

**Editors' Association of Canada
Association canadienne des réviseurs**

National Executive Council

2016 Q3 Meeting Minutes

Ottawa
September 24 and 25, 2016



**EDITORS
RÉVISEURS
CANADA**

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PRESENT:

Anne Louise Mahoney	President
Gael Spivak	Vice-President
Carolyn Brown	Treasurer
Breanne MacDonald	Secretary
Greg Ioannou	Past President
David Johansen	Regional Director, Branches and Twigs – East
Margaret Shaw	Regional Director, Branches and Twigs – West
Stacey Atkinson	Director, Training and Development
Marie-Christine Payette	Director, Francophone Affairs
Berna Ozunal	Director, Publications
Elizabeth d’Anjou	Director, Standards and Certification
Patricia MacDonald	Director, Volunteer Relations
Michelle Ou	Interim Executive Director
Alexandra Peace	Recording Secretary

REGRETS:

Michelle van der Merwe	Director, Communications and Marketing
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1. Call to order

Anne Louise Mahoney called the meeting to order at 9.02 am, and invited directors to tweet during the meeting.

2. Introductions

There are two new directors and a new interim executive director, so each person at the meeting introduced themselves.

3. Exit survey of NEC members

Anne Louise Mahoney presented the results from the survey of the 2015-16 NEC: highlights, challenges, ideas for improvement and advice for new directors.

4. Approval of agenda

MOVED by Margaret Shaw
SECONDED by Patricia MacDonald

that the agenda be approved.
Carried

The NEC noted that the agenda has a very positive tone.

5. Approval of Q2 minutes

MOVED by Breanne MacDonald
SECONDED by Margaret Shaw
that the minutes of June 9, 2016, be accepted.
Carried

6. Review of consultation policy and confidentiality policy and procedures

The procedures for being in camera have changed, so note that these may need to be consulted at the appropriate time.

And, because of the new consultation policy, votes need to be counted for major decisions now.

7. New business

- a) Elizabeth d'Anjou on the situation arising from the [agrément committee](#)

Background: OTTIAQ (Ordre des traducteurs, terminologues et interprètes agréés du Québec) believes that only professional translators are trained to do comparative editing; professional editors should not be doing this work.

Elizabeth and Marie-Christine met with Benoit Arsenault (Editors Canada member) and Anne Fonteneau (professor at Université Laval and Editors Canada member). Anne wants to propose to the university that it offer an online editing program in French.

What support could Editors Canada offer Anne in her endeavour?

The discussion included the following points:

- don't want to get into a certificate program (as an organization)
- gives Editors Canada an opportunity to recruit student affiliates who may become members
- some Editors Canada members could teach courses (same as in English universities)

- Could Elizabeth give Anne a list of editing courses offered in English with the contact names?

Anne Louise Mahoney received a letter from Louise Brunette, Université du Québec in Outaouais (director of an academic program in writing and translation). UQO is assessing the program and looking for advice from Editors Canada.

Greg sent a list (from the Book and Periodical Council) of some of the editing courses in Canada (Appendix A).

ACTION

Elizabeth d'Anjou to keep in touch with Anne Fonteneau and give her contact names or information in support or encouragement of the possibility of an online French editing program, and to keep Marie-Christine Payette and Stacey Atkinson informed.

ACTION

Marie-Christine Payette to see if a francophone could be found to be part of the group exploring connections between Editors Canada and teaching of French editing in Canadian universities and colleges.

- b) Margaret Shaw wondered about the **Prairie Provinces branch (PPB)** hotline. What should be done with it since PPB will be dissolved soon?

The individual twigs can use the membership list to alert members of any inquiries for editors in their region.

ACTION

Margaret Shaw to let the new twigs (Edmonton, Manitoba) know what to do with inquiries for editors in their region, and will add this information to the branch and twig toolkit.

8. Review of outstanding action items (Appendix B)

ACTION

Carolyn Brown to check in with branches to see what they are using for accounting.

ACTION

Carolyn Brown to check with auditors to see how the information gets from the branches to the auditors.

ACTION

Carolyn Brown and new executive director will assess the security needs, find options, cost options, and recommend a plan of action for file storage.

ACTION

The support package/toolkit for the branch and twig administrators needs reading by Michelle Ou, Caitlin Stewart, and a few members of the executive (then will be sent to translation).

ACTION

Executive director to direct the office to start sending out the exit survey, once database issue is resolved.

MOVED by Elizabeth d'Anjou

SECONDED by Greg Ioannou

that the NEC strike a task force chaired by Kaarina Stiff and Dawn Oosterhoff to update and revise the **Standard Freelance Editorial Agreement**.

Carried (unanimous)

ACTION

Elizabeth d'Anjou to write a brief for a task force to update the definitions for the Standard Freelance Editorial Agreement, consult the members of the task force, get the definitions translated, and take them to the members for a vote at the 2017 AGM.

ACTION

Anne Louise Mahoney to ask James Harbeck to make several promotional videos for Editors Canada (on points of grammar, etc.).

ACTION

Gael Spivak to send a list of video ideas to Anne Louise Mahoney to give to James Harbeck.

ACTION

Greg Ioannou to look into how to help members create more effective ODE listings (free webinar?).

9. Website: update

A contract project manager was hired: Rachel Salares. She is working toward a website launch of October 26, 2016. The website is in beta testing (by seven people). There is one francophone beta tester. There will be a two-week preview period beginning October 3, 2016.

Credential maintenance will not be updated with the new launch. Certified editors will need to keep track of their credentials and professional development manually until the section can be launched.

A bit of money is left over in the budget, and Michelle Ou suggests that Rachel be hired to document the procedure and possibly give a webinar about it.

The content will be the same; the site is being updated. There are over 3000 pages being carried over. It would have delayed the project to cull first.

The NEC offered a round of applause to Michelle Ou for getting this project to this final stage.

10. Social media guidelines

Stacey Atkinson had created some social media guidelines last year, and the office is going to use these. They will be handed out to anyone using social media on behalf of Editors Canada.

ACTION

Stacey Atkinson to send social media guidelines to the office for their use and for them to send to anyone using social media on the organization's behalf.

11. Finances: update and overview

Carolyn Brown created a PowerPoint presentation on the state of the association's finances (Appendix C).

The present situation is okay, but the projections show that the budget is tight. Actuals have been used until September 15, 2016, and the rest of the year is using the budget.

Carolyn Brown will send out updates once a month. She has found some eccentricities, but no major problems. She has declared that we "run on a shoestring."

To consider: the national office's lease increased for neighbours by up to 30 percent, but Editors Canada has a lease for another three years, until 2019.

12. National office reporting of financial information to twigs

The national office handles all the twig finances; branches handle their own finances. This is complicated and not ideal to have two different systems. A discussion arose with the following points:

- Some twigs are not happy about using the name "twigs." It always has to be explained, and suggests that it's not a serious group.
- Members need to be consulted about any changes suggested about the branch/twig structure.
- History of non-support of small informal/local groups by branches. Twigs then seen as a step up from the informal groups.

- Branches and twigs are very different from each other. They have different challenges and they run very differently.
- Soon we may have a twig larger than a branch (Edmonton/Saskatchewan).
- Could the external name of the group be the same (chapter/branch)? But the internal running of the group could be different.
- How do branches and twigs show the relationship between themselves and Editors Canada?

ACTION

Margaret Shaw and David Johansen will bring the topic up in the ongoing discussions with branch and twig task force and report back to the NEC.

ACTION

Carolyn Brown and Michelle Ou will make sure the twigs start getting monthly reports on their finances from now on.

13. Analysis of membership trends

Carolyn Brown created a presentation on the state of the membership (Appendix D).

Membership is usually 60 percent of the revenue, and it is revenue without a lot of costs associated with it. Membership started to decline in 2008, but the decline was not visible until about 2011 because of the increase in fees.

Carolyn gathered various views on what might be the causes. She then looked at some of the causes that were testable.

The NEC discussed this with the following points made:

- The data is from 2008, but the member-generated fee increase was voted in in 2007. However, one would expect a plateau in membership after this event, rather than a continued decline.
- From 2012 to 2014, the government laid off a large number of editors.
- The change in **student affiliate** fees did not seem to have an effect on membership rates.
- The branches and twigs all had a similar decline.
- The 2015 international conference bumped up membership, but was followed by a slump: a lot of people joined (perhaps to get the member discount on the conference), but then they (or other people) did not renew.
- Renewals are spread out over the year now (compared to early years, when renewals were at certain points of the year).

- Is the cost of membership too high? Or is it rather do people not see the value of membership? Editors Canada has a lot to offer; we don't necessarily need new member benefits, but we do need to show members the value membership offers them.
- Marketing to students needs to happen, as they need to see the value now, so they join as affiliates and eventually become members.
- Need to help members to make the most of their ODE listing (**member benefits**).
- Maybe two separate value propositions: in-house and freelance.
- The association has always been known for networking, but other options are now available for free (Facebook, LinkedIn).
- Could the conference bump be increased with more focus by the **conference committee**?
- Could little tidbits of reminders about member benefits go on the home page of the website?
- What about a free **webinar** for members or a session at the conference about "Get the Most out of Your Membership" (in-house/freelance versions)?
- Publishers/other employees should be marketed to about the conferences (**communications and marketing committee**).
- Large employers used to pay for memberships.
- Thanks to Carolyn for this helpful information.
-

The conclusion was that there are lots of ideas, but that the organization needs members to work on them. Is there a small, limited task for communications and marketing? (Other tasks may have been too large and unruly.)

Could someone be hired on a temporary basis (or hire an intern) to do a blast of marketing and member recruitment (similar to the project manager for the website relaunch)?

Michelle Ou is the communications manager. Previously, there was an inactive committee; now, a possibly overwhelmed committee. How and in what direction does the work flow?

14. Visit from the chair of Editors Ottawa-Gatineau

Kaarina Stiff was secretary for the branch last year, and is chair this year. She reported on branch news:

- three new people on the executive, great additions; lots of good, experienced people remain
- membership in decline

- reduced registration in seminars
- strategic operating plan drafted: took ideas from national plan and listed action points for branch

Ideas about reduced membership/seminar registration (from members of the NEC, with additional responses from Kaarina) included the following:

- fewer seminars, more roundtables (Toronto)
- survey of Ottawa members showed more networking opportunities wanted
- informal panel on benefits of membership (Toronto)
- try reaching out to employers, tell them about professional development
- last year Kaarina and Sara Caverley sent postcards about the seminars to strategic employers (HR departments) in the area
- perhaps instead of HR, send seminar info to communications departments
- maybe swap seminars with Toronto; each may seem fresh to the other market
- different seminar fees for different geographical locations
- market to colleges, universities, writing programs/centres (by tweet)
- lots of people don't attend events
- spike in membership around conference: focus on it by offering something additional for new members
- early bird discounts for seminars
- meet and greet: bring together publishers with the editors who work for them; could also include the graphic designers group (RGD) and writer groups (PWAC, Canadian Authors Association)
- Marion Soublière (Ott-Gat) may have information to help independent suppliers get work from the government

15. Marketing member benefits (continued from membership trends)

The NEC discussed the history and current status of communications and marketing, with the following points made:

- Communications and marketing focused on social media this year. They put a great schedule together, but need someone to actually post on social media.
- Committees (for example, conference, standards) that are requesting funds from marketing are usually getting the funds.

- Certification steering committee needs help now to build toward promoting next year's tests, which will be on screen for the first time.
- The communications and marketing committee arose as a combination of two committees that were inactive. Now the work (lots of it) is falling on co-chairs who are very busy.
- Two of the major objectives arising from the strategic plan – increasing membership and communicating better with members – require huge input from this committee. These objectives and some of the regular communications and marketing projects are not getting done.
- Michelle Ou, in her role as communications manager, is reporting to a volunteer committee with busy chairs. Should she be reporting to the NEC instead? Should the committee be looking at policy and long-term initiatives?
- Should marketing be done by volunteers? The 'hire an editor' campaign was conceived by an agency and Michelle Ou and worked well.
- The mandate for the committee seems huge—figure out what marketing needs to be done and then do it—and probably causes the committee to feel overwhelmed and frustrated. It's too big a responsibility for a volunteer committee to figure out the organization's priorities.

ACTION

Greg Ioannou to talk to the director of communications and marketing about the quarterly meetings and attendance conflicts.

ACTION

Anne Louise Mahoney and Michelle Ou to talk to the director of communications and come up with a recommendation about revisions to the communications and marketing committee mandate.

16. Finding ways to trim expenses

Carolyn Brown looked over various expenses to see if there were places to trim. However, both of the past two executive directors have been careful, and there are not many more places to cut back.

Office expenses are being looked at: changing IT companies for the maintenance of the online edition of ECE3 will result in reduced fees (we're moving from monthly maintenance fees to an as-needed basis).

Can cheques be phased out and Interac e-transfers used instead?

ACTION

Carolyn Brown to look into Interac e-transfers, both for paying suppliers and receiving fees (instead of by credit card).

17. New sources of funding

Anne Louise Mahoney and Gael Spivak looked for people to help with grant writing. Lynn Slobogian may be able to help with this as well.

ACTION

Stacey Atkinson to help identify possible sources of funding and contributions (exploration now, to be followed by writing up the grants).

Once the grants are found, should someone be hired short-term to write the grants?

Should the certification steering committee go for grants themselves? Or should that happen at the national level?

ACTION

Elizabeth d'Anjou to arrange a meeting with Lynn Slobogian, Anne Louise Mahoney and Gael Spivak to talk about grants/grant writing and report back to the NEC.

There is a model of grant writing in which the grant writers don't take a fee upfront, but count on the organization getting the grant and getting the ~15 percent administration fee.

Crowdfunding is also a possible source of funding. Would it work for something like books? There are also monthly subscription funding sources, for example, Patreon. A new Canadian dictionary, Meeting Professional Editorial Standards, and possibly *The Canadian Style*, might be good projects for this kind of funding.

Conference sponsorship increased in 2016. The committee sold the opportunity to introduce speakers and approached 2015 sponsors.

18. Honoraria for Tom Fairley Award judges

The Editors Canada procedures say that the judges should be paid. They haven't been paid for several years. Should they be paid? Or should the procedures be changed? Best practices dictate that award judges should be paid because it indicates impartiality. The NEC was reminded that honoraria had been discussed within the last year, and the volunteer guidelines had been changed in favour of them. It was agreed that this year's judges should be paid.

ACTION

Someone (Michelle Ou) to make sure that the judges from this year be paid.

19. Branch/twig toolkit

The toolkit is done. It needs an exec-read and a review by Michelle Ou. However, because it has been created by committee, only egregious errors should be corrected—no rewording.

ACTION

Michelle Ou, Caitlin Stewart and a few members of the executive will read the support package/toolkit for the branch and twig administrators before it is sent to translation.

20. Reviewing committee requests (Appendix E)

ACTION

Anne Louise Mahoney to talk to the awards committee: give them the go-ahead for the publisher survey, inform them that the Tom Fairley Award (TFA) is NOT a book-only award, and talk to them about online awards administration software.

ACTION

Greg Ioannou to follow up with his contact about funding for the TFA.

ACTION

Berna Ozunal to let the publications committee know that it is not involved in Active Voice, and will talk to the committee about the revision of MPES.

ACTION

Berna Ozunal and Elizabeth d'Anjou to talk about the revision of MPES.

ACTION

Gael Spivak to give the corporate calendar (including work-back schedules) to Michelle Ou for populating and then review by the NEC.

ACTION

Michelle Ou to work on populating the calendar with items such as the AGM, certification deadlines (after the new executive director arrives).

ACTION

Marie-Christine Payette to ask Kaarina Stiff for names of francophone members in Ottawa-Gatineau who might help with francophone tasks (committees and translation).

ACTION

Stacey Atkinson and Gael Spivak to ask around at the Ottawa meetings to see if there are any francophones willing to volunteer.

ACTION

Breanne MacDonald to talk to the conference committee about the possibility of a francophone meet and greet at the Ottawa conference.

ACTION

Anne Louise Mahoney to talk to Berna Ozunal about the budget for publications.

The NEC discussed the following points about posting editorial rates on the website.

- The rate information is on the Toronto branch website, not the national site. These rates are based on a survey of Toronto editors.
- There are some concerns about publishing rates, involving legal issues.
- Editorial Freelancers Association (EFA) posts rates, and has been roundly criticized because the rates are low and people feel that this pushes rates down.
- Jennifer Latham (Ottawa-Gatineau) has a guide for estimating.

ACTION

Berna Ozunal to talk to Karin Cather about the information for writers document she is working on: ideas about rates could be discussed, but no specific figures given.

ACTION

NEC to discuss, in conjunction with the new executive director, the possibility of membership cards.

ACTION

NEC to read the waiver agreement that Berna Ozunal put together and discuss at the next meeting.

21. Update from regional directors of branches and twigs

David Johansen, report on eastern branches and twigs

Great job of handover from Stacey Atkinson.

Stacey had been attending the monthly meetings of the Toronto branch by phone. Now that Berna Ozunal (vice chair of Editors Toronto) is on the NEC, she can provide the liaison, and David doesn't need to attend.

Margaret Shaw, report on western branches and twigs

Branches are having a hard time getting people out to meetings. The Edmonton and Manitoba twigs are excited about starting up.

Lethbridge asked for help to have a presence at Word on the Street. Michelle Ou helped them with that.

Should non-members be able to attend meetings without paying an entrance fee? The NEC discussed this with the following points raised:

- people can join partner (cheaper) organizations to get discounts on the training we offer
- members get a lot more than discounts
- it's good to have people coming in the door to whom memberships can be sold
- experienced people who come to the meetings are not members, but give value to the smaller meetings

Report on the branch/twig/national task force

Almost everyone agreed to have a representative on the committee (except for Hamilton-Halton, who are interested in the results, but don't wish to take part). The other members of the committee include representatives from the NEC: Greg Ioannou, Breanne MacDonald, Carolyn Brown, David Johansen, Margaret Shaw. Michelle Ou will also be joining them.

The objective of the task force is to discuss financial issues only at this point. There will probably be about three conference calls.

22. Active Voice/Voix

Active Voice/Voix active is on its way to actual mailboxes now; the digital version will be circulated to members soon. The NEC looked at a copy of the magazine of the Independent Book Publishers' Association, which includes ads and promotion of that association.

The NEC discussed various options for the future of *Active Voice*, including the following:

- set up a task force
- hire someone to develop ideas (impartial)
- consider that though we're in the digital age, people still have emotional attachment to a print edition
- use it as a marketing tool
- sell ads
- distribute it beyond the membership
- crowdfund it

ACTION

Anne Louise Mahoney will draft a brief for a task force to research options for the future of Active Voice/Voix active.

23. Editing Canadian English 3

ECE 3 has sold nearly 1,000 copies (the initial print run) and is about to be reprinted. The committee is deciding whether to print another hard cover edition or to print a paperback this time.

Andrea Hatley offered to create an ebook of ECE3; it will be ready for beta testing soon.

Would the launch of the ebook be a sponsorship opportunity?

24. Conferences 2017, 2018, 2019

Conference 2017: Things are progressing smoothly ... they are getting volunteers and have a webmaster. Breanne is helping them with the budget.

Conference 2018: A location needs to be chosen fairly soon. The NEC discussed possible locations with the following points:

- Newfoundland and Labrador doesn't have anyone willing to be chair.
- Charlottetown is a contender: although possibly not a chair there either, there is a writer's group that has connections.
- Edmonton may be a possibility. It is a new twig, but composed of more senior members.
- Does it make sense to have a conference in a place with small numbers of members? May be overwhelming for them.
- The conference brings out lots of members from the surrounding area.
- Montréal? Could give a boost to francophone members.
- Québec City has a few members, not a lot. Great tourism destination.
- Saskatoon is another option.

Conference 2019: There is no partnership between ACES and Editors Canada for an international conference. It's our fortieth anniversary in 2019, so probably not a good year to hold our conference in the US.

MOVED by Greg Ioannou

SECONDED by Patricia MacDonald

that Conference 2018 be held in Montréal.

WITHDRAWN

ACTION

Breanne MacDonald and Margaret Shaw to investigate Saskatoon (and then Edmonton) as a possible location for Conference 2018.

25. Branch email lists

Are these lists moderated and why? The lists are moderated automatically. If your name hasn't been put on the contact list, then you get a message.

26. Promoting editors and the association (list generated from various sources)

- promoting to writers the value of hiring an editor (member suggestion via Facebook)
- be present at conferences for writers
- offer blue-pencil sessions at local libraries
- brochures/pamphlets to send out for distribution at conferences
- a local member to sit at a booth with info about us and how we can help
- letters to conferences inviting them to add editing to their sessions and suggesting they search the ODE for appropriate speakers (or they could go to the job board)
- promoting to employers the value of hiring an editor
- promoting certified editors on the website (Elizabeth)

The NEC discussed the list of ideas and had some comments:

- Great ideas on the list, but do we have the procedures/staff/volunteers to deal with them yet?
- List aimed at two different groups: writers and publishers. But the employers need to be found first before we have outreach materials.
- Can materials/staff/volunteers be ready to go to subject conferences (for example, psychology)? Writers' conferences?
- Involve the members to create a list of employers (make sure that a variety of members represented)
- Support the twigs and branches to go to local writers' events.
- Marie-Christine Payette has been going to the Translation Games, an opportunity to promote the association to students.
- The 'hire an editor' campaign was conceptualized by an agency; content was created by Michelle Ou; members did the tweeting, retweeting, sharing.

- Could the website have different landing pages for directing traffic?
- Should the focus be on informing members or recruiting members? We have a fairly good system of informing members now ... eblasts, updates from the president.
- Training and development has split into two sections now: big ideas and nuts and bolts. Should communications and marketing do the same?
- Should there be an overhaul of the ODE? Maybe after the website relaunch. For now, we could include some advice on how an author could use it and how an editor could get better at setting it up.
- Offer a webinar on how to write a better ODE listing? Free for members? A webinar to launch the new website?
- There is already a link on the website to the LinkedIn discussion about how to improve your ODE listing.
- Tip of the month? On Twitter? With good hashtags? “Did you know ...”
- Michelle Ou knows how to do a lot of this ... How can we free her up to do it?
- Should a short-term marketing person be hired? (Would have to budget for this; cash flow is tight.)
- If we can increase the membership, there will be more money to hire communications people.
- Can past conference chairs be recruited to help?

ACTION

Anne Louise Mahoney to talk to the communications and marketing committee about their mandate and report back to the NEC in November.

27. 2016 member survey

Susan is working on it; but is also on the communications and marketing committee. Should she be released from that committee? Is there anyone else who can work on the survey? Sara Scharf is very interested in helping out with surveys and has training in this area. You need good, robust responses that have analytical meaning.

28. Branches and twigs and the Editors Canada brand

How to connect the Editors Canada brand and the branch and twig logos? Someone needs to let branches and twigs know (delicately) that the Editors Canada brand should be on all branch and twig communications (print and digital).

ACTION

Michelle Ou to let branches and twigs know that the Editors Canada brand needs to be on all branch and twig communications.

29. Committee descriptions

Patricia MacDonald has worked on these over the summer. They've been proofread, and are back to Patricia now. They now need to be translated and posted.

ACTION

Patricia MacDonald to send the document on committee descriptions to Michelle Ou for translation.

30. Webinars

The committee does surveys after the webinars.

The people heard about the webinars from an email from Editors Canada, then from the website, then from Facebook. There is also an 'other' category.

Ratings on the materials, handouts, and so forth were four out of five.

Ninety-four percent of the respondents said they would take another webinar, and the same percentage said they would recommend the webinar to a friend.

Most people are interested in core material ... copy editing, fact checking, rather than niche topics.

Every time people are reminded about the webinars, there are a few sales of the webinar recordings.

31. Member services (list generated from various sources) with thoughts and responses

- Remind members that the free editors.ca email address is a new added benefit: create a list of top benefits to send to all members with renewal notice / when they renew?
- discussed earlier: Michelle Ou to take on a Twitter tip of the month after the new executive director is hired
- promote job board
 - o Twitter/Facebook reminders (by the office) are working
- Services for in-house editors

- o round table was successful, and Ottawa branch may take over and get something going
- Services for francophone members
 - o see what the survey brings up
 - o conference committee will be trying to get as many sessions as possible for francophones
 - o Major sessions and keynotes at conferences are translated. Is this fact known to francophones?
- Services for rural/remote members
 - o webinars work well for them
 - o we have several Facebook groups (Editors Canada members only, student affiliates, various branches, branches and twigs toolkit)
 - o members at the remote members' roundtable mentioned having remote meetings ... via Skype? Zoom?
 - o small twigs could use the same technology for meetings/AGMs

ACTION

Patricia MacDonald, Breanne MacDonald, and Alexandra Peace to practice using technology (Zoom) to have members attend meetings who might not otherwise be able attend in person.

ACTION

Breanne MacDonald to look into the numbers of people who could attend a meeting using Zoom.

ACTION

Stacey Atkinson to look into offering a webinar on how to run a meeting.

- Services for student affiliates
- National mentoring program: update (Carolyn)
 - o launch in January (promote before year-end)
 - o being costed: honorarium amount
 - o student affiliates: lots of discussion within the task force, want to make sure it's a mentoring situation, NOT a teaching situation
 - o joining the mentorship program will now require some work experience
 - o no discount for student affiliates
 - o program is one on one; may be remote; mentors can offer career advice, advice on job search, editing problems, business problems
 - o materials will be published that outline the scope for both mentors and mentees and set boundaries

ACTION

Berna Ozunal to find someone to liaise between the Toronto mentoring program and the national program and pass them to Carolyn Brown.

ACTION

Carolyn Brown and Berna Ozunal to transfer the email address and people from the Toronto program to the national program.

MOVED by Carolyn Brown

SECONDED by Gael Spivak

that, as recommended by the mentoring task force, student affiliates have access to the program under the same conditions as members, that is, the same fee and the same experience requirement.

The discussion included the following points:

- Having student affiliates in the program may overwhelm the program, when the intent is to help working professional editors.
- Could implement as recommended by the task force ... if it becomes unwieldy, then could make changes at that time.
- The task force has considered this issue and has come up with a solution.
- If the criteria are set out clearly, then people will weed themselves out.

Carried

- Volunteer rewards
 - o This program is moving forward with a slightly different approach: will be talking about volunteer acknowledgement now, not volunteer reward.
- Should we offer a webinar voucher for all members once a year?
 - o The program seems to be successful as is: seems like no need for an incentive program.
- Standard Freelance Editorial Agreement
- Advocacy work on behalf of members

MOVED by Greg Ioannou

SECONDED by David Johansen

that the meeting go in camera.

Carried (Unanimous)

MOVED by Greg Ioannou

SECONDED by Margaret Shaw

that the meeting go out of camera.

Carried (Unanimous)

MOVED by Greg Ioannou

SECONDED by Carolyn Brown

that Greg Ioannou will approach other associations (Canadian Media Guild, Canadian Society of Magazine Editors, Professional Writers Association of Canada, Association of Registered Graphic Designers) to do joint advocacy on behalf of editors and writers regarding unfair contract practices by major corporations and report back to the NEC.
Carried (Unanimous)

- Twitter chats
 - o next one in October
- Communications to members: sample of a members' magazine from another similar organization, the Independent Book Publishers Association, for ideas to enhance our own communications to members

32. Agrément test #2 update/Canada translation standard update

Background: OTTIAQ asserts that editors should not be allowed to do comparative editing without a translation degree. This view seems to be shared by the government and the Canadian General Standards Board, a voluntary standard on translation, and could affect many editors.

Anne Louise Mahoney and Gael Spivak met with someone with expertise in the area of standards to find out how to get onto the committee (Dairy Farmers of Canada are on it, for example), but were unable to make headway. Anne Louise Mahoney sent a letter to the standards officer of the Canadian General Standards Board. This letter, requesting a place on the committee for Editors Canada, should be sent every year as a reminder.

MOVED by Marie-Christine Payette

SECONDED by Elizabeth d'Anjou

that the NEC recommend to the agrément committee that the committee (as suggested by Sandra Gravel)

- change the name of the test to Examen d'attestation en révision comparative,
- change the title to Réviseur agréé et attestation en révision comparative (since only réviseurs agréés can take the révision comparative test),
- hold the first test in January 2017, and
- do not require a certain number of hours of training in translation.

Carried (Unanimous)

33. Partnerships

- ACES and certification
 - o Editors Canada will not be offering a partnership for certification at this time.

- CMG Freelance (suggested by a member): <http://cmgfreelance.ca/en/become-a-member-join-us-today/>

ACTION

The new executive director will look at the insurance (health, dental, and so forth) deal that Editors Canada has now, compare it with what Canadian Media Guild could offer, and bring the information back to the NEC.

ACTION

Greg Ioannou to inform Barbara Czarnecki (who brought this issue to our attention) that Editors Canada is looking into the insurance Canadian Media Guild has to offer.

- Society of Writers, Editors and Translators (in Japan):
<http://www.swet.jp>
 - o Because the Summer Olympics will be there in four years, would it be good to partner with them?
 - o Gael Spivak is suggesting that Editors Canada offer a discount on webinars in exchange for access to the SWET job board.

ACTION

Gael Spivak to follow up with the Society of Writers, Editors and Translators and begin to negotiate an exchange with them involving access to webinars for their members and access to their job board for our members.

- APMP: [Association of Proposal Management Professionals](#). The association is specifically interested in promoting our French webinar series to its members, with some interest in our English series as well. Discuss partnership opportunity as well as big-picture promotion of our webinars to other organizations.
 - o APMP's director of training and development contacted Stacey Atkinson and asked about an exchange for French webinars. Options suggested include a) have APMP members purchase our webinars, b) Editors Canada offer APMP members webinar discounts, c) exchange conference discounts, d) sell APMP a discounted group rate (that they could then give to their members)

ACTION

Stacey Atkinson to discuss various options with the director of training and development at APMP and bring a proposal for exchange back to the NEC.

- Editorial Freelancers Association
 - o Elizabeth d'Anjou was in contact with them, and they are interested in resurrecting a dialogue.

ACTION

Elizabeth d'Anjou and Gael Spivak to restart partnering discussions with the Editorial Freelancers Association.

MOVED by Greg Ioannou
SECONDED by Margaret Shaw
that the NEC be in camera.
Carried

MOVED by Elizabeth d'Anjou
SECONDED by David Johansen
that the NEC meeting be out of camera.
Carried (Unanimous)

- Language Portal

The NEC discussed the idea of creating and publishing a new edition of *The Canadian Style*. In the course of this discussion, points were made about MPES and a new Canadian dictionary.

The following points were raised about publishing a style guide:

- Should Editors Canada recommend a single style? If not, we already have *Editing Canadian English 3*.
- *The Canadian Style* is so widely bought because the federal government originally required it, and that effect is long lasting.
- Could the title *The Canadian Style* be obtained, even if not the content, for continuity?
- Would the federal government use a new style guide published by Editors Canada?
- The people who are buying *The Canadian Style* now would be the ones who would continue to buy it.
- Provincial governments may be another market.
- Would the publication be print or online?

The NEC discussed MPES:

- It needs revising because the standards are changing.
- Does it need to be a print edition? Or can it be a digital publication?
- There is a good market for MPES; people really want training materials. But it would need lots of volunteers to create and market it.

Organizing the publication of a dictionary would be a very different proposition.

- It would not be possible to create with volunteers; lexicographers would have to be hired.
- Government/education grants would be available.
- It could be crowdfunded easily.

ACTION

Anne Louise Mahoney and Gael Spivak to approach the Language Portal and ask for the rights to the name The Canadian Style, and the rights to update it.

- Plain language and the law: Twitter campaign

34. Foundations in editing program: next steps

The committee finished the blueprint in the spring and are now looking at markets. They will be looking at costs/spending and will submit a potential budget in the coming month. This project will require an investment of funds, though will bring a significant financial reward later.

The first time they could offer the test might be late 2018. The funds will be needed between now and then.

ACTION

Carolyn Brown to be available for consultation to the certification steering committee for the foundations in editing budget.

35. Special online meeting (October 1, 2016)

So far, there are 89 people registered, plus around 25 proxies, with more coming in.

36. Reminding committees once a year how to use the strategic plan

Directors need to work with each committee to use the strategic plan to develop a work plan with a budget.

ACTION

Michelle Ou to send an email reminding directors to work with their committees to develop an annual work plan and budget based on the strategic plan. The report is to go back to the director before being sent on to the executive director.

ACTION

Gael Spivak to send the information about how to use the strategic plan to Michelle Ou for sending out to directors.

37. Vision statement (Appendix F)

Background: In 2011, at the strategic planning session, a vision statement was discussed, but the group was unable to agree. The mission statement used to be in the bylaws. It's now in the latest strategic plan and the 2015 annual report.

Editors Canada's 40th anniversary is coming up in 2019. Is there enough time to spend a year consulting members and renewing our vision statement using the participatory community planning process that was suggested at the AGM?

The NEC discussed this and had the following comments and concerns:

- could be great, encourage member participation
- might be too much time until the anniversary
- timing might tie in with the next strategic plan
- may distract and interrupt the positive plans in motion

It would be good to see what a plan would look like that involves participatory community process.

ACTION

Anne Louise Mahoney and Gael Spivak to contact Shana Johnstone and ask her for more details on the process and bring it back to the NEC.

38. Attendance at NEC meetings by e-arrangement

ACTION

Gael Spivak to talk to Wendy Barron with an invitation to student affiliates to come to the NEC meetings at specific times to talk on specific topics.

39. Online voting for the 2017 AGM

ACTION

NEC to talk about online voting for the 2017 AGM at its November meeting.

40. Succession planning and continuity

Alexandra Peace submitted a report (Appendix G) on the indexing part of the continuity role.

Someone needs to be found to oversee the whole project and report to Berna Ozunal.

ACTION

Berna Ozunal to write an appeal for the October e-news asking for a volunteer for the role of continuity officer—a project manager.

A member has asked for the meeting package, including the agenda and the quarterly reports. They could be made available in the members-only section of the website. However, people writing portions of the reports should first be made aware that they will be available to all the members.

ACTION

Someone to let the report writers know that the audience has widened.

ACTION

Anne Louise Mahoney to let the members know that the reports will be made available in the members-only section of the website.

41. Internship guidelines

ACTION

Gael Spivak to contact the student affiliates to check on progress of the internship guidelines.

42. Next meeting 2016 – Q4: November 19–20 (Toronto)

The spring meeting (2017 – Q1) is the same weekend as the ACES conference.

ACTION

Anne Louise Mahoney to reschedule the spring meeting.

43. Member recognition

Is there a template for a branded certificate for volunteers? It would be good to have one for all the branches and twigs to use.

ACTION

Anne Louise Mahoney to find a volunteer to design a template for member recognition for use at the branch and twig level.

ACTION

Margaret Shaw could add the volunteer recognition template information to the branches and twigs toolkit.

44. Adjournment

MOVED by David Johansen

SECONDED by Marie-Christine Payette
that the meeting be adjourned.

Appendix A – List of Editing Courses from Book and Periodical Council

- [Simon Fraser University Certificate in Editing](#)
Simon Fraser University offers a part-time certificate in Editing for all types of print and electronic publications. The course is designed for both beginners and experienced professionals looking to develop their skills.
- [Simon Fraser University Summer Publishing Workshops](#)
Simon Fraser University offers a number of Summer Publishing Workshops in downtown Vancouver. Participants may apply to join intensive immersion workshops in books, magazines, writing, editing, design, or new media.
- [George Brown College Certificate in Editing](#)
George Brown College offers a continuing education certificate in Editing. Courses cover the essentials of content editing, copy editing, proofreading, and production and include a 45-hour work placement.
- [Humber College Certificate in Creative Book Publishing](#)
Humber's School of Creative & Performing Arts offers a graduate certificate in Creative Book Publishing. The curriculum of this intensive four-month program encompasses editing, marketing, contracts, design, and sales.
- [Ryerson University Certificate in Magazine Publishing](#)
This continuing education certificate program is geared towards recent graduates as well as mature students with relevant professional experience in publishing or other related disciplines.
- [Ryerson University Continuing Education Certificate in Publishing](#)
- Ryerson University offers a Certificate in Publishing as well as individual courses covering editing, design, production, and sales and marketing. The curriculum focuses on traditional print publishing and emerging electronic publishing.
- [York University Communication Arts BA Book and Magazine Publishing Stream](#)
York University offers a BA in Communication Arts, with a specialization in Book and Magazine Publishing, a joint venture with Centennial College. This specialization focuses on editing, copy editing, writing, print production and publishing management.
- [Université de Laval Certificat en Rédaction Professionnelle](#)
The Université de Laval offers a certificate in professional editing. Students learn to revise and rewrite French-language text for a variety of genres.
- [Université de Sherbrooke Diplôme en édition et de librairie](#)
The Université de Sherbrooke offers a one-year, full-time diploma program in editing and bookselling. The language of instruction is French, making it the only program of its kind in Canada.
- [Southeast Regional College Certificate in Editing](#)
Southeast Regional College offers a six-week online certificate course called The Keys to Effective Editing that provides the fundamentals of editing for both fiction and non-fiction.

Appendix B – Action Items

Action Items arising from Q2 (June 2015)			
	Action Item	Person(s) Responsible	Status
	Executive Director to look into how, why, and where the bookkeeping system for the branches is not working and suggest solutions.		CHANGED see action item under Q3
	Executive Director to communicate with the Certification Steering Committee about the file sharing software.		CHANGED see action item under Q3

Action Items arising from Q4 (November, 2015)			
	Action Item	Person(s) Responsible	Status, September 2016
	Executive Director to develop “Member since XXXX” badges for each year that the organization has existed so that members can self-select their own.	Executive Director	
	Executive Director and/or member services committee to look into discounts for Chicago online, Oxford English Dictionary online, Scientific Style and Format from the Council of Science Editors, books published by Profile Books, Lynda.com. Patricia to ask Suzanne Purkis about what other editing organizations offer.	Executive Director Patricia	

Action Items arising from Q4 (November, 2015)

	Action Item	Person(s) Responsible	Status, September 2016
	Patricia to continue working with the member services committee to develop a welcome package for new members.	Patricia	in progress

Action items arising from Q1, April 9-10, 2016

	Action Item	Person(s) responsible	Status, September 2016
	Elizabeth will have a more detailed conversation with ACES and the CSC, and will report back to the NEC.	Elizabeth	ongoing
	Publications committee chair to find a volunteer to create a fact sheet for writers, to be put on the website. CHANGED (was Patricia)	publications committee chair	Karin Cather is working on this.
	Executive Director will put NEC meeting dates on the website and the dates that the quarterly reports are due.	Michelle Ou	
	Executive Director to send a cheque based on the lowest number of registrations (they already have the money for the difference).	Michelle Ou Breanne MacDonald Carolyn Brown	
	Executive Director to look into how to belong to a branch/twig (say Nova Scotia), but still get emails from another branch or twig (say Québec/Atlantic).	Michelle Ou	
	Gael, Greg, and Anne Louise to talk to the Translation Bureau in September about updating the Canadian Style.	Gael Greg Anne Louise	in progress
	Greg to talk to Peter Sokolowski to find out the name of the person working on an updated version of a Canadian dictionary.	Greg	

Action items arising from Q1, April 9–10, 2016

	Action Item	Person(s) responsible	Status, September 2016
	Executive Director to develop a respect in the workplace policy using templates from Gael and to keep working on a procedure for what to do if an employee is harassed.	Executive Director	
	Anne Louise to check with the awards committee chair about the Tom Fairley award requirements (broader than just books).	Anne Louise	
	Anne Louise and Marie-Christine Payette will take the policy and procedure documents, adapt and translate them, and send them on to Agrément committee.	Anne Louise Marie-Christine	in progress
	The NEC to review members' comments and discuss the future of the <i>Active Voice/Voix active</i> at the September executive meeting.	NEC	
	Breanne will put the new style guide into Google docs.	Breanne	Does this still need to be on here? I can remember to add when the new guide is sent out to everyone... Or change it to "Update style guide" rather than add to Google if we still need the reminder. B.M..

Action items arising from Q2, June 9, 2016

	Action Item	Person(s) responsible	Status
	Patricia to get member services to write a letter to members who have left in the last two years, outlining new changes in the organization and asking people to come back (to be done after website launch, and to go out from the president).	Patricia MacDonald	in progress

Action items arising from **Q2, June 9, 2016**

	Action Item	Person(s) responsible	Status
	Executive Director to send information about the Book and Periodical Council meetings to Nancy Foran.	Michelle Ou	
	Anne Louise Mahoney and Berna Ozunal [was donalee Moulton] will write a brief for a small temporary task force to examine the future of Active Voice/Voix active. The task force will combine research (on cost-benefit analysis, format, magazine experience, schedule) and input from the members and report back to the NEC.	Anne Louise Mahoney Berna Ozunal	in progress
	Greg to find a new national magazine committee chair for 2016–17.	Greg	on hold until decision made about future of Active Voice
	Gael Spivak and Anne Louise Mahoney to make a master calendar that includes what jobs have to be done at what times in the year.	Gael Spivak Anne Louise Mahoney	In progress
	Gael Spivak to prepare job description(s) for the continuity officer role, including breaking it down into specific tasks.	Gael Spivak	

Action Items on Hold until **Website Launch**

	Action Item	Person(s) Responsible	Status
	Let membership know about iterative approach to website launch.	Michelle Ou	on hold until just before website launch
	Executive Director to send a website plan/timeline to communications and marketing to send out to all committees (in particular, Nancy Foran was asking for one).	Executive Director Michelle v.	Michelle Ou could send this (same info as in September e-news)
	Executive Director to check on francophone website beta testers.	Executive Director	

Action Items on Hold until **Website Launch**

	Action Item	Person(s) Responsible	Status
	Promotion of job board, post-launch.	Michelle Ou?	on hold until after website launch
	Executive Director/staff to look into the feasibility of creating a directory of trainers and report back to the NEC.	Executive Director	on hold until after website launch
	Executive Director will talk to Michelle Ou about sending in-house job ads to the geographically pertinent branch/twig administrators directly.	Executive Director	on hold until after website launch Is this something Caitlin could do? A.L.
	Breanne and Patricia to talk about the 'Ask an Expert' idea, develop it, and bring it back to NEC.	Breanne Patricia	on hold until after website launch

Action Items that are **DONE** as of September, 2016

	Action Item	Person(s) Responsible	Status
	The support package/toolkit for the branch and twig administrators needs creating.	Stacey Atkinson Margaret Shaw	DONE
	Michelle Ou met with someone who can help with database management. (So exit survey can be sent automatically.)	Michelle Ou	DONE
	Greg and Elizabeth will look at the definitions for the Standard Freelance Editorial Agreement; when they are done, the definitions will be sent to Anne Louise.	Greg Elizabeth	DONE
	Patricia will send Michelle Ou the document comparing benefits of various organizations for formatting.	Patricia Michelle Ou	DONE

Action Items that are **DONE** as of September, 2016

	Action Item	Person(s) Responsible	Status
	The NEC to revisit renaming the ODE, possibly asking members if a new name is needed and if so, having a competition to generate a new name (September NEC meeting).	NEC	N/A
	Patricia MacDonald to speak to the Facebook moderator and explain that there are no statistics available or necessary to report.	Patricia MacDonald	DONE
	Executive Director to send out an update to branch and twig coordinators about what's happening with the website update (possibly at the same time as the bookkeeping update).	Executive Director	N/A
	Executive Director to be more specific when asking for reports from branches and twigs and referring to Q1 for clarity.	Executive Director	DONE
	Breanne will check out the various costs of the locations mentioned and bring the information back to the NEC for review at the June meeting (Q2).	Breanne	DONE
	Elizabeth d'Anjou to ask Lynn Slobogian (who has grant-writing experience) if she would be willing to help CSC out with this .	Elizabeth d'Anjou	DONE
	Michelle van der Merwe to tell Anna Williams that the Editors' Weekly editor is now a national position.	Anne Louise Mahoney	DONE
	Executive Director to ask Sébastien Koch to update the committee page on the website to reflect that the Editors' Weekly editor is now a national position.	Executive Director	DONE

Action Items that are DONE as of September, 2016

	Action Item	Person(s) Responsible	Status
	Greg loannou to get some information, including a cost analysis, about having a joint international conference in Chicago.	Greg loannou	N/A



EDITORS
RÉVISEURS
CANADA

Financial update

Carolyn Brown
NEC meeting
Sept. 24–25, 2016

2016 financial picture

- At Sept. 15:

National	
Revenue	\$401,260
Expenses	\$364,600

2016 financial picture

- Projection to end of year:

National	
Revenue	\$534,487
Expenses	\$528,775

Revenue breakdown

- Revenue to Sept. 15 is as follows:

Membership	215,808
Conference	103,360
ODE Directory Listings	25,644
Publication Sales (Study Guides)	11,233
ECE Book Sales	10,595
Conference Sponsorship	8,227
Online Courses - Webinars	7,240
Certification Revenue	6,621
Twig Revenue	4,690
Grants	3,171
Donations	2,772

Cost breakdown

- Costs to Sept. 15 are as follows:

Salaries & Wages, benefits	157,719
Venue Costs	52,601
TAM (Travel - Accom - Meals)	33,826
Rent	16,406
Professional Services	11,846
Translation	10,487
C/C fees (Amex, GT, IATS, MC, Visa)	8,946
Advertising & Promotion	8,461
Legal and Accounting	8,100
Honoraria	6,396

Cost breakdown, continued

Insurance	5,027
External Printing	5,010
Awards	4,500
Project Services	4,641
Bank Charges & Interest	3,516
Equipment & Phone	3,446
Design	3,444
General office supplies	3,335
Postage, Mail & Courier	2,200
Web Site Expenses	2,003
Professional Development	1,375

Cost breakdown, continued

Photocopier	1,445
Industry Memberships	1,050
Branches and twigs total	16,624
Toronto	5,400
British Columbia	4,189
Ottawa-Gatineau	2,631
Quebec/Atlantic Canada	2,599
Twigs	1,805
Saskatchewan Branch	493



EDITORS
RÉVISEURS
CANADA

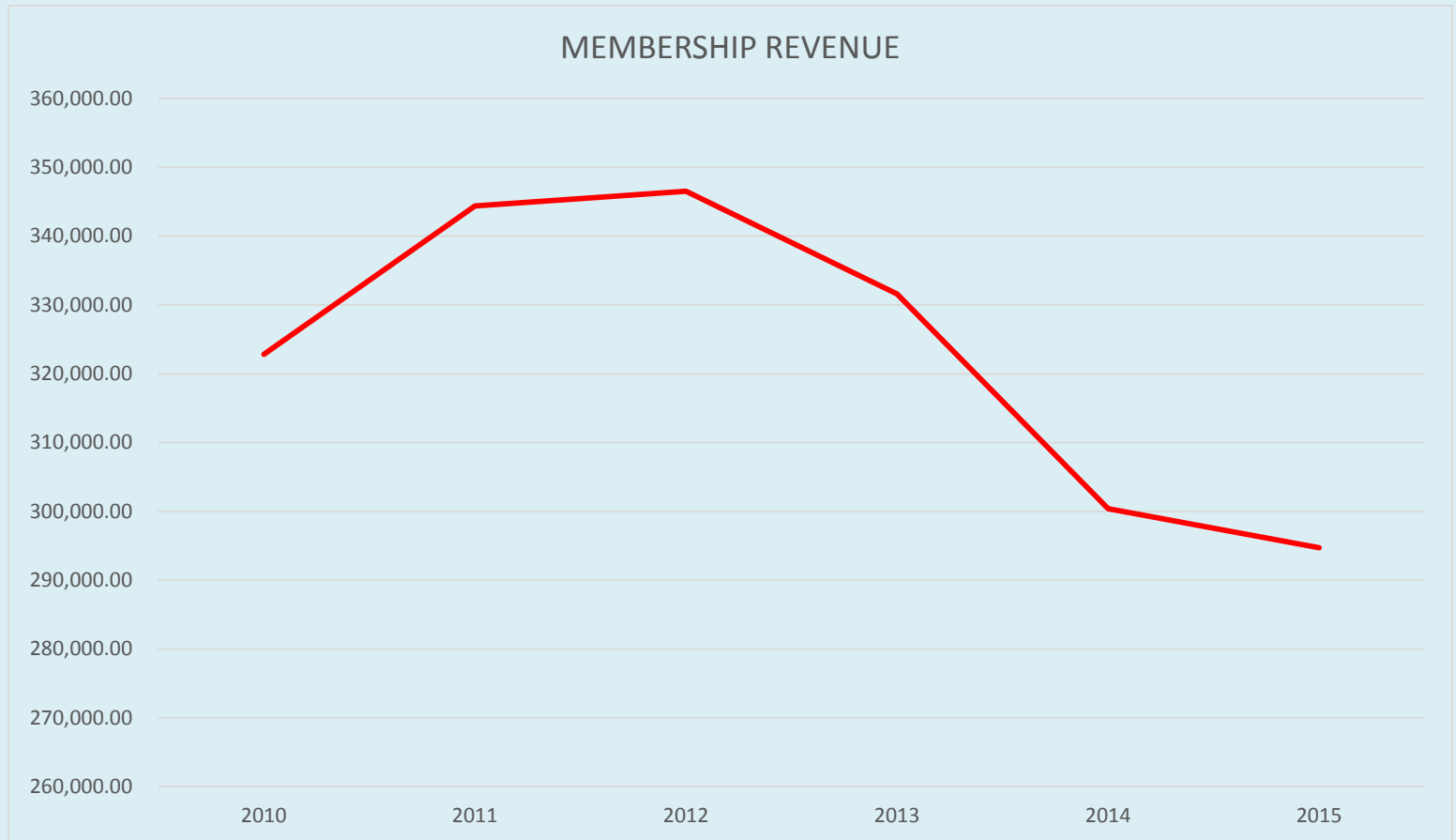
Membership analysis

Carolyn Brown
NEC meeting
Sept. 24–25, 2016

Membership revenue

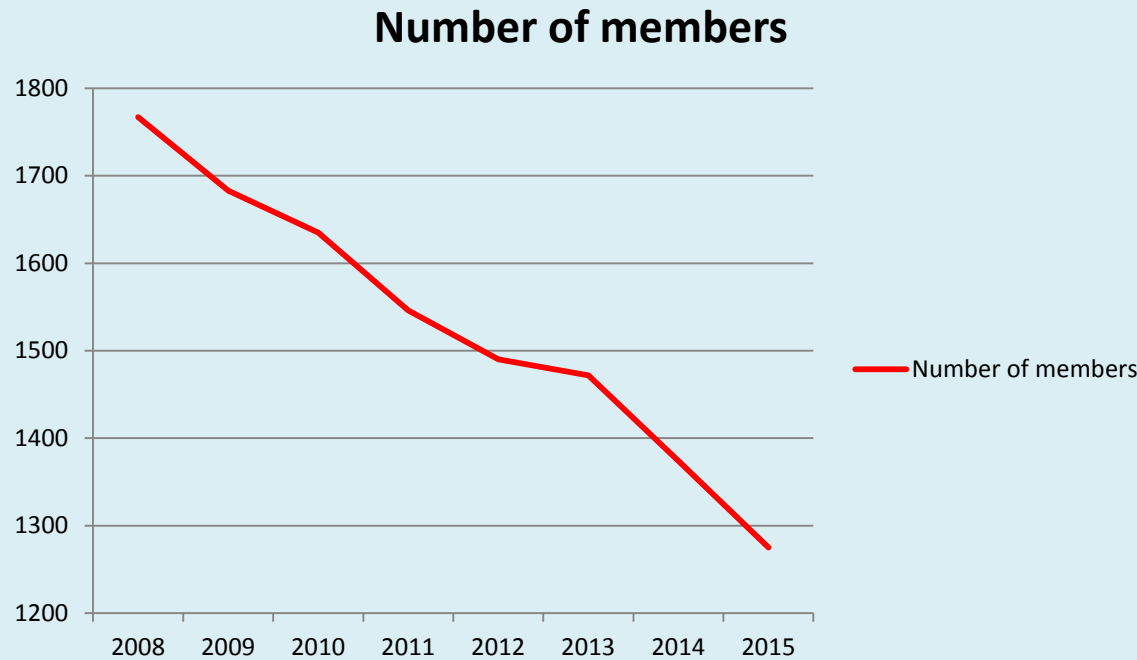
- Membership is the major source of revenue (60%) for Editors Canada
- Few costs assigned directly to membership revenue
- Revenue from membership increased significantly to 2012 then started to decline dramatically

Membership revenue



Membership numbers

- Although revenue was rising, this masked a drop in membership that had started in 2008



Possible reasons for membership drop

- *Exogenous causes*
 - Overall economy and employment rate
 - Change in labour market for editors
 - Layoffs in media, publishing and governments
 - Job titles and descriptions no longer reflecting editing
 - Change within the profession
 - Demographic shift to older age group

Possible reasons for membership drop

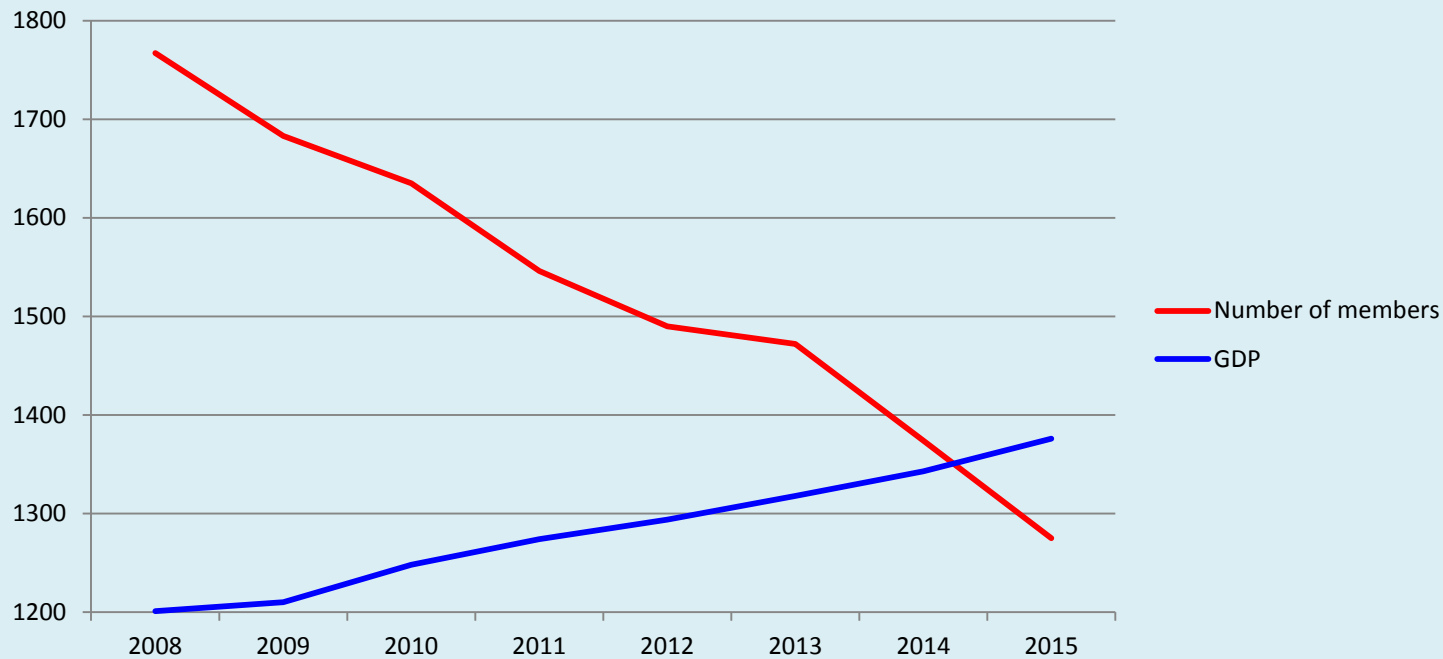
- *Endogenous causes*
 - High and increasing cost of dues and other association services
 - Leadership disruption (*without prejudice as to whether this is cause or effect*)
 - Poor member relations
 - General lack of consultation on issues and actions
 - Issues between individuals
 - Poor optics of in-fighting

Possible reasons for membership drop

- Lack of marketing to potential new and renewing members
 - Lack of action and effectiveness of marketing committee
 - Need for new web site
 - Failure to make a value proposition to members
 - Need for member recruitment drive

Overall economy and unemployment rate

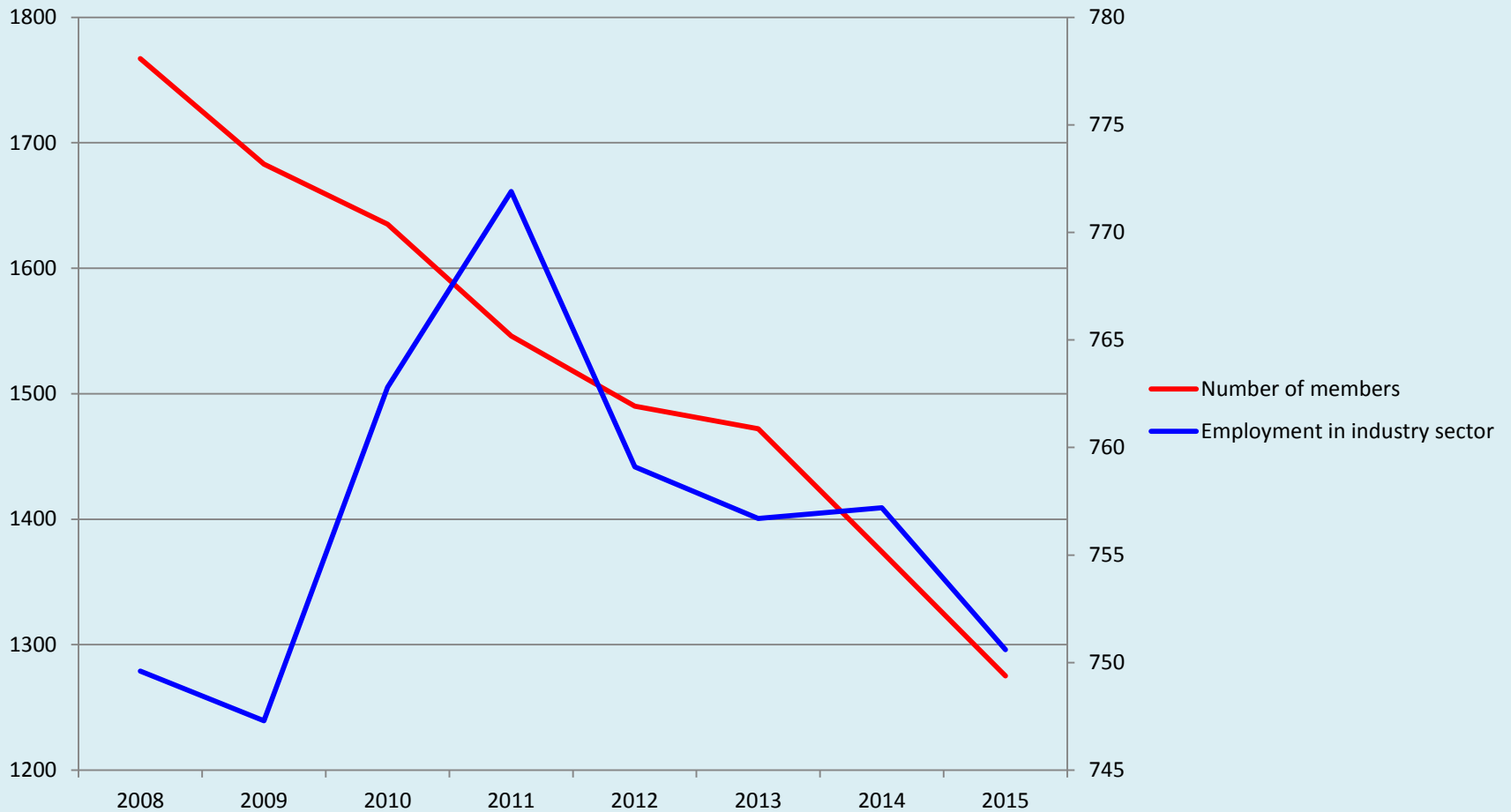
- GDP is increasing (according to StatsCan)
- Unemployment is decreasing



Change in labour market for editors

- Editors part of “Information, culture and recreation” sector dominated by media and publishing (StatsCan classification)
- Employment (including self-employment) from Labour Force Survey

Change in labour market for editors



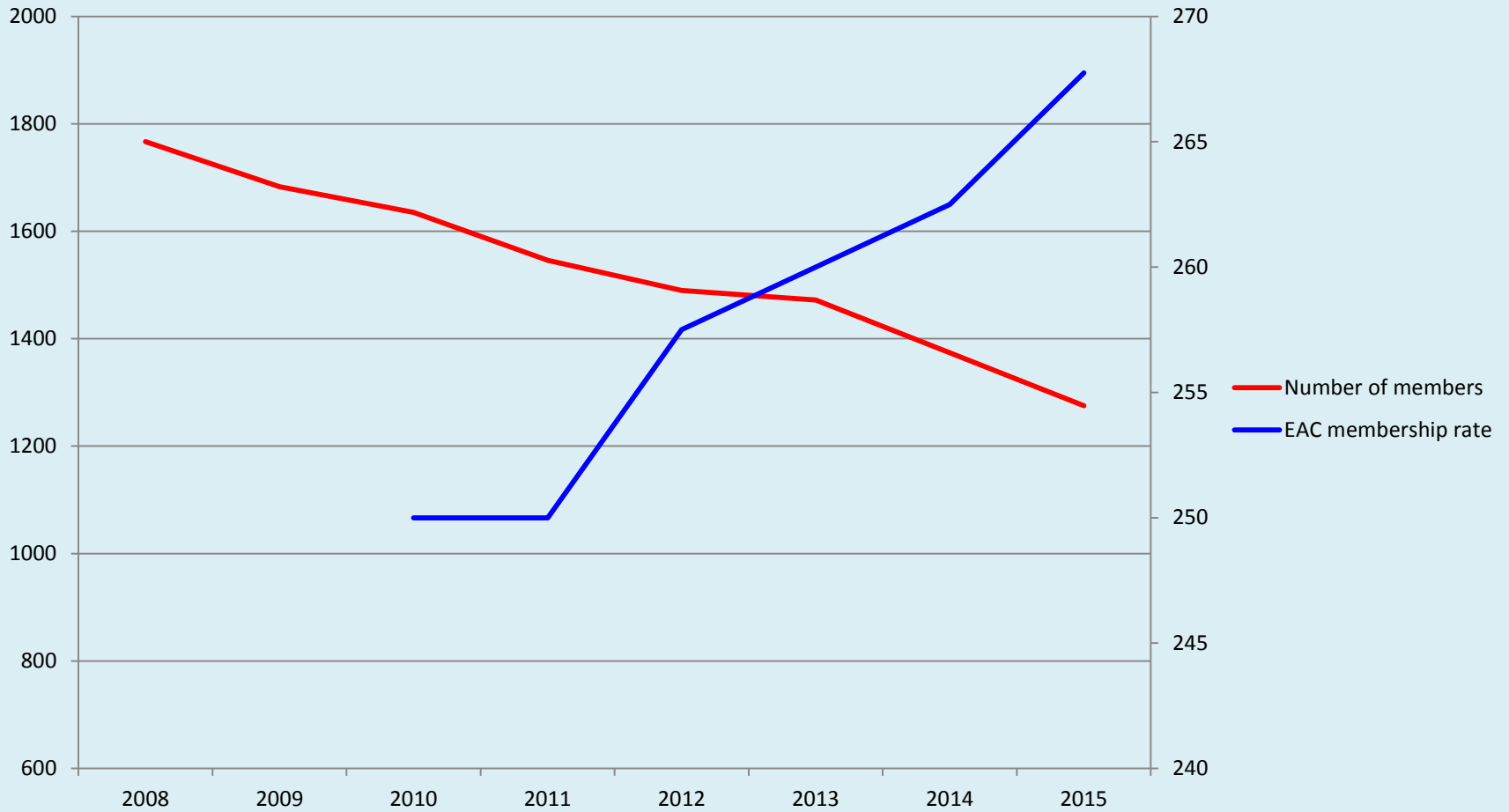
Change in labour market for editors

- Membership drop tracking declining employment in this sector since 2011
- Declines in 2010 and 2011 may be lag effect of the economic crisis

Membership dues

- Membership drop is inverse relationship with increases in membership dues
- Coincidence: dues have increased as membership has decreased?
- Could also indicate some price sensitivity

Membership dues

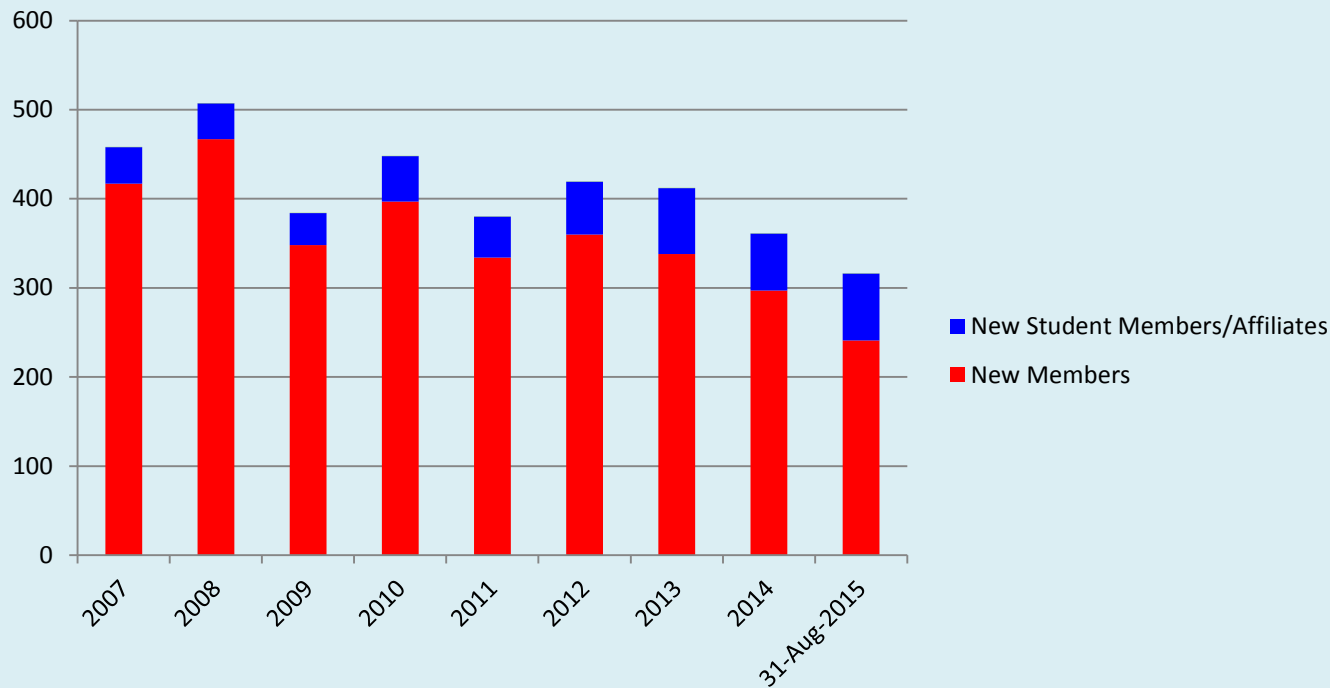


Student members

- Students are only a small proportion of new members
- Should not have a major effect on membership numbers or revenue

Student members

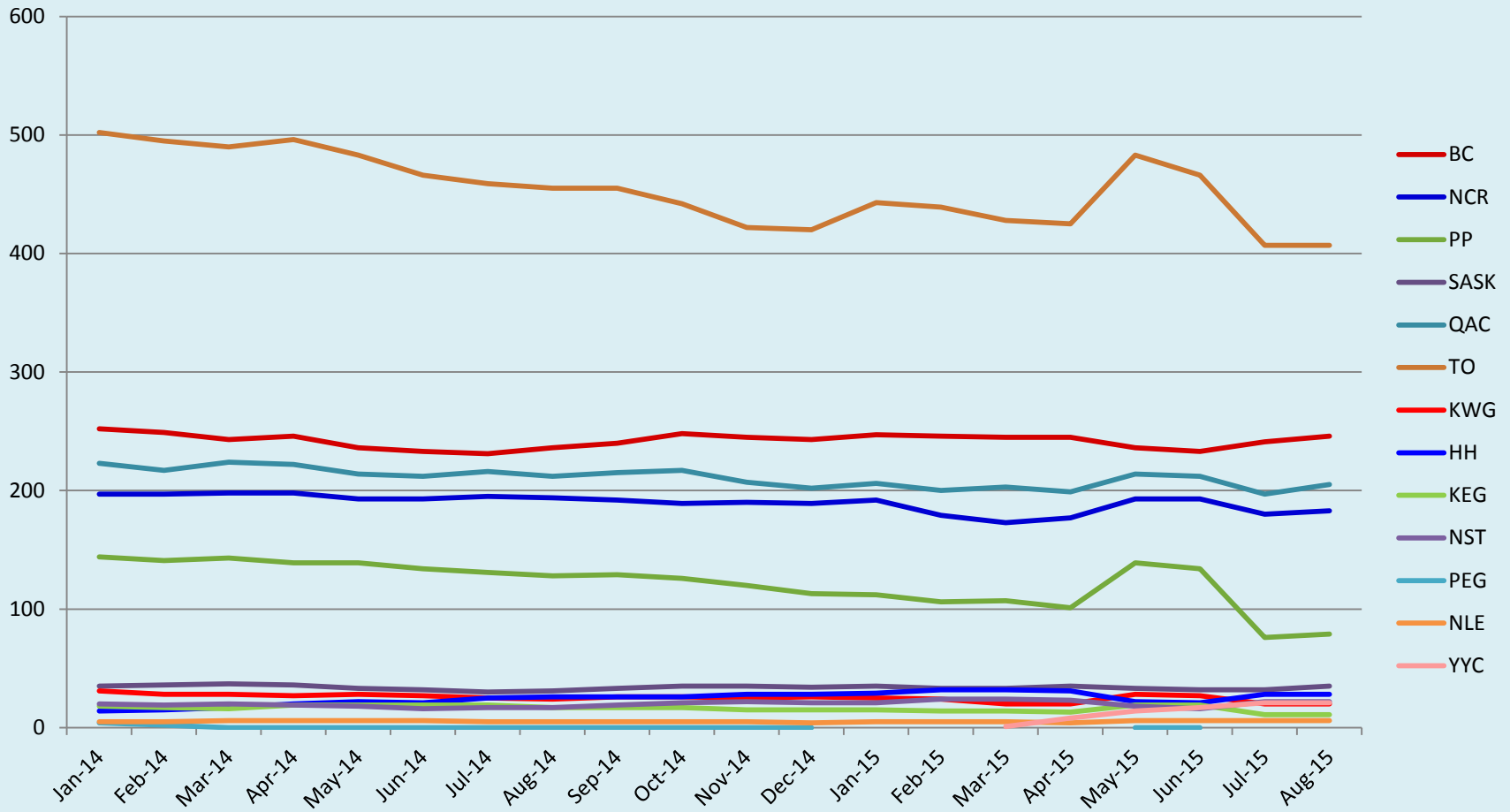
- Is increasing proportion of student members affecting revenue?



Branch/twig trends

- Data for critical 1.5 year period
- Although some branches/twigs held their own (BC, Kitchener-Waterloo), others were in decline (Toronto, Prairies, Quebec/Atlantic, Ottawa-Gatineau)
- None increased noticeably
- Increase in membership around global conference was offset by losses afterward

Branch/twig trends



Conclusions

- Revenue decline is directly related to a membership decline
- Membership decline is probably related to a labour-force decline in the industry
- Effect on membership may be slightly exacerbated by increases in dues (price sensitivity in poor labour market)

Appendix E—Committee, Branches and Twigs Reports Requests Summary

Awards Committee

- Survey of publishers about the TFA. This was recommended by the task force with a suggested deadline of last fall, and a draft survey is in the task force report. Please advise if this is still a priority.
- Should the Tom Fairley be refocused as a book-only award? (no: need to clarify this for the committee)
- Consider implementing online awards administration software, such as OpenWater (see the Awards Committee report), or creating our own (simpler) version to make it easier for people to nominate others for awards, for judges to access the information, etc.

Certification Steering Committee

- We need help to find funding sources (internal or external) to cover the costs of updating the study guides, so that they will reflect the association's new branding, cover the updated standards, and be relevant for computer testing. Could the NEC help us locate new sources of funding? **ON AGENDA**
- Please consider assuming responsibility for developing a secure protocol for file sharing, storage and transfer (Activity #6, above), since the need for this extends beyond the CSC to the entire organization. **ON AGENDA (action items)**
- Please continue to help us promote the current certification program at the branch and twig levels, as well as to non-members of Editors Canada.
- Please continue to help us publicize the need for CSC members from eastern Canada and the Prairies.

Communications and Marketing Committee

- Maybe we need to rethink how requests from other committees for communications & marketing funding requests are handled.

Active Voice/Voix active

- If the association identifies items that should be communicated to members in a printed or downloadable format, the association could drop the magazine but elevate the annual report with narrative. (See, for example, annual reports from Rainbow Trust [<http://rainbowtrust.org.uk/ourimpact-14-15>] and Keech Hospice Care [www.keech.org.uk/about/annual-reports]). Informative articles, editorials, and book reviews could be redirected to the blog, allowing the information to be published on a timely basis.
Storytelling platforms such as Medium and Atavist are another option for sharing reflective content such as conference proceedings with members and others. The advantage with publishing content to the web is, of course, the potential to reach a broad, multi-disciplinary, international audience, quickly, for less cost than a magazine.
- My final observation is that photographs—at least those I accessed—are shared and managed in an ad hoc way. Yet, increasingly, we document our lives and activities with photographs. Businesses, charities, and social movements are making deliberate use of visual content and storytelling to advance and record their causes. If the association wants to use this evolution and has not already developed a

system for managing, sharing, and archiving photographs, a simple digital asset management system should be considered—especially a system that is *not* dependent on cloud synchronization, social media, or sites subject to data mining (e.g., Flickr).

- Il faudrait communiquer avec plusieurs traducteurs bénévoles et garder leurs coordonnées pour constituer une banque de personnes ressources à contacter au besoin. Afin de trouver des auteurs, une communication personnalisée devrait être établie avec différents membres de Réviseurs Canada, ainsi que des non-membres, pour solliciter leur contribution. Peut-être qu'il n'est pas nécessaire d'établir un thème central pour les différents articles du magazine.

Publications Committee

- What is the role of the Publications Committee in the completion of the *Active Voice*?
- Are there any other publications that need the attention of the Publications Committee?

Mentoring Taskforce

- If you have any concerns about the costs, revenues, timeline or design, please provide input ASAP

Editors British Columbia

- Our treasurer will continue using Excel for the current fiscal year's bookkeeping, but we would appreciate an update from national on the status of the transition to Sage 50. **ON AGENDA**

Editors Calgary

- We have not received bank statements in several months, so I cannot accurately report on the finances of the twig. I hope this is resolved soon, preferably before our Fall workshop. **ON AGENDA**

Editors Kitchener-Waterloo-Guelph

- One of the survey responses I received mentions dissatisfaction with the whole organization, so I will copy and paste some of the feedback.

Is having a local twig important to you?

Not in its current form. A local twig should provide networking opportunities that generate not only professional colleagues but also clients. The twig just doesn't seem to have the critical mass to pull this sort of thing off—or maybe I'm misinterpreting its role.

I have been a member of EAC for decades (starting in Toronto) and have become increasingly disappointed in the organization. The only thing that has worked well for me over the years is the online directory of editors.

This twig has been a huge disappointment since I joined three years ago after moving to the area, so I have given up on it. However, in case it's useful, here are some general impressions.

1) The meetings are poorly organized. There are never any formal introductions and attendees are on their own to figure out who's who. Veteran members make no effort to greet or engage new members; rather, they just talk among themselves or stare at people they don't know.

2) The speakers/topics have been of no use to me. The two or three speakers I've heard have been more focused on themselves than on the audience.

3) There always seem to be hangers-on who are not members or even professional editors. What are they doing at our meetings????

4) I am a corporate editor and not interested in networking with people who write children's books or anything unrelated to my profession.

I also popped into the EAC conference in Vancouver this summer and was again disappointed with a general lack of professionalism.

Editors Hamilton-Halton

- Even though we are a twig, we do not plan to use the term on our website. We will refer to ourselves as a chapter of Editors Canada. Our experience is that no-one outside of EC has any idea what a twig is. The exec believes the term is confusing and too cutesy to sound professional. **ON AGENDA**

Vice President

- Any input into the corporate calendar? If not now, focus on it October to December? **ON AGENDA**
- Items in our emails that we have not wrapped up addressing:
- Updating Guidelines for Ethical Editing of Theses / Dissertations

Treasurer

- I would like to open a discussion of the membership trends **ON AGENDA**
- Exploration of alternative funding sources could help offset declining membership revenue **ON AGENDA**

Francophone Affairs

- Come up with names for a chair of the FA Committee or two people to co-chair
- Make sure there is money in the budget in November for the Annual Report to be translated in order to ensure members can see it in a timely manner prior to the conference.

Publications

- (Some of this already above under *Active Voice*) Consider ceasing production of *Active Voice* — this would be my recommendation — and in its place do the following:
- Elevate the annual report with narrative and redirect informative articles, editorials, and book reviews to the blog (see, for example, annual reports from Rainbow Trust [<http://rainbowtrust.org.uk/our-impact-14-15>] and Keech Hospice Care [www.keech.org.uk/about/annual-reports]).
- Employ storytelling mediums like Medium and Atavist for sharing reflective content such as conference proceedings with members and others
- Develop a system for managing, sharing, and archiving photographs, a simple digital asset management system should be considered — especially a system that is *not* dependent on cloud synchronization, social media, or sites subject to data mining (e.g., Flickr).
- Suggest that if production continues on the magazine in its current format, a list of volunteer translators is built and personalized communications are sent to members and non-members to solicit their input.

- Perhaps it is not necessary to establish a central theme for the different sections of the magazine.
- We need a clear idea of what the budget looks like, what previous income has been from publications, and what our revenue-increasing goals are for our publications.
- Question about brochure Karin is writing for our website ... she mentions she wants to talk about fees, i.e., “what editors do for authors and the manuscript and what authors realistically should be expected to pay a professional editor (it isn’t free and it’s not cheap).” We do have some rate guidelines online now — should we re-evaluate those and work with Karin to determine what updated rates guidelines would look like?
- I want to propose production of a real branded membership card that comes with perks at various editor-frequented businesses (e.g., Chapters, amazon.ca, Grammarly, etc.) that every new member and affiliate gets (cost of printing card can’t be more than \$1 I imagine)... there is something to be said about being a “card carrying” member of an organization ... I would like to discuss this — this could be a joint project with marketing and communications ...It’s true that “discounts on products” and “prestige” are not ranked high on the list of reasons people join professional associations (*The 2015 Membership Marketing Benchmarking Report*), but the card can be useful in terms of “word-of-mouth” recommendations, which are the biggest source of recruitment — it’s something concrete and covetable editors can show each other ...
- The continuity project — can we discuss this? I think it might tie in with publications and in fact we may want to include an “archival / content management” component to the Publications committee or create a subcommittee ...
- Would like to present the draft “waiver” I cobbled together for people who contribute material for our chapbooks or other publications for review by the NEC (see report)

Interim Executive Director

- Continued patience and understanding, please. The national office staff is down 2 people (40%) from its size 18 months ago, but the workload is the same and new projects are coming in regularly. The staff is wonderful and has been pulling some heroics, but managing workflow for all of the things the association wants to achieve combined with regular responsibilities has been a challenge.

No requests at this time from

Comité Agrément/Principes	Editors Saskatchewan
Conference Committee	Editors Toronto
Facebook Members’ Group Moderator	Editors Kingston
Member Services Committee	Editors Nova Scotia
Training and Development Committee	Editors NL
Volunteer Management Committee	

Appendix F—Background Information for Vision Statement

The constitution has the following

The Editors' Association of Canada / Association canadienne des réviseurs is incorporated federally as a non-profit organization with the following objectives:

- to represent editors working in Canada
- to promote and maintain high professional standards of editing
- to promote a high quality of publishing in Canada and to co-operate with other associations and organizations in areas of common concern
- to establish guidelines to assist members in securing equitable compensation and good working relations
- to share the experience of the membership by providing information, news, and market data.

Our old *Strategic Plan* starts with

EAC Core Purpose

The Editors' Association of Canada is a membership organization whose core purpose is to support and advance the interests of editors and excellence in editing.

EAC Mission

Powered by our community of volunteers, our mission is to develop and promote professional editorial standards, increase awareness of the value of editing, and provide products and services to editors throughout their careers.

Appendix G—Report on Indexing the Minutes

Last quarterly meeting, I reported that I had the following tasks:

- start creating the minutes in a fashion that makes it easier to gather the motions (and possibly the context) for indexing
- start a running list of this year's motions similar to the separate list of action items that is available to the executive
- collect last year's motions to include in the package for new executive members
- index previous years' motions/minutes, starting with the most recent and working backwards

I have now accomplished the first three items, but not yet started the fourth. That is ...

As I create the minutes, I highlight some items. Sometimes the agenda item is enough to indicate the main focus. Other times, there are several topics gathered under one agenda item, for example, the action items. In these cases, I use a combination of colour, font size, and bolding to emphasize the topic of discussion. These highlighted words can now be used as part of the list of words used to index the minutes.

As an aside, I looked into web accessibility. I discovered that best practices include using some other indicator to augment a colour distinction (I have also bolded the text and made it one point size larger), and using a colour that passes the web accessibility checker (<http://webaim.org/resources/contrastchecker/>). After consultation with a couple of people on the NEC (Breanne MacDonald and Anne Louise Mahoney), I selected a blue that passes the test.

I have started keeping a running list of the motions from each meeting. I will be sending it along with the minutes and the action items to the secretary for posting online.

I have collected the motions from four of the quarterly meetings (June 2015 to June 2016) and the AGM into a single document.

I have yet to start the actual indexing, as I got sidetracked with Active Voice. Now that that is done, I can switch my focus back to the indexing of the minutes.

Alexandra Peace

September 2016