



## **Summary**

of the discussion with francophone members

Held on March 7<sup>th</sup>, 2010

at the Holiday Inn, Plaza la Chaudière Hotel, in Gatineau, Québec

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Summary of the discussion report with francophone members held on March 7th, 2010  
at the Holiday Inn, Plaza la Chaudière Hotel, in Gatineau, Québec

On March 7th, 2010, francophone and anglophone members of EAC gathered together to discuss the enhancement of the services provided to the francophone members of the Association.

Following is a summary of that discussion.

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**Note:** The ang./fr. and fr. abbreviations mean that the information is pertinent to the francophone members (fr.), or to all members, whether they are francophones or anglophones (ang./fr.). A quick glance at all the titles indicate that most of the discussion points are pertinent to all members of the Association, regardless of their spoken/understood language.

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**Visibility of the francophone community within the EAC: (ang./fr.)**

Since reinforcing the visibility of the EAC will certainly contribute to the recognition of each one of its individual members with the Canadian business community<sup>1</sup>, the francophone members suggest the following actions:

- Create an hyperlink exchange policy between the EAC's website and various professional websites that would recognize EAC and the professional skills of its members. Install, with all these partners, a promotional system for events linked to editing and other communication professions. In exchange of posting EAC'S logo on the websites where editing events are announced, for exemple, EAC would promote these organizations on its website by posting their logo.
- Find a way to get to be known by publishers, mostly by those who publish French material, since we do not currently have any official recognition of the professional skills of our francophones members, the publishers see in our Association a sole gathering of professional editors in Canada. This is why the recognition of the professional skills of our members is essential if we want to be known, and renowned, by publishers and other francophone employers within the country.
- To raise the Association's visibility, it is essential to know individuals who work within the targeted organizations. The universities are difficult to get through because of the competition between them. One participant also mentioned that the National Executive Council is made of volunteers who are already overloaded with work. Only a greater number of volunteers will allow the time resources necessary to work on this issue.

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<sup>1</sup> By professional community, we mean any teaching institution (university, Magistrad and others) and any professional association such as ATIO, l'OTTIAQ, Translation Bureau, Professional Writers of Canada, Canadian Society of Magazine Editors, International Association of Business Communicators (IABC), etc.

**Certification: (fr.)**

- Add bilingual editing (or comparative editing) to the *Professional Editing Standards* in the list of current certification types, and then insert it to the French certification version, once it is created.
- Develop a certification for French editing.
  - o A team of the NCR section is ready to take the French certification file where it was left.
- Allow certification on file review.
  - o The difficulties pertaining to the certification upon file review are the issues of the work presentation, the superior amount of volunteers necessary, as well as the superior vigilance required to determine the real paternity of the files sent for assessment. Certain candidates could be tempted by having their work edited by a professional editor before sending them to the certification committee.

**Membership Cost: (ang./fr.)**

- Create a cost grid depending on the member categories and the services offered to each one of these categories, independent of the working language. One participant mentioned that it is unfair that the francophone members, who cannot become certified, pay the same price as the anglophone members, who do have that opportunity. Such a grid would support the recruitment of new members who, otherwise, could feel discouraged by the current membership costs.
  - o It appears just as unfair to have the certified anglophone members pay a higher price because they are certified, because it is as if we would make those anglophone members pay for the quality of their work and their professional development. We estimate that if a cost grid has to be required, it is rather the certified members who ought to be recognized by reducing the cost of their membership.

**Discounts for EAC members: (ang./fr.)**

- Negotiate discounts on registration fees for EAC members within universities and Canadian organizations giving training. It is possible to negotiate with the help of the Association of Universities and Colleges of Canada (AUCC). Once again, the local NCR section is ready to negotiate with the University of Ottawa if the national office cannot negotiate itself with the AUCC.
- Get discounts on communication services and reference books that the editors may want to buy.

**Sessions/Programs: (ang./fr.)**

- The sessions and programs work well and are popular among the members.
- It is suggested to invite members of the university community to these. In return, members of EAC could participate to the programs offered by the universities.

**Quality of Speakers: (ang./fr.)**

- Numerous speakers wish to be paid to give workshops or sessions/programs which range from one hour to two hours. Since the Association has a tight budget, it is difficult to find

speakers who give quality training. If the Association were to give a symbolic amount of money, more people would offer their services as speakers and we would get a better choice of quality training. The satisfaction level would be raised and more people would participate in the workshops, a revenue source for the branches. The EAC would then be recognized for the quality of its workshops, which would attract more and more new members and potential employers.

**Group Editing and Wiki from PBworks: (ang./fr.)**

- Raise the number of opportunities and services offered to members by allowing group editing (Wiki for websites from PBworks). The productive capacity of the free version of Wiki being limited, and not being eligible under the name of a collective, it is suggested to register the Association as a whole. This would allow all the committees from anywhere in Canada to have their own wiki, regardless of their language of work. Hence, this action would reduce the registration fees of each region.
  - o The National Executive Council has been working on this issue for the past six years or so.

**Conclusion:**

During the discussion, many anglophone members seconded what the francophone members were saying by expressing the same wishes: i.e., increasing the EAC's visibility everywhere in Canada and within the professional community of the communication experts; certification upon file review; discounts for members; and quality of volunteer speakers. We can therefore conclude that the members' expectations are the same, in essence, whether a member is part of the francophone or anglophone community within the association.

Furthermore, a francophone member mentioned that the presence of French within the EAC's communications exists only since Y2K. The quality of the French communications is improving continuously since then, and is not comparable to what it was ten years ago.

Since only a few members were present at the discussion, we now invite all members of the association to share their suggestions and solutions on the discussion list before February 2011.