
Melva McLean	Vice-president
Michelle Boulton	Past president
Danielle Arbuckle	Treasurer
Debra Roppolo	Secretary
Sandra Gravel	Director, Francophone affairs
Jacquie Dinsmore	Director, Training and development
Adrienne Montgomerie	Director, Communications
Sheila Mahoney	Director, Professional standards
Gael Spivak	Director, Volunteer relations
Kevin Burns	Director, Publications
Arden Ogg	Director, Branches and twigs (west)
Rachel Stuckey	Director, Branches and twigs (east)
Carolyn L Burke	Executive director
Moira White	Recording secretary

**2. Approval of agenda**

**MOTION** Moved by Jacquie Dinsmore, seconded by Michelle Boulton, to approve the agenda with minor changes in the order. **Carried.**

**3. Acceptance of Q3 minutes**

**MOTION** Moved by Michelle Boulton, seconded by Sheila Mahoney, to accept the 2011 Q3 minutes, with the amendments and motion listed below. **Carried.**

***Amendments to the 2011 Q3 minutes***

- *De-branching of the Saskatchewan branch (item 6):* The motion as captured is incorrect. Members discussed their recollection of the debate and agreed to delete the motion as written in the previous minutes and strike a new motion at this meeting.

- *Approval of Kitchener-Waterloo-Guelph twig (item 6):* The motion should read “MOVED by Rachel Stuckey, seconded by Arden Ogg to approve the Kitchener-Waterloo-Guelph twig. Carried.”
- *Posting of volunteer, internship, and other unpaid job opportunities (item 9):* The minutes should read “Rachel Stuckey will let EAC-Toronto know that it can post non-traditional job ads on the Toronto branch website. If any guidelines are developed for what constitutes an unpaid job, Rachel Stuckey will share them with NEC in the future.”
- *French certification (item 13):* A member pointed out that the “lack of volunteerism among Francophones” should be changed to reflect the fact that only 10% of the membership self-identifies as French. The text should read “the relatively low number of Francophone members.”
- *Strategic Planning (item 17):* The second sentence should read “...offering concurrent/dual membership in other like-minded organizations...” (not duel).

**MOTION** Moved by Michelle Boulton, seconded by Arden Ogg, that should the Saskatchewan branch de-branch and become a twig, it would be exempt from the existing twig financing structure on a one-time basis. **Carried.**

#### 4. Receipt of quarterly reports and business arising, including review of action items from Q3

**MOTION** Moved by Michelle Boulton, seconded by Melva McLean, to accept receipt of the quarterly reports. **Carried.**

#### *Review of Action Items from the 2011 Q3 meeting*

Action	Person responsible	Status
Remove the <i>in camera</i> minutes from the Q2 meeting from EAC records.	Carolyn L Burke	√
Move Debra Roppolo’s action item from the Q2 <i>in camera</i> minutes into the regular minutes of this meeting.	Sheila Mahoney	√
Launch a discussion on the NEC exec list about where voting and discussion (Interactive Voice, forums or somewhere else?) take place. A voting location will be chosen by the end of the month.	Debra Roppolo	√
Discuss how EAC can make twigs financially sensible and aware.	C. Burke, A. Ogg, R. Stuckey, D. Arbuckle	In progress*
Discuss how twig monies are allocated before the Q4 meeting.	Carolyn L Burke, Greg Ioannou, & Michelle Boulton	√ **
Ask the CSC to prepare some information about the specific kinds of volunteer resources they need. Carolyn L Burke will review current resources to see whether any of them fit with the current mandate of the EAC.	Sheila Mahoney	Ongoing†
Kevin Burns will talk to Randy Hoffman, owner of Captus Press, to find out more information about where they currently stand.	Kevin Burns	√
Let EAC-Toronto know that it can post non-traditional job ads on the Toronto branch website. If any guidelines are developed for what constitutes an unpaid job, Rachel Stuckey will share them with NEC in the future.	Rachel Stuckey	√
Enlist the help of a Francophone member to sit on the	Sandra Gravel	Ongoing

Certification Steering Committee.		
Finalize the survey and interview questions for proposed strategic planning of EAC.	Rachel Stuckey, Gael Spivak, & Michelle Boulton	√
Research whether it would be a constitutional or bylaw matter to make a change to EAC constitution to set a deadline for members to provide advance notice of any motions that will be made from the floor at the AGM.	Greg Ioannou	No longer necessary: bylaws are part of constitution
Create a survey on Survey Monkey using the questions developed by Melva McLean regarding a Code of Ethics for EAC and ask members to complete it.	Melva McLean	On hold‡

**Discussion:**

- \* Some branches do not understand how to be financially accountable and transparent. This is an ongoing issue that will require monitoring.
- \*\* The change in membership fee allocations from branch to twig will take place when a member renews.
- † A lack of volunteers in Calgary meant that students had to be recruited as invigilators for the Calgary sitting of the Certification exams. Some people are calling for invigilated online exams, but the lack of volunteers could thwart the required infrastructure.  
  
To date, all test takers have been granted their first choice of which city to write the exam in. This may have to change depending on numbers. As well Certification needs to be more widely marketed to increase the number of test takers. The numbers were down this year.  
  
This year the CSC did more work via email and conference calls, reducing the necessity for some of the in situ test-setting time. This will have positive implications on the budget.
- ‡ The Code of Ethics Task Force recommends that this be put on hold for the time being.

***Business arising from the 2011 Q4 reports***

**Vice-President**

Melva McLean requested that Action Items be on more formal and timely basis. For example, it would have helped to have had notes from the meeting with Clevers Media.

**ACTION:** Melva McLean will write a report about the meeting with Clevers Media before the 2012 Q1 meeting.

**Executive Director**

Carolyn L Burke asked NEC members to volunteer for the exec reads so that Michelle Ou does not have to send out reminders. The office’s goal is to turn around exec reads in two days.

**Director of Communications**

The EAC logo is not amenable to formatting as a social media avatar primarily because of the size of text. Revising the logo has been on the agenda for some time, complete with budget allocations.

**MOTION:** Moved by Adrienne Montgomerie, seconded by Jacquie Dinsmore, to authorize the development of an acronym version of the EAC logo. If possible, it would include branch information. **Carried.**

**ACTION:** Carolyn L Burke will talk to Michelle Boulton about revising the EAC logo.

**MOTION:** Moved by Jacquie Dinsmore, seconded by Debra Roppolo to go *in camera*. Carried.

[2011 Q4 *in camera* minutes, part 1]

**MOTION:** Moved by Danielle Arbuckle, seconded by Melva McLean, to go *ex camera*. Carried.

**MOTION:** Moved by Debra Roppolo, seconded by Danielle Arbuckle to go *in camera*. Carried.

[2011 Q4 *in camera* minutes, part 2]

**MOTION:** Moved by Debra Roppolo, seconded by Danielle Arbuckle, to go *ex camera*. Carried.

### **Director of Publications**

The biggest challenge for EAC vis-à-vis its publications is determining the readable presence of the Association, recognizing that this presence takes many forms and that the definition of a “publication” has changed. EAC’s publications are currently all over the map, each having an energy and a life of its own.

EAC is considering taking on a larger publishing role at a time when traditional publishing houses are closing. EAC is an unconventional publisher — it is sort of in the publishing business and sort of not in the publishing business. Captus is also an unconventional publishing house driven more by a management school of thinking. Like Captus, in order to survive as a publisher, EAC would have to create and promote new forms of communicating through print, but first it must decide if that’s what it wants.

A recent conversation about the possibility of publishing a dictionary also dealt with how a publishing house could licence with a not-for-profit in a hybrid process. EAC is well positioned to provide electronic delivery of texts and perhaps follow that with print publications. EAC already has a national infrastructure and members who are interested in what a publication does and represents. The fact that the industry is rapidly changing presents an enormous opportunity.

On Monday, EAC will be the proud owners of all existing 938 copies of *Editing Canadian English*. The Association acted quickly to buy the rights from McClelland and Stewart when those rights reverted. EAC must now decide what it wants to do with the IP and what role it wants to take on in commercial publishing.

**MOTION:** Moved by Arden Ogg, seconded by Debra Roppolo, to approve the expenditure of \$1,300 for acquiring the electronic files of *Editing Canadian English* and all applicable permissions to use those files. **Carried.**

The Publications Committee notes that volunteers who worked on MPES were not publicly acknowledged at the conference. Several solutions were adopted as action items below.

**ACTION:** Acknowledge the team that worked on MPES in two ways:

1. Write a letter to each member (Michelle Boulton) to be signed by Greg Ioannou, Michelle Boulton, and Melva McLean thanking members for their contribution (November 2011).
2. Host a book launch at Conference 2012 and formally acknowledge their work. (Kevin Burns and Conference Committee)

### **Director of Professional Standards**

The Chair of the National Training and Development Committee asked about the relationship between the national committee and branch and twig professional development committees. No formal relationship exists at present, but the national project would benefit from input from its branch and twig counterparts.

### **Regional Director of Branches and Twigs, West**

The BC branch requests that the NEC increase the number of member benefits. NEC members decided that this would be a good task for the Member Services Committee and a good use of social media.

**ACTION:** Ask the Member Services Committee to solicit suggestions from members about where they would like to see EAC look for member discounts. (Adrienne Montgomerie, no time line given)

**ACTION:** Start a conversation using social media to ask members what they want in terms of tangible member benefits. (Gael Spivak and Carolyn L Burke)

The branch asked how volunteer badges work. Carolyn L Burke explained that these badges are stored on the member profile database and could, with a bit of extra funds, be displayed on the ODE and Membership Directory.

**ACTION:** Draft a blurb telling members how badge technology works and how they can have volunteer badges on their member profiles. (Carolyn L Burke)

The branch also asked that the name of the branch executive (br-exec) listserv be changed to avoid name confusion with the bc-exec listserv.

**ACTION:** Change the name of branch-exec list as it is too similar to the BC branch list. (Carolyn L Burke)

The Prairie Provinces branch requested two additions to the membership form: a space to indicate that the member wants to be included in the Membership Directory and a space to indicate whether he or she is an EAC volunteer.

**ACTION:** Make the Membership Directory a clickable opt-in on the electronic membership form. Include instructions. (No accountability assigned)

Carolyn L Burke said that online membership directories do not work. Open communities work but closed ones don't. However, the membership directory profiles will increase in value to the Association as more information and services are placed online.

### **Regional Director of Branches and Twigs, East**

The QAC branch does not have a budget, although it does report financial information. Michelle Boulton said that some branches have had issues with finances in the past. EAC's reporting requirements are not meant to be onerous, they are meant to reflect the fact that EAC is legally responsible for all finances. One member suggested collecting financial information twice annually rather than quarterly. Carolyn L Burke added that she strongly believes branch treasurers should be able to provide financial information at any point in the year.

**ACTION:** Talk to the branches about the necessity of providing financial information to the NEC at least twice a year. (Rachel Stuckey and Arden Ogg)

## **5. Strategic planning**

Melva McLean and Carolyn L Burke introduced a scenario in which members were given leadership roles a fictitious company. They were asked to develop and then present a strategic plan to two potential buyers who were interested in the company, but only if the management team could present a plan that would double membership in three years.

The group determined that it would double membership by increasing services across the nation, providing peer support, fostering a sense of community, using social media and the Internet to reach those outside its traditional markets, providing the best training, and having flexible program and payment options. The company recognizes that doubling the membership means both bringing in new members and retaining those it currently has.

### **Debriefing and prioritizing initiatives**

Members noted that the exercise had been a valuable way for them to think outside their usual area of responsibility and focus on the larger picture. By not focusing specifically on EAC, participants were more willing to look at creative solutions as a group and not "yes, but" others' suggestions.

Participants did not, however, work on the logistics of how they could put their plan in action. Carolyn L Burke pointed out that this is appropriate: boards set direction and staff and committees work out the logistics to carry out the directives.

Members then discussed NEC process and culture. A few members noted that some past initiatives have been dropped when a minority of members voiced opposition, leaving NEC to second-guess what members wanted. One member commented that this is a dysfunctional way for an organization to operate. Another said that NEC needs to reaffirm or redo the Association's goals and objectives and move forward. The strategic planning underway is part of this process.

An NEC member suggested that it's a mistake to wait until all parts of a plan are prioritized before acting on any one initiative when so many initiatives are waiting. It really does not matter which part to begin with. For example, it's possible to fix the logo, work on social media initiatives, and also move forward on a renewed strategic plan.

### **Website, social media, and marketing**

Members discussed EAC's website, concluding that it is far more than a marketing tool: it is the public face of the Association. People today don't think about an office and people working in it,

they see an organization through the lens of its website. People need to see fresh messages and a website that reflects who EAC is and what EAC is selling.

Members noted that efforts to embrace social media and guerrilla marketing have too often been thwarted or mired in process. When someone from the Association voices an idea, he or she should be encouraged to develop the idea and present it to the NEC.

Members agreed that social media is a terrific tool and requires parameters for its use. EAC needs a strategy for how best to use it, who has access to “officially” use it on behalf of the Association, and how branches and twigs can similarly exploit its potential.

Members also discussed how a blog would work in both official languages, with one wondering if all blog postings would have to be translated. Members agreed that blogs could exist in both languages with the blogger posting in the language of his or her choice.

**MOTION:** Moved by Jacquie Dinsmore, seconded by Sheila Mahoney, that EAC/ACR host a blog on a public part of its website. **Carried.**

**ACTION:** Explore how the blog and social media will work, including access and policies. (Kevin Burns by February 2012)

**ACTION:** Establish guidelines for branches and twigs that want branded access to EAC social media. (Adrienne Montgomerie, Arden Ogg, and Rachel Stuckey by December 31, 2011)

## **6. NEC confidentiality/directors’ responsibilities**

### **Confidentiality**

Some NEC members had questioned which parts of the meetings (and minutes) are open to the membership at large, which parts can be shared with committees and chairs, and which parts are private. Carolyn L Burke stated that all meetings are open to members with the exception of *in camera* parts of a meeting. The minutes are posted to the members-only parts of the website and can be shared. Minutes of *in camera* meetings are restricted to those members of the NEC who were eligible to be present at the *in camera* meeting.

Greg Ioannou reiterated that the default position is for transparency. Some issues require *in camera* meetings and those deliberations are confidential. At times, NEC members might be asked to keep something from an *in camera* meeting confidential until an announcement is made. The time lag could be due to the need to translate information to have it available in both official languages at the same time.

### **Directors’ responsibilities**

Members discussed the fact that an organization can only move forward if all members of the governing body accept decisions made by that body. Once a decision is made, the governing body must present that decision to the membership as one voice. It is wrong for a board member to publicly speak out against a decision taken by the board as a whole — it goes against corporate responsibility and in the past has undermined the credibility of the NEC. The Code of Ethics Task Force has looked at this issue.

## 7. Publications: dictionary project update

Kevin Burns and Greg Ioannou met with a consultant from a publishing house interested in publishing an online Canadian dictionary. EAC already has several publishing projects under its auspices; this would provide an additional one. If the dictionary project happens, it will likely start in 2012 with publication in 2013. They promised to update members at the next meeting.

This project may force EAC to make a policy decision articulating its interests in publishing. The Association now has the rights to *Editing Canadian English* and it owns the rights to *Meeting Professional Editorial Standards*. A Canadian dictionary would add to the list. If EAC does decide to have publishing as one of its pillars, it will be necessary to judge each project on its own merits. It will be important to frame the discussion in a way that does not limit EAC's options. Additional opportunities may arise.

## 8. CMHC standing contract — changes

Greg Ioannou said that the former Contract Collective received a notice stating that it would be given a three-month extension on its contract with CMHC while Public Works and Government Services Canada (PWGSC) is seeking feedback on a possible new procurement strategy. Greg added that this strategy appears to favour folding editorial services into translation contracts, effectively cutting off medium-sized and smaller editorial firms. The deadline for feedback on the proposed strategy is January 20.

Greg also noted that the contract does not articulate the differences between English editing, French editing, and French–English concordance. The document talks about qualifications that translators need but does not talk about standards for editors.

A member suggested approaching this by pointing out the different competencies and skills required for translation and editing and talking to someone about EAC's *Professional Editorial Standards* and *Principes directeurs en révision professionnelle*. It would be a mistake to trash translators in an effort to promote editors.

Greg agreed, noting that the federal government wants volunteer committees to look at standards. EAC may be able to contribute. Greg has been working with Tom Vradenburg on this issue. Other suggestions for participants included Louis Majeau for the French standards, Sandra Gravel, and one or more members from Ottawa who are familiar with how the federal government works.

**ACTION:** This action item has four components:

1. Find out more about the Government of Canada's proposed changes to Contracting for Communications Services and how this might affect editors. (Greg Ioannou)
2. Find out who to lobby to ensure changes work for, not against, editors. (Greg Ioannou)



3. Complete the online feedback form on behalf of EAC. (Greg Ioannou, before January 20, 2012)
4. Find more about the proposed standards and how EAC Standards fit with them. (Greg Ioannou)

### **Standards revisions**

Standards are to be revised every five years. The French Standards, which were adopted in 2006, should have been revised this year. The English ones are to be revised in 2014, which means the revision process should begin in 2012.

Work is underway to ensure that all EAC publications match the Standards.

### **9. Bilingual translation / translation services / Bilingualism and language self-selection at twig/branch level**

Sandra Gravel asked how many of the Association's documents, web pages, and projects should be in French, particularly with respect to twig pages and translation.

Members agreed that all official communication coming from the national office should be bilingual. However, information on a branch's or twig's page might not have to be bilingual if that twig does not serve a bilingual population. When it is not possible to translate the pages, it would help to have a button or highlight pointing out that French (or English) content is available on the national pages and adding that if there were enough interest, French (or English) content or workshops could be developed.

**ACTION:** Write a blurb for the English branch and twig web pages stating that EAC offers services in French and pointing the reader to French content. (Sandra Gravel)

Members also noted that difference between translation and adaptation, commenting that whenever possible, it is preferable to write French articles and communiqués in French. Sandra pointed out that there is no French equivalent to the new *So You Want to Be an Editor?* and suggested that it would be a good place to start adapting text for Francophone audiences.

### **10. French certification**

Sandra Gravel led a discussion about certification for French editors. She contacted Louis Majeau who said that the Francophone members who developed les *Principes* envisioned them as being the foundation of a French certification program. The challenge is the relatively small number of Francophone members, the need for very experienced editors to develop a certification process, and the long time frame required to develop and test the program. Louis expressed interest in being part of the process.

Sandra suggested surveying members about their interest in and support for a French certification program. Members asked what level of certification French members would be interested in, pointing out that some English members have asked for a basic level of certification, one that would test competence rather than excellence. One suggested asking Francophone members four questions: Do you want French certification? If so, would you

participate in the program? Would you help to develop the program? Which kind of program would you want?

Others suggested that bilingual members might want to participate in the program but would not have an opportunity to respond to a question sent only to self-identified Francophone members. One solution could be to send all members a link to the questionnaire inviting any bilingual members who so wished to respond to the French-only questionnaire.

**ACTION:** Survey the French members about whether they would like certification to test proficiency or excellence. A message could be sent to self-identified English members pointing them to the French-only question should they also wish to participate. (Sandra Gravel and PD and Member Services Committees)

## 11. AGM motions from the floor

Rachel Stuckey reported that she examined section 6 of the EAC Constitution and could find no mention of the need to notify members in advance of motions coming to an AGM. Nothing in the Association's Constitution (Bylaw 1), Rules and Regulations, or Operational Policies specify how to conduct an AGM or which set of rules prevail.

Greg recalled that EAC (then FEAC) was established as a member-run association in which sovereignty rests with the members. The Association originally used Bourinot's Rules of Order. At some point, EAC adopted Robert's Rules of Order to conduct its meetings, but there is no mention of this change in the electronic version of the minutes kept since 2001. Kevin Burns offered to search the print copies of former minutes to find the reference.

**ACTION:** Buy a copy of the Canadian edition of *Roberts Rules of Order* for the National Office. (Carolyn, by December 31, 2011)

**ACTION:** Review previous board motions to determine if and when the Association passed a motion to follow Roberts Rules of Order. (Kevin Burns, by February 2012)

**ACTION:** If it is determined that the EAC Constitution and Rules and Regulations do not include provisions for ensuring that motions for the AGM are presented in advance so that all members have a chance to respond, write this into the Constitution or Rules and Regulations. (Michelle Boulton; if necessary, contact Maureen Nicholson for advice.)

## 12. Tom Fairley Award for Editorial Excellence

**MOTION:** Moved by Michelle Boulton, seconded by Sheila Mahoney to go *in camera*.  
**Carried.**

[2011Q4 *in camera* minutes, part 3]

**MOTION:** Moved by Danielle Arbuckle, seconded by Debra Roppolo, to go *ex camera*.  
**Carried.**

### **13. Motion to adjourn**

**MOTION:** Moved by Melva McLean to adjourn the meeting for Day 1 at 5:10 p.m. Carried.

### **Sunday, November 27, 2011**

#### **14. Call to order, 9:09 am**

#### **15. Business arising from 2011 Q3 reports (continued from agenda item 3)**

##### **External Liaison**

Carolyn L Burke noted that the landscape is changing for associations. To be up to date, EAC needs to know if it should consider aligning with different or new organizations.

**ACTION:** Let Carolyn L Burke know if there are organizations that EAC should be part of. (All NEC members)

**ACTION:** Provide clarity on appropriate organizations for EAC to be part of. (Carolyn L Burke)

##### **Newsletter Committee**

The Newsletter Committee urgently needs an English editor for *Active Voice*. This person needs to be actively plugged into EAC and the editing community and be able to work collegially. One suggestion was to tap into the volunteer list of the Publications Committee.

**ACTION:** Recruit an English editor for *Active Voice*. Emily Dockrill-Jones was suggested as a possibility for next year. (Gael Spivak)

##### **Director of Volunteer Relations**

Members first discussed the role of the Membership Communications Committee, with one saying that it is a committee whose mandate has shrunk and which is now redundant given that members communicate via Facebook, Twitter, and LinkedIn. The committee's role is now to collect feedback from surveys. Another member argued that the committee does not work because it's doing something about culture and that its tasks form part of everything the Association does. Member communication is a principle, not a task. EAC should be rename it the Survey Committee and change its functions.

A committee chair has asked if casual emails can suffice in place of completing the quarterly reporting template. Carolyn L Burke replied that templates are there to provide structure, but the important part of reporting is to communicate results. Sandra Gravel asked that reports include any mention of activities in other branches and programs that would be of interest to Francophone members.

**ACTION:** Revise the reporting templates for meetings to include a section for plans and a section that allows those reporting to note any activities that take place in French in their committees, branches, etc. (Carolyn L Burke)

Members also discussed what to do in a rapidly evolving situation involving social media and misinformation. They determined that the List Monitor and IV Monitor both have roles to play but so too do all NEC members.

**ACTION:** Monitor social media sites and direct unfolding issues to the office. If the office is closed, let the person posting know that EAC is aware of his or her comments and will respond as soon as is feasible. (All NEC members)

### **Training and development**

The Conference Committee has found that the structure established to solicit and weigh conference sessions is not working well.

### **16. Conference 2012**

Jacquie Dinsmore presented a chart showing the options for Conference 2012 venues, noting that what had been the leading candidate no longer was as appealing because of a stipulation to guarantee hotel bookings. When all factors are considered, the Ottawa Convention Centre offers the best value.

Kevin Burns stated that the Canadian Library Association will also be holding its 2012 National Conference and Trade Show at the Ottawa Convention Centre that weekend. This provides an excellent opportunity for synergies with another professional association that is involved in EAC's work and a terrific opportunity for additional professional development and crossover.

**MOTION:** Moved by Kevin Burns, seconded by Debra Roppolo, to hold Conference 2012 at the Ottawa Convention Centre. **Carried.**

It was noted that the Conference Committee designed a logo for Conference 2012 when the NEC decided several years ago to use a standard EAC conference logo with a different note or banner each year. This message had not been conveyed to the conference co-chairs.

**ACTION:** Inform future conference chairs that the conference logo is the EAC logo with a special note or banner.

### **17. 2012 Budget**

Danielle Arbuckle and Carolyn L Burke distributed copies of the 2011 Year-to-Date spreadsheet, the 2011 Budget-to-Actuals spreadsheet, the 2011 Budget, and the draft 2012 Budget and then walked members through them. The draft 2012 Budget did not balance.

NEC members debated parts of the budget with the goal of balancing it. Highlights of their deliberations are presented below.

- **Certification** numbers contain a lower revenue assumption based on trends. Certification revenues peaked two years ago when the Association ran three tests simultaneously. The new test structure foresees running two tests annually. The costs do not include staff time. The biggest expense is for honoraria and travel, and the policy for honoraria needs to be reviewed. The terms honoraria and per diems are being used interchangeably. Per diems cover a portion of out-of-pocket expenses and eliminate the need for submitting and scrutinizing detailed expense forms.
- **Fairley endowment:** The original endowment has been exhausted. Members discussed approaching corporations to sponsor the award. Carolyn L Burke said that the ultimate goal

should be to look for \$50,000 and set up a proper endowment. In the interim, it will be necessary to look for \$2,000 to support this year's award. Members also discussed increasing the number and kind of awards to broaden its appeal and considered and rejected a suggestion to change the name of the award.

- **Conference:** Discussed separately. An additional consideration is the request to budget for a special session for branch chairs (or their representatives) the day before the conference. Some branches may also require financial help sending a representative.
- **Member products:** ODE and email listings generate money. Members discussed the value of hiring another staff person to sell advertising and sponsorships for the job board, ODE listings, publications, conference, etc. but were told by Carolyn L Burke that it would be difficult to find a good sales person willing to work for what EAC could pay.
- **Strategic planning:** Funds have been set aside in the budget for a strategic planning session to be held in Ottawa in February.
- **Active Voice:** Since all EAC publications will be reviewed as part of developing a publications policy, Kevin Burns suggested moving *Active Voice* to an online magazine and eliminating printing costs. Michelle Boulton pointed out that this had happened years ago, but that the policy had been reversed approximately five years ago at the request of members and so that *Active Voice* could be used as a marketing tool. However, the latter relies on AV having strategic content to match its intended purpose. Marketing studies show that contrary to conventional wisdom, many people still want print versions of newsletters and magazines. Kevin further noted the need to assess AV's purpose and focus in the context of all EAC publications. Periodicity matters: a publication that is chronically late serves a different purpose from its intended one. Each piece in a well considered publication policy has a purpose and target and follows a timetable. Michelle noted two further issues. First, because *Active Voice* did not publish as many issues as it had planned for this year, the Newsletter Committee would like to publish a much larger issue. Second, some of the French content is too long to be newsletter friendly. Members did not want to play catch-up by publishing an extra or extra-long issue.
- **NEC meetings:** Because there are alternative ways for groups to meet, NEC members discussed the possibility of trimming the number of face-to-face NEC meetings as a cost-cutting measure. Alternative systems require the use of a studio or specialized software, meaning that some members would have to travel to regional hubs for the meetings. In situ meetings also provide an opportunity for NEC members to meet EAC members in different cities. If one or more face-to-face meeting were to be eliminated, it may be necessary to hold more frequent, shorter meetings in its (their) place. One possibility is to bring only table officers to the November meeting and have others participate for part of the time via conference call.
- **Membership fees:** Membership fees were raised two years ago after a motion at the AGM and have not been raised since. A cost-of-living increase (3%) would help EAC balance its budget. It would also prevent the need for large periodic increases. Members agreed that smaller cost-of-living increases were preferable.
- **ODE:** In tandem with the decision to raise membership fees, NEC members also suggested raising the cost of listing in the Online Directory of Editors in line with the cost of living. They decided that as of March 2012, the cost of an ODE listing would be \$80. NEC members also considered and rejected a suggestion to offer a discount for bundled services (membership, ODE listing, and email address) because not all members want or need an ODE listing.

- **Publications:** The amount budgeted for publications revenue may be low. It was increased slightly to reflect the fact that EAC will be selling *Editing Canadian English* and that some universities are promoting MPES in their courses.

With the changes noted, the 2012 budget now balances.

**ACTION:** Talk to the CSC about honoraria and per diems. (Sheila Mahoney)

**ACTION:** Approach possible new donors to develop sponsors for the Tom Fairley Award. (Greg Ioannou)

**ACTION:** Find a venue for the Strategic Planning session in Ottawa in February. (Michelle Boulton and Carolyn L Burke)

**MOTION:** Moved by Jacquie Dinsmore, seconded by Sandra Gravel, to accept the 2012 budget as amended. **Carried.**

**MOTION:** Moved by Melva McLean, seconded by Michelle Boulton, to increase membership fees by 3% (cost of living increase). **Carried.**

**MOTION:** Moved by Michelle Boulton, seconded by Sandra, to increase the price of an ODE listing to \$80. **Carried.**

**MOTION:** Moved by Kevin Burns, seconded by Debra Roppolo, to publish two print editions of *Active Voice* and launch *Active Voice Online* in 2012. **Carried.**

## 18. EAC and The Congress of Humanities

Kevin Burns briefly noted that he would be presenting a special project request in 2012 for participation in the 2013 Congress of the Humanities. The congress draws many individuals and organizations of interest to EAC and its publications.

## 19. Task Force reports

### Code of Ethics

Melva McLean presented the Phase 1 report from the Code of Ethics Task Force. Karen Dunn Skinner, an EAC member, editor, and lawyer took the lead. Task Force members reviewed the Codes of Ethics for similar organizations along with EAC's governance documents, Code of Conduct, and Professional Editorial Standards. The Task Force recommends that EAC not develop a Code of Ethics right now, but that it take the following actions:

1. amend its bylaws to include a complaints procedure for disputes between clients and members, and between members and the EAC, reserving to the EAC the right to remove a member from the Online Directory of Editors (ODE), revoke membership or take other appropriate action, possibly building on Section 2.6 of the EAC Constitution;

2. repackage relevant sections of the Professional Editorial Standards (PES) into a separate document that will guide and encourage members on the ethical aspects of editing, and provide clear links to this document on the EAC website; and
3. develop materials to educate members on their rights and obligations as concerns confidentiality of client information, an area not covered in the PES.

Melva pointed out that the repackaging of PES may require compiling a fifth volume that covers ethics, confidentiality, and conflict of interest. She added that the Task Force members were willing to work on the second phase of this project.

**MOTION:** Moved by Gael Spivak, seconded by Jacquie Dinsmore, to accept the Phase I Report from the Code of Ethics Task Force with thanks, and to authorize the Task Force to act on its recommendation of repackaging relevant portions of PES, working with Publications, Standards, and Marketing Committees. **Carried.**

**ACTION:** Draft the Terms of Reference for Phase II of the Code of Ethics Task Force.  
(Carolyn L Burke)

### **Social Media**

A report has recently been submitted but it was too late to be included in the package for this meeting.

### **Website Restructuring**

Ongoing; no final report. [The structure of the website is organized and a draft menu has been developed. The French side of the website will be similar, but not quite parallel. The website contains 971 pages, of which more than half (500+) are in English. Some branch pages are in English only.

Some members asked about branch or twig control of homepage information. Adrienne Montgomerie replied that everyone wants his or her project on the front page while there are limits to space for competing interests. She confirmed that social media and Active Voice online will be featured on the new website.

**ACTION:** Ensure that the Francophone Affairs Committee is aware of upcoming changes to the website. (Sandra Gravel to communicate in French)

### **Membership Rates Survey**

Ongoing; no final report.

## **20. Adjournment:**

**MOTION:** Moved by Sandra Gravel to adjourn the meeting. Carried.