

Minutes

**EAC/ACR National Executive Council Meeting (2012 Q4)
Downtown Courtyard Marriott Hotel, Toronto
December 1–2, 2012**

1. Call to order

Vice-president Jacqueline Dinsmore welcomed the participants and called the meeting to order at 8:30 a.m.

Roll Call

Jacqueline Dinsmore	Vice-president
Michelle Boulton	Past president
Danielle Arbuckle	Treasurer
David Harrison	Secretary
Sandra Gravel	Director of francophone affairs
Ken Weinberg	Director of training and development
Adrienne Montgomerie	Director of communications
Gael Spivak	Director of volunteer relations
Moira White	Director of professional standards
Karen Virag	Director of publications
Arden Ogg	Director of branches and twigs (west)
Julia Cochrane	Director of branches and twigs (east)
Carolyn L Burke	Executive director
Sandra Kerr	Volunteer recording secretary

Regrets: Greg Ioannou President

2. Approval of agenda

Items were removed from the preliminary agenda:

Original Item 14 How we appoint AV editors
Original Item 13 Awards update

An in-camera item was added to the end of business to accommodate any confidential matters arising.

MOTION: Moved by David Harrison, seconded by Moira White, to approve the agenda as amended.
Carried.

[By agreement, other items were combined or renumbered (see [Attachment A: Order of Business](#)).
All substantive motions are summarized in [Attachment B](#) .]

3. Approval of minutes of meeting of September 22–23, 2012

These corrections were accepted:

Item 18: Change “Heritage Canada” to “Canadian Heritage” (the government department)
Item 12: Change end of sentence 1 to “who attended a meeting for which expenses were not pre-approved.”

MOTION: Moved by Julia Cochrane, seconded by Danielle Arbuckle, to approve the minutes as corrected.
Carried.

MOTION: Moved by Julia Cochrane, seconded by Gael Spivak, to approve the in camera minutes as submitted. **Carried.**

4. Appoint new signing officers

This item had been addressed at the last meeting.

5. Recording of online votes since previous meeting

David Harrison read into the minutes the results of the following online votes since the previous meeting:

November 2, 2012 Increase in membership fees

Moved by Danielle Arbuckle, seconded by Ken Weinberg

THAT the Association increase membership fees by 1% (one percent) effective March 1, 2013.

Carried.

November 15, 2012 Approval of Peterborough Twig

Moved by Julia Cochrane, seconded by Gael Spivak

THAT the NEC approve the application of Peterborough Editors' Group (PEG) to become a twig of the Toronto Branch of the Association.

Carried (by required two-thirds majority).

November 19, 2012 Student membership renewal

Moved by Ken Weinberg, seconded by Gael Spivak

THAT the NEC approve an exception from the 3-year limit to allow [name redacted] to renew as a student member for one more year.

Carried.

November 23, 2012 Access to EAC national social media accounts

Moved by Julia Cochrane, seconded by Gael Spivak

THAT the NEC approve access to EAC national social media accounts by Nathalie Vallière, effective immediately.

Carried.

MOTION: moved by David Harrison, seconded by Moira White, that the results of all online votes since the September meeting be accepted as read.

Carried.

ACTION: Carolyn L Burke to consult with lawyer on the correct process for recording online votes.

6. Actions arising from online resolutions

There were no further actions arising from resolutions in Item 5.

7. Actions arising from previous meeting

The NEC reviewed the actions arising from the previous meeting. The following were carried forward for action prior to next meeting:

ACTION: David Harrison to research Interactive Voice tool audit capability (with Ken Weinberg's assistance).

ACTION: Regional Directors/Carolyn L Burke to host meeting of branch chairs and twig leaders to set 2015–16 conference locations.

ACTION: National Executive Council to review proposed plan [Re: Professional Standards].

ACTION: Ken Weinberg to send Michelle Ou information on an enterprise tool for managing social media use.

NEW ACTION ITEM : Carolyn L Burke to draft correspondence to twigs, as well as a general process/procedure document, clarifying the process for engaging with external suppliers.

8. Member services chair and other openings

Michelle Boulton, chair, Nominations Committee, is working to convene a national nominating committee. Suggested names can be sent to her.

Carolyn L Burke relayed an item of interest regarding membership services—two large corporations have approached EAC to offer discounts to members; the terms of the arrangements are being determined.

9. Appointments

MOTION: Moved by Karen Virag, seconded by Julia Cochrane, to approve the appointment of Carole Sigouin as editor-in-chief of *Active Voice/Voix active* for the remainder of this term. **Carried.**

Carole Sigouin will take on her position in January 2013. It was noted that the editor-in-chief may make other appointments; she is not a member of NEC but reports through the director of publications.

10. Quarterly reports and business arising

10.1 From Past President

Michelle Boulton outlined successes of past quarter and priorities for current quarter, including continued recruitment for the nominations committee and continued search to fill vacant committee chairs. NEC to send prospective names to her.

10.2 From Secretary

David Harrison introduced a proposal for engaging and acknowledging the volunteer recording secretary with the objectives of (a) providing support to the Secretary, (b) providing opportunities for “local” EAC members to experience and contribute to the work of the NEC, (c) minimizing related travel expenses, (d) identifying a pool of potential volunteer recording secretaries in the major venues, and (d) providing an honorarium.

The NEC discussed the proposal, noting that the volunteer model represents a savings compared to a previous solution when paid staff time was used. The value of continuity in the position was preferred to a number of different appointments across the country. The issue of honorarium for volunteer work was seen as a larger issue affecting other EAC programs and tasks. It was decided to stay with a version of the current plan (one volunteer with travel expenses to NEC meetings, no honorarium).

MOTION: Moved by Ken Weinberg, seconded by Michelle Boulton that the Association appoint the position of volunteer recording secretary for each term of NEC. **Carried.**

It was agreed that, for the year 2012–13, an appointment would be offered to cover the remaining meetings at Vancouver in March 2013 and Halifax in June 2013.

ACTION: David Harrison to draft job description for the position by mid-December.

10.3 From Executive Director

The annual priority-setting sessions were discussed, specifically the strategic planning portion of the March meeting. It was agreed that it would be valuable to have a facilitator for the discussion. Moira White offered to contact a potential facilitator.

ACTION: The chair, secretary, and executive director to include strategic plan priorities on meeting agenda for March. Moira White to contact potential facilitator.

10.4 From Director of Branches and Twigs (West)

Item 1: Arden Ogg proposed that it would be timely to do a formal evaluation of the certification program including the return to date on investment of time and money. (See Item 12 of this meeting).

Item 2: [BC Branch] Concern for decline in membership: what initiatives are planned to address this?

EAC has launched a campaign called “Hire an Editor” to help acquire new members, and help members find work. This campaign is reflected in the 2013 proposed budget. The NEC also discussed other means of attracting and retaining new members through marketing and volunteer management.

Item 3 [BC Branch]: Rethink quarterly reporting

It was noted that other branches and twigs have submitted a similar comment, as they plan in terms of whole-year rather than quarters. The quarterly report is used by National as a way of communicating/engaging and identifying possible problem areas including financial.

Item 4: [Prairie Provinces] Clarification regarding when to charge GST

Carolyn L Burke will speak to the Prairie Provinces branch to address this concern. NEC discussed the need for legal clarification about EAC’s legal obligations for actions of branches and twigs.

ACTION: Carolyn L Burke to obtain written confirmation of financial and legal structure regarding GST from the auditor, to inform governance task force material, by first week of February.

10.5 *From Regional Director of Branches and Twigs, East* (see Agenda Item 18).

10.6 *From Publications*

Item: Budget request to pay a designer

Active Voice is moving forward as a magazine (vs. a newsletter). The anticipated magazine designer was unexpectedly not available; Michelle Boulton volunteered to format the next issue. There is a need to secure a commitment from a designer or to find a new one. Budget implications to be discussed.

ACTION: Karen Virag to submit a revised Publications report (remove member name) as discussed.

10.7 *General presentation of reports*

ACTION: Carolyn L Burke to revise the report templates to remind officers, directors, and committee chairs of intended audience for reports, especially those posted for all members and for the public.

10.8 *From Conference*

Item: Request to cover gas costs, travel allowance, for speakers

The history and feasibility of reimbursements/allowances for speakers was discussed. Some speakers expect to receive compensation. Financial implications of methods for reimbursement would need to be reviewed.

ACTION: Ken Weinberg to inform conference chairs of compensation arrangements for speakers and others.

Item: conference committee benefits

It was noted that conference committee members spend a lot of time on conferences with little rewards. The NEC discussed ideas to acknowledge the contribution of conference committee members, and noted that the professional development coordinator, as the point of contact for conference issues, holds historical information on what has or has not worked in past.

ACTION: Ken Weinberg to request the Conference Committee to submit a proposal/costing for speakers program.

ACTION: Carolyn L Burke to ask PD coordinator for feedback to the NEC on what has worked/has not worked regarding conference reimbursement.

10.9 *From Volunteer Relations*

Item: request to receive summary of budget specific to committee.

ACTION: Carolyn L Burke to send summary to the committee.

10.10 *From External Liaison*

EAC's continued support of CHRC was discussed.

10.11 *From Webinar Task Force*

Item: Review and accept report

A Phase 1 report on "What is a Webinar?" from the Webinar Task Force was submitted to the NEC for review.

ACTION: Arden Ogg to write a letter thanking the task force for the work received and completed.

10.12 *From Governance Task Force*

The task force will report back to NEC to ensure alignment during adoption of the new Not-for-Profit Corporations Act. The task force work is expected to be completed by the end of January.

10.13 *From Rapport du groupe de travail sur l'Agrément en français de l'ACR*

This task force has heard from francophone editors, who have strongly indicated a desire for a French certification program. Aspects brought forward for consideration by NEC include

- The number of tests, and content
- Name of the program
- Issues in testing for competency vs. excellence
- Testing online vs. in-person (being addressed by CSC task force)
- Creation of a formal committee

The formal committee would be responsible for creating the standards/principes which need to be determined prior to initiating this program.

The NEC thanked the task force for its work on this initiative.

MOTION: Moved by Sandra Gravel, seconded by Michele Boulton that the NEC establish a *Comité Agrément/Principes* reporting to the director of professional standards.

Carried.

ACTION: Sandra Gravel will approach a prospective chair to lead this committee.

As a follow-up to the discussion on competence vs. excellence, it was suggested that Ruth Wilson be invited to make a brief presentation to the NEC's March 2013 meeting in Vancouver.

ACTION: Moira White to approach Ruth Wilson re: this invitation.
Chair/Secretary/ED to add the item to the preliminary March 2013 agenda.

11. Conference update

Ken Weinberg reported that the conference committee is inviting and welcoming any ideas for workshops, speakers, workshop leaders, etc.

12. Proposed review of EAC Certification process

Arden Ogg reported from her attendance at a recent Prairie Provinces branch meeting that while discussing the benefits of certification, some concerns were expressed about the program.

The NEC discussed the need to ensure that the certification process is serving EAC as it was intended. One proposal was for an independent review, to be completed prior to proceeding with French certification process. Items suggested for future consideration of this or similar proposals included:

- Determination of what would be done with results from such a review
- Reliability and validity issues
- Excellence vs. competency issue
- Costs and benefits

ACTION: Carolyn L Burke to explore options for a program evaluation of the EAC Certification program with terms of reference to include issues raised in Arden Ogg's report. For discussion at March NEC meeting.

13. French “executive reads”

French documents are on occasion brought to the NEC for “exec-read”; other methods for addressing this review process were discussed.

ACTION: Carolyn L Burke to consult with Michelle Ou on ways to make French executive reads easier and faster.

14. Report on meeting with Dundurn (Publisher) / Other publication issues

President Greg Ioannou and executive director Carolyn L Burke met with Dundurn (publisher) regarding a possible joint venture on a Canadian style guide with updated content, similar to *Editing Canadian English*. [Gael Spivak offered her assistance in discussions related to the Language Bureau]

15. Other branch and twig issues

- Kitchener-Waterloo-Guelph twig has indicated that Toronto branch currently supports the twig by advertising seminars and taking care of registration using an online e-commerce site. A less expensive option is sought. The national office's role in supporting twigs in this way was discussed.

ACTION: Julia Cochrane to connect with Kitchener-Waterloo-Guelph Twig coordinator and clarify availability of national staff resources if needed.

- Hamilton-Halton twig requested an NEC speaker at a proposed tradeshow.

ACTION: Julia Cochrane to connect with Hamilton-Halton twig coordinator for more information/plans about the proposed trade show; clarify process for engaging with suppliers.

MOTION TO RECESS: Moved by Michelle Boulton, seconded by Julia Cochrane that the meeting recess until 9 a.m. the following day. **Carried.**

[The first day's session recessed at 5:00 p.m. until 9:00 a.m. December 2.]

[The meeting reconvened at 9:30 a.m. on December 2 at the same location]

16. Operational Plan and Budget 2013

Carolyn L Burke explained the format of the budget spreadsheet which was distributed to all members at the table. Treasurer Danielle Arbuckle responded to questions. Each budget item was addressed in turn along with the corresponding information provided in the operational plan.

ACTION: Carolyn L Burke to follow up with Marketing Committee the suggestion to offer a one-year Online Directory of Editors subscription to graduating certified editors.

ACTION: Ken Weinberg to contact Certification Steering Committee regarding secure file sharing technology.

ACTION: Moira White to discuss with Certification Steering Committee the way honoraria payments are designated and reported in the financial statements and budget.

ACTION: Carolyn L Burke to (a) allocate fixed overheads, marketing, and translation expenses across all committee/portfolios; (b) create an additional, linked spreadsheet to show breakdown of costs and expenses by program.

ACTION: Ken Weinberg to work with Webinar Task Force to submit a special project request for funds, if needed.

The NEC discussed budget changes to incorporate regular salary adjustments and to achieve balanced status.

MOTION: moved by Moira White, seconded by Michelle Boulton, to set the amount for the 2013 Claudette Upton Scholarship at \$1,000. **Carried.**

MOTION: Moved by Ken Weinberg, seconded by Julia Cochrane, to approve the budget as adjusted at the meeting. **Carried.**

MOTION: Moved by Moira White, seconded by Gael Spivak, to accept the Operational Plan. **Carried.**

17. In camera

There was no business requiring in-camera discussion.

18. Investment options for reserve fund

Danielle Arbuckle reported reserve funds of about \$54,470 were currently not earning interest. It was agreed that this amount would be invested in 100-day GICs (at about 1.22%) and 15-month GICs (1.55%)

ACTION: Danielle Arbuckle to arrange the investments as agreed.

19. Adjournment

The meeting was adjourned at 3:00 p.m. The next meeting will be in Vancouver, 16–17 March, 2013.

ATTACHMENT A

**EAC/ACR National Executive Council Meeting (2012 Q4)
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ORDER OF BUSINESS (as revised)

- 1. Call to order**
- 2. Approval of agenda**
- 3. Approval of minutes of meeting of September 22–23, 2012**
- 4. Appoint new signing officers**
- 5. Recording of online votes since previous meeting**
- 6. Actions arising from online resolutions**
- 7. Actions arising from previous meeting**
- 8. Member services chair and other openings**
- 9. Appointments**
- 10. Quarterly reports and business arising**
- 11. Conference update**
- 12. Proposed review of EAC certification process**
- 13. French “executive reads”**
- 14. Report on meeting with Dundurn (Publisher) / Other publication issues**
- 15. Other branch and twig issues**
- 16. Operational Plan and Budget 2013**
- 17. In camera**
- 18. Investment options for reserve fund**
- 19. Adjournment**

ATTACHMENT B

SUMMARY OF MOTIONS

**EAC/ACR National Executive Council Meeting (2012 Q4)
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3. Approval of minutes of meeting of September 22–23, 2012

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Carried.

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MOTION: Moved by Sandra Gravel, seconded by Michele Boulton that the NEC establish a comité de principes/agrément reporting to the director of professional standards.

Carried.

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Carried.