



EDITORS
RÉVISEURS
CANADA

Reports

Directors

Q4, November 29, 2020

Zoom Meeting

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President, Heather Buzila

Quarterly report to national executive council for meeting of November 29, 2020

1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)
 - Student relations committee
 - Francophone adviser
 - HR committee

2. Note successes, accomplishments and challenges from the past quarter
 - Successfully transitioned to holding online NEC meetings, and worked out a system for planning the agenda to cover topics for discussion.
 - Worked with the francophone adviser to begin the process of reestablishing the agrément exam.
 - Supported other directors and committees as necessary.
 - In my role as conference chair, held meetings with the committee volunteers, researched and signed a contract with an event agency, researched a conference platform, and led various discussions on conference theme, streams, and keynote speakers.

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s)

Strategic	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the hub	<ul style="list-style-type: none"> • Continue to promote awareness of Editors Canada among my colleagues through my work as well as through my duties as NEC president 	<ul style="list-style-type: none"> • I continue to promote Editors Canada with my colleagues by forwarding webinar announcements and info about branch/twig events. I have also forwarded the call for speaker proposals for the conference.
Bilingual and Diverse	Bilingual	<ul style="list-style-type: none"> • Work with the francophone adviser to revive the agrément exam • Continue working with the translation team for translation of meeting agendas and other documents 	<ul style="list-style-type: none"> • I continue to work with the francophone adviser as requested. • I continue to work with the translation team and have recently connected with them about

			translating conference document.
Innovative and Agile	Try new things	<ul style="list-style-type: none"> • Continue research into planning a virtual conference • Continue planning monthly virtual NEC meetings via Zoom 	<ul style="list-style-type: none"> • Along with the national conference adviser, I have decided on an event agency to help with production of the 2021 conference. We are currently researching which platform to use for the conference. • We continue to hold NEC meetings via Zoom, and I am continuously trying to find ways to streamline the agenda while still covering all necessary topics.
Communications and Marketing	Internal	<ul style="list-style-type: none"> • Provide meeting updates each month in the e-news to promote transparency • Invite twigs and branches to attend monthly NEC meetings via Zoom 	<ul style="list-style-type: none"> • I provided updates on the two September NEC meetings in the October e-news; I will provide an update of the October and November meetings in the December e-news. • The Nova Scotia twig attended the Sept. 27 NEC meeting, and the Hamilton-Halton twig attended the Oct. 25 meeting. The Saskatchewan branch is set to attend the Nov. 29 meeting.
Membership: Increased and Engaged	Increased membership	<ul style="list-style-type: none"> • Continue working with the student relations committee to reach more possible student affiliate members 	<ul style="list-style-type: none"> • I continue to provide support to the student relations committee when required.

3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)

- Continue to provide updates to members about NEC meetings via the monthly e-news.
- Schedule and plan NEC meetings for January to June 2021
- Continue my work as conference chair

- Provide support to directors and committees as needed
4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**
- none

Vice President, Breanne MacDonald

Quarterly report to national executive council for meeting of November 29, 2020 / Rapport trimestriel en vue de la réunion du conseil d'administration national du 29 novembre 2020

- 1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**

- Awards coordinator
- Website taskforce (to be formed)

- 2. Note successes, accomplishments and challenges from the past quarter**

- As conference advisor, continued to support the 2021 conference committee and worked on securing an agency and looking for a platform to transition to a virtual conference.
- Provided support to the president as needed.
- Provided support to the awards coordinator as needed.
- Had NEC vote to establish a website taskforce, but need to find time to write a brief and get this going.

Awards Coordinator:

- Worked on recruiting judges for the Claudette Upton Scholarship and the Karen Virag Award.
- Worked with office to update awards-related documentation (calls for nominations, confidentiality agreements, etc.).
- Wrote a post for the Editors' Weekly.

- 3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**

- Write a website taskforce brief and recruit a taskforce leader and volunteers.
- Continue to support the conference committee, including choosing and setting up a platform and recruiting keynote speakers.
- Continue to provide any support to awards coordinator and president as needed.

- 4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**

- None at this time.

Past President, Gael Spivak

Quarterly report to national executive council for meeting of November 29, 2020

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)**
 - Equity, Diversity and Inclusion task force

2. **Note successes, accomplishments and challenges from the past quarter**
 - Helped finalize setting up the Equity, Diversity and Inclusion task force and the adviser position.
 - Launched the governance review.
 - Wrote a new privacy policy and its guidelines.
 - Submitted comments on the Canadian General Standards Board translation standard that is often used to keep editors from qualifying for government contracts.
 - Finalized the new partnership agreement with CIEP (Chartered Institute of Editing and Proofreading).

3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
 - Participate in an all-day meeting on reviewing comments on the translation standard.
 - Do the next stage in the governance review.
 - Start getting copyright forms signed again.
 - Support the equity, diversity and inclusion task force.
 - Follow up with the equity, diversity and inclusion adviser re: the position description.

4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**
 - none

Treasurer, Michelle Waitzman

Quarterly report to national executive council for meeting of November 29, 2020/ Rapport trimestriel en vue de la réunion du conseil d'administration national du 29 novembre, 2020

1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)

- n/a
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2. Note successes, accomplishments and challenges from the past quarter

- Worked with new bookkeepers, explaining how branches'/twigs' finances work and other quirks of Editors Canada's finances
- Finalized financial policy and procedures for NEC vote
- Worked with ED and financial committee on draft 2021 budget
- Worked with ED and NEC on setting membership fees for next year
- Did not have up-to-date financial reports to see how this year is unfolding for us

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités.

Strategic Priority / Priorité stratégique	Outcome (in the strategic plan) / Résultat (dans le Plan stratégique)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes) / Mesures (à partir de la liste du plan ou d'autres actions que vous avez retenues pour atteindre vos objectifs)	Update (what you have done to advance those actions) / Mise à jour (les progrès que vous avez faits)
Represent Canada's Editors / Représenter les réviseurs du Canada	See page 8 of the strategic plan. / Voir page 8 du Plan stratégique.	Become the authority on editing: <ul style="list-style-type: none"> • certification, standards, training. 	<ul style="list-style-type: none"> • Provide support for certification committee as they continue transition to remote testing and launch fundamentals testing
Bilingual and Diverse / Bilinguisme et diversité	See page 9 of the strategic plan. / Voir page 9 du Plan stratégique.	<ul style="list-style-type: none"> • See page 9 of the strategic plan. / Voir page 9 du Plan stratégique. 	<ul style="list-style-type: none"> •
Innovative and Agile / Innovation et agilité	See page 10 of the strategic plan. / Voir page 10 du	<ul style="list-style-type: none"> • Get things done. • Start with the goals most easily achieved. 	<ul style="list-style-type: none"> • Work with bookkeepers to ensure branches are following GST/HST regulations

	Plan stratégique.	<ul style="list-style-type: none"> • Don't proceed haphazardly, but use the right tool for the right job. 	<ul style="list-style-type: none"> • Keep exploring ways to automate more admin tasks at low cost to save staff time
Communications and Marketing / Communication et marketing	See page 11 of the strategic plan. / Voir page 11 du Plan stratégique.	<ul style="list-style-type: none"> • Members are well-informed about the association. 	<ul style="list-style-type: none"> • Prioritize transparency so that the reasons for financial decisions are clear to directors, committees and other members
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	See page 12 of the strategic plan. / Voir page 12 du Plan stratégique.	<ul style="list-style-type: none"> • Increase retention. 	<ul style="list-style-type: none"> • Find ways to be flexible to help members who are struggling financially

3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)

- Finalize 2021 budget
- Help ED prepare for year-end
- Analyse 2020 financial situation and government subsidies received/available

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)

- n/a
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Director of Communications and Marketing, Sue Bowness

Quarterly report to national executive council for meeting of November 26, 2020 (Q4)

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)**
 - Communications and marketing committee (Myingthungo Shitio)
 - Editors' Weekly blog (Lucy Payette)
 - Membership Survey (Susan Chambers)

2. **Note successes, accomplishments and challenges from the past quarter**
 - I have now met with most my reports and committees requiring MarCom services and I am connecting volunteers to projects.
 - I have worked on the copyright policy and procedure documents, and moved those towards being final. I have reached out to a lawyer for a final overview.
 - We have instated a regular biweekly meeting for the MarCom committee and established a Google Drive space for document sharing.
 - With the invaluable help of Michelle Ou, we created a campaign for the webinar sale to be sent out around Black Friday.
 - I met with the Publications committee, Career Builder Committee, and Greg Ioannou regarding self-publishers, to find out about outreach needs for all of these projects.
 - I reconnected with Michell Ou about the Google Adwords and need to do more with this resource. We decided a dedicated volunteer would be helpful so I found one.
 - I connected with the Marcom committee, and we found volunteers to connect with the projects identified. We now have 2 volunteer liaisons for the Career Builder committee, one to connect with its Networking subgroup and one to connect with its external relations subgroup (self publishing) to liaise regarding promotion for these projects. We also have a dedicated volunteer for the Google Adwords project. Another volunteer is liaising with the student committee for our project to reach out to students.
 - The marcom committee continues to work on its social media guide already in progress.

3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
 - Continue to check in with and connect volunteers as needed for various projects:
 - Social media campaigns to reach out and promote editors in various groups: students, lapsed members, self-publishers
 - Social media campaign to help show organizations the benefits of hiring a professional editor
 - Career Builder committee work
 - Publications committee work
 - Continue to support Marcom committee as it moves ahead with new work
 - Move the membership survey ahead

4. **Requests or questions for the national executive council**

- Nothing at this time.

Volunteer Relations Director, Patricia MacDonald

Quarterly report to national executive council for meeting of November 29, 2020

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

- Facebook group (members-only) monitor
- Improving access to member services task force
- Insurance task force
- List monitor
- Mediator
- Member services committee
- Translation group
- The Vine
- Volunteer management committee

2. Note successes, accomplishments and challenges from the past quarter

The improving access to member services task force has gotten 84 replies to our recent survey (out of 131 people on the Vine email list), which is a fabulous response. The task force will be analyzing the results and preparing a report for the NEC.

The insurance task force has started looking into insurance carriers for a Life and Health Insurance package and will move on to E & O insurance and home and auto packages after that.

Our new mediator has had no cases since taking over in July. I suggested that she remind members of this service in the next e-news update. She plans to encourage people to reach out even if the desire for mediation is one sided (i.e., to seek advice on how to handle an issue before it escalates).

Member services is busy updating the welcome kit and 15 Reasons to Join Editors Canada. The committee is hoping to revamp the job board, but volunteers are needed.

The translation group is busy and is recruiting new members in anticipation of an even greater workload in the coming year.

Attendance for Vine meetings dipped over the summer, but the numbers are up again.

The new volunteer handbook and committee book are up on the website. Finally! Work has begun on the volunteer spreadsheet (the replacement for the volunteer directory).

I'm continuing to contact members who indicate they are interested in volunteering during the join/renew process (new volunteers only). Sylvie Collin is contacting francophone members.

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s)

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)	Update (what you have done to advance those actions)
Represent Canada's Editors	<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. 	<ul style="list-style-type: none"> • I am forwarding potential francophone volunteers to Sylvie Collin, the francophone adviser. • La Vigne, a francophone version of the Vine, launched in June. They are planning to survey their members in January.
Bilingual and Diverse	<ul style="list-style-type: none"> • Have a better balance of services for francophone members. 	<ul style="list-style-type: none"> • Recruit francophone volunteers to make this happen. 	<ul style="list-style-type: none"> • I am forwarding potential francophone volunteers to Sylvie Collin for follow-up.
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. 	<ul style="list-style-type: none"> • The overview of national committees is now up on the website. I am following up with potential volunteers as I receive email notification of interest.

3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)

- Work with the improving access to member services task force as they prepare their report for the NCE.
- Further develop and maintain the Google doc of volunteer opportunities.
- Coordinate obtaining contact information for the copyright assignment forms.

4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**
 - Nothing at this time.

Publications Director, Anne Brennan

2020-Q4 report to the National Executive Council for the meeting of November 29, 2020

Groups and individuals who report through me

- o Publications Committee, co-chaired by Jessica Riches and Paula Chiarcos
 - ELAP Subcommittee, no chair
 - Handbook Subcommittee, chaired by Paula Chiarcos

Successes and challenges during the past quarter

Successes

1. Several months ago, the Handbook Subcommittee used IngramSpark to publish *From Contact to Contract: How Editors Get Clients to Work With Them*. When checked on November 13, 2020, it was available at the following websites:
 - o AbeBooks.com—paperback new from us\$8.16, used from us\$5.51
 - o Alibris.com—paperback new from CDN \$21.47, used from CDN \$6.61
 - o Amazon.ca—ebook CDN\$3.99; paperback CDN\$4.72
 - o Amazon.com—ebook us\$3; paperback us\$4.29
 - o BarnesandNoble.com—ebook us\$2.99; paperback us\$4.29
 - o BetterWorldBooks.com—paperback us\$9.71
 - o BookDepository.com—paperback CDN\$9.99 (sent from UK)
 - o Bookshop.org—paperback us\$4.29
 - o Chapters.Indigo.ca—ebook CDN\$3.99
 - o IndieBound.org—paperback us\$4.29
 - o Kobo.com—ebook \$3.99
- o The office reports that we're selling approximately one copy per month, and receiving \$1.20 per copy. This is nowhere near enough.
- o We'd like to sell a PDF version directly from the Editors Canada website, rather than simply posting links to Amazon, Indigo, and Barnes & Noble (as we're doing now). Anna Cairns is asking Caitlin Stewart to post the PDF for sale at \$5.99 on the Editors Canada website.
- o I'm also working with Sue Bowness to implement a marketing campaign to increase sales. Although the handbook has been available for some time, no marketing has yet been done for it.

 2. Janice Dyer has joined the Publications Committee. We welcome her enthusiasm, as well as her knowledge and experience. She is particularly interested in the Handbook Subcommittee.
 3. The national office has received an estimate to customize Findjoo so it automatically adds customized watermarks to our publications as people purchase them. The cost for setup is \$350. It appears that this is a one-time charge to customize our interface, and that there are no additional charges per volume or per year.

- We need to determine whether this is cheaper than the staff time required to manually add customized watermarks to every file for every volume purchased by every customer. It's certainly easier, and should enable customers to immediately download their purchases, rather than waiting for at least one business day. If we use this technology for every publication we sell, it may be worth absorbing the up-front cost.

Challenges

1. The co-chair of the Publications Committee has been unavailable for several months. I sent an email to the co-chair to suggest she step down but have not received a reply.
2. The ELAP Subcommittee continues to be dormant. I've been trying to sort through the files, in an attempt to get the project restarted.
 - a. Until the project is reactivated, I think it's unwise to commit to producing any ELAP volumes anytime soon. I have therefore told Michelle Waitzman not to expect any income or any expenses connected to ELAP in the 2020–2021 fiscal year.

Status update on activities I wish to accomplish, outside of supporting my committee and subcommittees

1. I'm trying to reactivate the ELAP project. It's a slog.

Activities planned for the coming year

1. The Handbook Subcommittee is beginning development of three new handbooks:
 - How to interpret and apply the upcoming IOS standards for plain language.
 - Sensitivity editing in both fiction and nonfiction (including editing for inclusivity).
 - How to write dialogue for fiction (including issues of sensitivity and inclusion)

Priorities for the coming quarter

1. Market *From Contact to Contract: How Editors Get Clients to Work With Them*.
2. Develop outlines and recruit writers for at least two new handbooks.
3. Attempt to reactivate *ELAP: Proofreading* project.

Requests and questions for the National Executive Council

Requests

- Discuss changing/removing the co-chair of the committee

Questions

- Does the NEC agree that we should invest the \$350 to customize the Findjoo interface to automatically add customized watermarks to every publication we sell?

Director of Professional Standards, Berna Ozunal

Quarterly report to national executive council for meeting of November 29, 2020/ Rapport trimestriel en vue de la réunion du conseil d'administration national du 29 novembre, 2020

- 1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
 - Standards committee
 - Certification steering committee (CSC)

- 2. Note successes, accomplishments and challenges from the past quarter**

STANDARDS COMMITTEE

- Work is underway to determine objectives and deliverables for 2021

CSC

- The 2020 stylistic editing examination was delivered to 11 candidates and went quite well
- Fundamentals exam question bank has been populated, the committee is looking for ways to pilot it, and the current anticipated launch date is first quarter 2021
- Planning is underway for a two-exam delivery year in 2021, and work is being done to prepare the structural and proofreading exams for 2021
- Rethink and exploring ways to offer remote proctoring are ongoing

- 3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**

STANDARDS COMMITTEE

- Working with publications and CSC to determine approach to materials needed to support various EC needs that are based on standards (meeting to be booked for all three committees plus director of communications for early 2021)
- Developing proposals with finalized objectives and deliverables

CSC

- Planning two-exam delivery year in 2021, and work is being done to prepare the structural and proofreading exams for 2021
- Rethink and exploring ways to offer remote proctoring
- Submitting proposal for conference re: certification process

- 4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**
 - None at this time

National Director of Branches and Twigs, Anne Godlewski

Quarterly report to national executive council for meeting of November 29, 2020/ Rapport trimestriel en vue de la réunion du conseil d'administration national du 29 novembre, 2020

- 1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
 - All branches and twigs

- 2. Note successes, accomplishments and challenges from the past quarter**
 - Branch and twig leaders learned to coordinate all meetings and events using a single Zoom account. This was a challenge because it wasn't known that Zoom doesn't warn or prevent you from double-booking a meeting, so initially groups were getting kicked out of their events by another group whose event was booked for the same time. Beyond this, branch and twig leaders have even agreed to be mindful of other groups' need for prep/set-up time between adjacent events.
 - Some coordination of events seems to be happening. Branches/twigs are sharing other branch/twig events in their newsletters and through the br-chairs list.
 - A high-level folder structure for Google Workspace (formerly G Suite) was developed (by Gael Spivak and branch leaders) that would work for branches and twigs alike, and the first branch and twig were set up – earlier than initially planned. It's still early to tell how well they are doing, but the Barrie twig coordinators, for example, were nearly out of capacity in Dropbox and are now excitedly preparing to move to a larger "space."
 -

- 3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**
 - Continue becoming more familiar with governance and other documentation
 - Continue updating branch and twig toolkits
 - Continue updating director tasks on corporate calendar
 - Continue communicating reminders and updates to chairs and coordinators regularly, and answer any questions promptly
 - Schedule Zoom meetings for chairs and coordinators for next two quarters
 - Attend branch and twig meetings when possible
 -

- 4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**
 - None

- 5.**