



EDITORS
RÉVISEURS
CANADA

Director Reports

2017 Q3 Meeting

Ottawa, ON

September 16-17, 2017

Table of Contents

President, Gael Spivak	3
Vice President, Julia Cochrane	4
Secretary, Breanne MacDonald	5
Past President, Anne Louise Mahoney	6
Branches and Twigs (East) Director, David Johansen.....	7
Branches and Twigs (West) Director, Lisa Ng.....	9
Communications and Marketing, Stacey Atkinson	11
Francophone Affairs, Nancy Foran	12
Director of Standards & Certification, Tania Cheffins	13
Training & Development, Berna Ozunal	15
Volunteer Relations Director, Patricia MacDonald.....	17
Executive Director, John Yip-Chuck	18

President, Gael Spivak

Planning document for the meeting of September 16 to 17, 2017

1. What activities (actions) are you planning in the coming year?

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Become the hub	<ul style="list-style-type: none"> • Find synergy with other organizations. <ul style="list-style-type: none"> ○ I will continue to look for ways to partner with others. • Create a student centre (building for the future). <ul style="list-style-type: none"> ○ Helping (with Greg) the student relations committee with the career builder document.
Innovative and Agile	Try new things	<ul style="list-style-type: none"> • Seek outside expertise, find out what other organizations are doing and build on other people's innovations. <ul style="list-style-type: none"> ○ I've applied to get some master of library science students to help us with all our working records (office, NEC).
Innovative and Agile	Agile	<ul style="list-style-type: none"> • Make sure policies and procedures support the ability to be responsive and act quickly <ul style="list-style-type: none"> ○ I will work with the ED on the harassment policy and procedure.
Communications and Marketing	Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none"> • Plan for communicating with potential members, clients (employers) and related partner organizations. <ul style="list-style-type: none"> ○ Helping with student comms ○ Helping plan some videos (I hope!)
Membership: Increased and Engaged	Engaged members	<ul style="list-style-type: none"> • Improve volunteer recognition and experience. <ul style="list-style-type: none"> ○ Will support any work in this regard, especially the volunteer directory

2. Priorities for the next quarter

- Help get the student relations committee get their communications work planned.
- Increase or maintain communications with branches and twigs, along with the regional directors and the rest of the NEC.
- Keep the NEC focused on agreed-to work.
- Continue making the association more robust (better succession planning, continuity, record keeping). Includes the corporate calendar and the library science students.

3. Requests or questions for the national executive council

- none

Vice President, Julia Cochrane

Planning document for the quarterly meeting of September 16 to 17, 2017

4. What activities (actions) are you planning in the coming year? (Please fill in the table.)

Strategic Priority	Outcome	Actions
Represent Canada's Editors	There are many things in all these areas that really resonate with me. I'd like to help with several of them, but my major weakness is leadership. I'll put some of the items from the strategic plan in the Actions column.	This area doesn't fit me very well—I'm too scared of public speaking and making phone calls.
Bilingual and Diverse		<ul style="list-style-type: none"> • Provide better resources and support for local groups. • Make the membership list opt-out rather than opt-in.
Innovative and Agile		
Communications and Marketing	Increase communication among branches and twigs so we're not always reinventing the wheel.	<ul style="list-style-type: none"> • Provide better support to twigs especially—we need a listserv or facebook group just for us. • Improve the website.
Membership: Increased and Engaged		<ul style="list-style-type: none"> • Create a welcome package. • Reach out to the non-engaged (including asking why people don't renew).

5. Priorities for the next quarter

- Support the president when needed.
- Find a new chair for the awards committee.
- Shepherd the new freelance editorial agreement to completion.

6. Requests or questions for the national executive council

None.

7. Budget request

None

Secretary, Breanne MacDonald

Planning document for the annual budget meeting of September 16-17

8. What activities (actions) are you planning in the coming year? (Please fill in the table.)

Strategic Priority	Outcome	Actions
Represent Canada's Editors		
Bilingual and Diverse	Broaden reach geographically, with more local groups and more online benefits for remote groups	<ul style="list-style-type: none"> • Build off last year's online AGM to continue to improve access to national and local events for remote members • Help to provide better resources and support for local groups
Innovative and Agile	Try new things	<ul style="list-style-type: none"> • Look into ways of making the conference sessions accessible to remote members/members who cannot attend • This is working to change the culture to one of "How can we do this?"
Communications and Marketing		
Membership: Increased and Engaged	Engaged members who attend meetings and attend the AGM	<ul style="list-style-type: none"> • Tasks above should help to increase digital options for votes and meetings

9. Priorities for the next quarter

- Making sure all minutes to date are uploaded to the website and getting the NEC Google Drive into better shape
- Supporting the 2018 conference, keeping in mind the key priorities for this quarter: budget, keynotes, website, sponsorship
- Continuing to research the 2019 conference locations and possibility for another international conference

10. Requests or questions for the national executive council

- None at this time

11. Budget request

Any funds required for the AGM/streaming conference sessions would be part of the overall conference budget.

Past President, Anne Louise Mahoney

Planning document for the annual budget meeting of September 16-17, 2017

1. What activities (actions) are you planning in the coming year? (Please fill in the table.)

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Become the hub	<ul style="list-style-type: none"> • Build awareness • Find synergy with other organizations by creating partnerships
Bilingual and Diverse	Work on a gradual shift in culture to be a truly bilingual association Broaden reach geographically	<ul style="list-style-type: none"> • Research organizations for francophone editors in Canada (and connect with them) • Provide better support for local groups
Innovative and Agile	Try new things Get things done	<ul style="list-style-type: none"> • Work to change the culture to one of "How can we do this?" • Seize opportunities
Communications and Marketing	Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none"> • Continue our momentum in communications with partnering organizations
Membership: Increased and Engaged	Increase retention and engagement	<ul style="list-style-type: none"> • Reach out to the non-engaged; ask for help/contributions

2. Priorities for the next quarter

- Find synergy with other organizations by creating partnerships
- Research organizations for francophone editors in Canada (and connect with them).
- Continue our momentum in communications with partnering organizations.

3. Requests or questions for the national executive council

- None at this time

4. Budget request

- *not required*

Branches and Twigs (East) Director, David Johansen

Quarterly report to the national executive council for meeting of September 2017

List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)

- Branches - Toronto, Ottawa-Gatineau, QAC
- Twigs - KWG, HH, Kingston, Nova Scotia, Newfoundland and Labrador

1. What activities are planned for the coming year?

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors	Become the hub.	<ul style="list-style-type: none"> • Respond to local queries and issues as they arise. • Maintain a calendar of events where EC can be represented. 	<ul style="list-style-type: none"> • Keeping branches and twigs informed.
Bilingual and Diverse	Broaden the reach.	<ul style="list-style-type: none"> • Hold roundtables for francophone and bilingual editors. • Continue to attend the meetings of the Association of Linguistic Services Managers. • Ensure a high percentage of documents are produced bilingually. 	<ul style="list-style-type: none"> • Bilingual hosts appointed. • QAC represented at the consultation.
Innovative and Agile	Try new things.	<ul style="list-style-type: none"> • Continue to promote the use of Zoom as a way of improving communication between branches, twigs and the executive. 	<ul style="list-style-type: none"> • Used Zoom for second branch/twig finance task force. • Will propose use of Zoom for regular communications between branches and twigs.
Communications and Marketing	Talk to members.	<ul style="list-style-type: none"> • Publish the findings of the branch/twig finance task force. • Launch the branch and twig toolkits. • Plan visits to appropriate branches and twigs for liaison purposes. • Attend either in person or via Zoom as many 	<ul style="list-style-type: none"> • Zoom helps to create a good atmosphere for open discussion. • Investigate need for follow-up to the finance task force. • Ensure members are aware of the toolkits.

		local meetings as is practical.	
Membership: Increased and Engaged	Promote membership everywhere.	<ul style="list-style-type: none"> • Create a welcome package. • Obtain feedback from lapsed members. 	<ul style="list-style-type: none"> • Discuss ways of getting more information from members.

2. Priorities for the next quarter

- Continue to liaise closely with the new director west.
- Complete the final report of the finance task force for branches and twigs and analyse the conclusions.
- Launch the branch and twig toolkits and publicise the content.
- Liaise closely with the Toronto branch.

3. Your own requests or questions for the national executive council

- None other than the actions requested by the branches and twigs

4. Budget request

\$3,000 for visits to branches and twigs, as appropriate

Branches and Twigs (West) Director, Lisa Ng

Quarterly report to the national executive council for meeting of September 2017

12. What activities (actions) are you planning in the coming year? (Please fill in the table.)

- Indicate which priority from the strategic plan each activity reflects.
- Activities can fall under more than one priority. Either pick the one that you think it most represents or put it in more than one place.

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Become the hub.	<ul style="list-style-type: none"> • Act as central point of the network; regularly provide resources and updated information to branches and twigs. • Provide answers to queries, and give support to branches and twigs when problems arise.
Bilingual and Diverse	Diverse: Broaden the reach geographically by expanding local groups.	<ul style="list-style-type: none"> • Help establish more twigs, such as the Vancouver Island twig and investigate the possibility of Regina and Lethbridge twigs.
Innovative and Agile	Try new things and seize new opportunities.	<ul style="list-style-type: none"> • Use Zoom for regular branches and twigs meet-ups to share and draw on new ideas. • Coordinate with branches and twigs to organize pop-up events to promote the association.
Communications and Marketing	Improve internal communications	<ul style="list-style-type: none"> • Establish a calendar for regular Zoom meetings for branches and twigs. • Draw awareness to the branch and twig toolkits. • Help facilitate communications between NEC and branches and twigs, especially in improving reporting. • Follow up on the results and actions related to the task force reports.

Membership: Increased and Engaged	Help others by being part of the community.	<ul style="list-style-type: none">• Increase liaison by regular contact with branches and twigs (emails, phone calls); to engage them so they act as a community.• Help branches and twigs host new activities that would attract new members.
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13. Priorities for the next quarter

- Establish regular Zoom meetings.
- Liaise with individual chairs and coordinators.
- Look into the possibility of setting up Vancouver Island twig.

14. Requests or questions for the national executive council

- Fix the report template for branches and twigs and clarify their concerns about writing the report based on strategic priorities.

15. Budget request

\$3000 for visits to branches and twigs when necessary.

Communications and Marketing, Stacey Atkinson

Planning document for the annual budget meeting of September 16 to 17

1. What activities (actions) are you planning in the coming year? (Please fill in the table.)

Strategic Priority	Outcome	Actions
Communications and Marketing	<p><i>External</i></p> <ul style="list-style-type: none"> • The website is inviting, and it accurately reflects the association. • Our targeted communication activities reach potential members, clients and employers. <p><i>Internal</i></p> <ul style="list-style-type: none"> • Members feel consulted on issues important to them. • Members are well-informed about the association. • Members have effective communication channels among themselves. 	<ul style="list-style-type: none"> • Create a communications strategy for the association <ul style="list-style-type: none"> ○ to be updated every five years alongside the strategic plan; ○ to identify high- and low-priority activities; and ○ to encompass <i>all</i> of the communications-related activities across all 5 strategic priorities in the Strategic Plan. • Strengthen the committee by <ul style="list-style-type: none"> ○ creating project teams with project leaders, and ○ supporting the chair.

2. Priorities for the next quarter

- Complete communications strategy and hold NEC vote
- Support the communications and marketing committee and chair and senior communications manager.

3. Requests or questions for the national executive council

- Vote on Communications Strategy
- Our Editors' Weekly blog editor would like help with recruiting new writers.
 - Is there anyone on the NEC who would like to write a few blog posts?
 - Other possible volunteers?

4. Budget request

- nil

Francophone Affairs, Nancy Foran

Planning document for the annual budget meeting of September 2017

16. What activities (actions) are you planning in the coming year? (Please fill in the table.)

- Indicate which priority from the strategic plan each activity reflects.
- Activities can fall under more than one priority. Either pick the one that you think it most represents or put it in more than one place.

Strategic Priority	Outcome	Actions
Represent Canada's Editors	All	• All
Bilingual and Diverse	All	• All
Innovative and Agile	All	• All
Communications and Marketing	All	• All
Membership: Increased and Engaged	All	• All

17. Priorities for the next quarter

- Re-envision and refocus the francophone affairs committee so it and its director no longer need to be all things to all francophone members.
- Can francophone members really be integrated into the association if there is a separate francophone director?

18. Requests or questions for the national executive council

- What is the process for changing the director roles?

19. Budget request

None for now, hopefully other committees have included the needs of francophones in their plans. If they haven't, their budgets should be revised.

Director of Standards & Certification, Tania Cheffins

Planning document for the annual budget meeting of September 15-17

1. What activities (actions) are you planning in the coming year? (Please fill in the table.)

- Indicate which priority from the strategic plan each activity reflects.
- Activities can fall under more than one priority. Either pick the one that you think it most represents or put it in more than one place.

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Become the authority on editing: certification, standards, training	<ul style="list-style-type: none"> • Set up booths at events: <ul style="list-style-type: none"> ○ Booth at our conference, so that test prep guides and MPES can be sold. ○ Continue to sponsor ACES (I believe Elizabeth is willing to continue to volunteer here).
Bilingual and Diverse	Offer services to English and French editors outside of Canada.	<ul style="list-style-type: none"> • Have our standards and certification recognized outside the association. • Expand international outreach. <ul style="list-style-type: none"> ○ Consider international audience for certification tests. • Help editors interpret our standards for different areas of editing. <ul style="list-style-type: none"> ○ Get Standards Task Force up and running.
Communications and Marketing	Members are well-informed about the association. Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none"> • Plan for communicating with potential members, clients (employers) and related partner organizations. <ul style="list-style-type: none"> ○ Ensure certification is being marketed appropriately.

2. Priorities for the next quarter

- Follow up on Standards Task Force to get it officially up and running.
- Follow up on next steps in Foundations Editing project.

3. Requests or questions for the national executive council

- Confirm that office is taking lead in marketing and communications for certification; anything on CSC/my end to be done?

4. Budget request

- I'm not sure if task forces usually get budgets or if the standards task force will require one—but this is a possibility.

Training & Development, Berna Ozunal

Planning document for the annual budget meeting of September 2017

TRAINING & DEVELOPMENT

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Define what editing means and what it brings to the client	<ul style="list-style-type: none"> Use training to promote the association
	Become the hub: the source of editors and the definitive representative of Canada's editors	<ul style="list-style-type: none"> Find synergy with other organizations Have a higher education hub
	Become the authority on editing: certification, standards, training	<ul style="list-style-type: none"> Encourage members to provide content
Bilingual and Diverse	Diverse: Broaden appeal to all types of editors Offer services to English and French editors outside of Canada	<ul style="list-style-type: none"> Set up online training
Innovative and Agile	Come up with new courses, training, webinars	<ul style="list-style-type: none"> Seek outside expertise, find out what other organizations are doing and build on other people's innovations

20. Priorities for the next quarter

- Finish planning, finalize, and publish the 2017-18 webinar lineup
- Determine pricing structure for webinars – for participants and presenters
- Find new committee members, particularly volunteers to do webinar hosting and train them

21. Requests or questions for the national executive council

- Question: should we consider paying more to instructors for webinars with higher attendance?
- Would like to seriously discuss making the webinar host position a *paid* position since we can't give honorariums to volunteers and the host is *critical* to the success of the program and we have only one host at the moment
- Question: for 2018-19 season, should we adopt John's approach where we determine the curriculum first, and then recruit the best teachers to deliver webinars on these topics?

22. Committee budget request

-no funds outside of what it costs to deliver the webinars (Zoom and presenter costs) are requested (see budget / TBD)

MENTORSHIP

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)
Represent Canada's Editors	Become the authority on editing	<ul style="list-style-type: none"> • Provide mentoring (part of professional development)
Bilingual and Diverse	Offer all services in both languages Broaden reach geographically...	<ul style="list-style-type: none"> • Ensure francophone representation on the committee and among mentors • Offer mentorship at a distance (online or by telephone)
Innovative and Agile	Come up with new courses, training, webinars	<ul style="list-style-type: none"> • Mentorship program is a new professional development initiative
Communications and Marketing	Members are well-informed about the association Our targeted communications reach members, potential members	<ul style="list-style-type: none"> • Continuing communications to members about the new program
Membership: Increased and Engaged	Engaged members (particularly novice editors and senior editors)	<ul style="list-style-type: none"> • The program is a major benefit that should attract members and will increase membership value for novice editors who could benefit from mentoring and senior editors who can offer mentoring

1. Priorities for the next quarter

- Recruit more members of program committee, especially francophones
- Recruit more francophone mentors
- Planning and delivering mentor training and orientation

2. Requests or questions for the national executive council

- Please suggest francophone members for the committee and as mentors

3. Committee budget request

- Expenses of committee: \$500
- Communications: \$500
- Honoraria to mentors: \$20,000
- Payments from mentees: \$25,000

Volunteer Relations Director, Patricia MacDonald

Planning document for the annual budget meeting of Sept. 16-17, 2017

What activities (actions) are you planning in the coming year?

Strategic Priority	Outcome	Actions
Represent Canada's Editors		
Bilingual and Diverse	<ul style="list-style-type: none"> Work on a gradual shift in culture to be a truly bilingual association. Broaden reach geographically, with more local groups and more online benefits for remote groups. 	<ul style="list-style-type: none"> Recruit francophone volunteers to make this happen. Supervise the task force for improving access to member services.
Innovative and Agile		
Communications and Marketing	<ul style="list-style-type: none"> Members are well-informed about the association. 	<ul style="list-style-type: none"> Work with Michelle and Caitlin to revise welcome letter received from the office and the branch or twig. Work with Michelle to revise other documents sent from the office.
Membership: Increased and Engaged	<ul style="list-style-type: none"> Engaged members who volunteer 	<ul style="list-style-type: none"> Work on recruiting new volunteers and retaining the old.

1. Priorities for the next quarter

- Task force
- Welcome letters

2. Requests or questions for the national executive council

- Nothing at this time.

3. Budget request

- To be determined.

Executive Director, John Yip-Chuck

Planning document for the annual budget meeting of September 16/17, 2017

23. What activities (actions) are you planning in the coming year? (Please fill in the table.)

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Become the authority on editing	<ul style="list-style-type: none"> Initiate Canadian dictionary project

24. Priorities for the next quarter

- Initiate regional meetings with branch chairs and twig coordinators and regional directors
- Finalize 2018 budget with treasurer
- Finalize dictionary project contract
- Begin building dictionary project editorial and promotional teams
- Changeover to new membership software Member365
- Complete Foundations business case with certification chair
- MPES revision support
- Finalize workplace harassment policy and submit to NEC
- Staff annual reviews
- Investigate new office IT solutions
- Organize November NEC meeting
- Ongoing committee support

25. Requests or questions for the national executive council

-

26. Budget request

In addition to the annual office administration budget:

\$65,000 for dictionary project (TBC)

- Upfront licensing fee still to be negotiated
- Website building costs TBD
- Project management and editorial costs TBD
- Promotion costs (can be built into marketing budget)