

**2014 Q4 Meeting Minutes**  
**EAC/ACR National Executive Council Meeting**  
**Saturday, November 29, and Sunday, November 30, 2014**  
**Best Western Ville-Marie, Montreal**

**Present:**

Greg Ioannou	Past President
David Johansen	Treasurer
Moira White (present for Saturday, items 1–13)	Director of Professional Standards
Gael Spivak	Director of Training and Development
Anne Louise Mahoney	Director of Publications
Marie-Christine Payette	Director of Francophone Affairs
Emily Staniland	Director of Volunteer Relations
Lesley Cameron	Director of Branches and Twigs (West)
Barbara Dylla	Director of Branches and Twigs (East)
Carolyn Burke	Executive Director
Michelle Ou	Recording Secretary

**Day 1: Saturday, November 29**

**Consensus:** NEC members agreed that Greg Ioannou and David Johansen would co-chair the meeting. Greg chaired all but agenda items #3 and #4.

**1. Call to order**

Greg Ioannou called the meeting to order at 8:40 a.m.

**2. Approval of agenda**

The NEC agreed to the following amendments to the agenda:

- Move the state of the union and open letter discussions to Day 1, followed by the HR committee discussion, openings (president, vice-president, secretary, director of communications, awards committee chair), branding and budget.
- Move the appointment of branch financial signatories, recording of online votes, and actions arising from the previous meeting to Day 2.
- Discuss the issue of tweeting and other social media updates during the open letter discussion on Day 1.

**Motion:** Moved by Moira White to approve the agenda as amended. The motion **CARRIED** without a seconder.

**3. State of the Union discussion (was agenda item #13) and**

**4. Open letter discussion (was agenda item #14)**

The NEC agreed it made sense to discuss these two agenda items together.

**Motion:** Moved by Moira White, seconded by Barbara Dylla, that we thank Jacquie Dinsmore for her time and service on this board. **CARRIED.**

**Motion:** Moved by Moira White, seconded by Greg Ioannou, that we thank Randee Holmes for her time and service on this board. **CARRIED.**

**Motion:** Moved by Greg Ioannou, seconded by Moira White, that we thank Barb Crawford for her time and service on this board. **CARRIED.**

The NEC discussed the president's State of the Union resignation letter, which had been sent to the NEC, eac-  
acr-l and acr-liste-l lists, and posted on her Facebook page. NEC members agreed that not all of the  
information in the letter was accurate and that it included confidential human resources information. The NEC  
agreed that some of the info disseminated in the letter should not have been shared without staff permission  
and might open the association to legal ramification. Carolyn L Burke suggested contacting a human resources  
lawyer to discuss the matter.

**Noted:** EAC is already working with a human resources lawyer because one member of the national office staff  
is on long-term disability.

**Action:** Carolyn L Burke to contact a human resources lawyer, share the State of the Union paragraph  
pertaining to staff and get advice.

The president's letter also called for the past president and director of training and development to step down  
from their positions so they could concentrate their attention on the 2015 conference. NEC members  
discussed the fact that volunteers and staff were feeling frustrated in their work, and some complained of  
being undermined. Ultimately, it was determined that the past president and the director of training and  
development are capable of fulfilling their roles, which includes organizing the conference.

The NEC also discussed an open letter from the past president to the human resources committee (then the  
president, treasurer and secretary). Discussion focused on the role and perception of the national executive  
council, and the core purpose and direction of the association.

The NEC compared its structure to a city council in that members of the public can see what the members of  
council say. The structure of EAC traditionally requires member consultation. It was suggested that there is a  
pretense of unanimity on the NEC that shifts the direction away from a city council and toward a corporate  
board of directors. Some agreed with the comparison of the NEC with a city council, but also said that  
representatives of a council are elected to look after the best interests of the city/organization; they do not  
poll constituents on every issue.

NEC members also discussed why people join EAC and whether wanting a professional association (focused on  
standards and certification) and looking for networking and jobs are mutually exclusive. It was noted that early  
in the development of certification, the association discussed creating a separate organization to manage  
certification and professional standards.

#### **4a. Social media during meetings**

**Motion:** Moved by Barbara Dylla, seconded by Anne Louise Mahoney, that any messaging (emailing, tweeting,  
Facebooking, etc.) be suspended for the course of the meeting.

There was concern that some tweets made by NEC members during the Q3 meeting were not factual;  
some had been editorialized and were subjective. While some of the Tweets were removed after the fact,  
they had been published and without context, messages sent during meetings might be misconstrued or  
open to bias and misinterpretation.

The NEC discussed whether disallowing messaging during a meeting isolates the executive council and  
goes against the spirit of member consultation, collaboration and inclusion.

Other organizations use social media for job sharing and community, whereas EAC's social media presence is used just for PR. Discussion then segued into creation of an international umbrella organization that would meet all needs. The American Copy Editors Society (ACES) is great at networking, but wants administrative structure. The Editorial Freelancers Association provides training. EAC provides standards and certification.

Council members asked what EAC members want? The member communication committee asks this question in the biennial member survey. This survey and the strategic plan are what the rebrand was based on.

**Action:** Lesley Cameron, Barbara Dylla and Anne Louise Mahoney to revise the social media guidelines to include what is appropriate to share during meetings.

**Suggestion:** Recruit a bilingual volunteer to sit in on meetings and provide social media updates (with approval/guidance from the NEC).

**Noted:** It is each NEC member's responsibility to get back to the committees and groups they oversee to communicate what happened at the meeting.

Motion **DEFEATED**, with 3 in favour, 5 opposed and 1 abstention.

#### **Human resources/addressing conflict between volunteers and staff**

The NEC acknowledged there is tension between volunteers and staff and made the following suggestions:

- Communicate
- Talk to supervisors when there is conflict
- Don't take the bait

Carolyn L Burke requested direction from the NEC. She can't report to a group of 13. In the past, the executive director worked closely with the president. A few years ago the vice-president also began to work with the executive director and president to prepare for assuming the presidency. Gradually this group has grown into an executive committee composed of the president, vice-president, treasurer and secretary working with the executive director. Carolyn would prefer to go back to a two-person model because it's difficult to triage with a larger group.

**Noted:** The NEC had previously proposed a think tank in February 2015. This might have been a better time to resolve some of these issues, but the meeting would take place after Carolyn's contract expires and the think tank was removed from the draft 2015 budget.

#### **5. Human resources committee (was agenda item #7)**

Several months ago Carolyn L Burke requested that the human resources committee review her contract, but this did not happen. About a month ago she informed the president she would not renew her contract, but this information was not shared further. Her contract expires December 31, 2014.

The human resources committee is a sub-committee of the NEC, but does not necessarily take direction from the NEC. In the past, the human resources committee has acted without NEC knowledge beforehand.

**Action:** The human resources committee will discuss next steps regarding the executive director's contract.

## 6. Openings: President, VP, Secretary, Director of Communications, Awards Committee chair

Greg Ioannou reported he has received two self-nominations for the NEC. Moira White has heard from another member who expressed an interest. Greg also reported he has received a number of nominations for the nominating committee.

Candidates for president must have served at least one full one-year term on the NEC in the last two years.

**Motion:** Moved by David Johansen, seconded by Lesley Cameron, to make the following interim appointments.

Interim president: Moira White  
Interim vice-president: Anne Louise Mahoney  
Interim secretary: Emily Staniland

**CARRIED.**

Greg reported that he has people in mind for director of communications and chair of the awards committee.

## 7. Branding (was agenda item #8)

**Motion:** Moved by Moira White, second by Barbara Dylla, to accept the rebranding feedback consolidation report. **CARRIED.**

**Motion:** Moved by Gael Spivak, seconded by Moira White, to thank the rebranding feedback consolidation team. **CARRIED.**

NEC members thought the report was thoughtful and fair and were pleased to hear it is being translated into French.

**Noted:** The report says the feedback consolidation team is providing its meeting notes, raw feedback data and consolidation tables to the NEC. Moira White reports the team collected over 140 pages of raw data. The member communications chair advised the team not to share the raw data because it would not be helpful.

**Action:** Moira White will ask the rebranding feedback consolidation team if any further data is coming.

Some members have asked to see the feedback report. The purpose of the report was to provide feedback for the NEC, but says "This report is intended for dissemination to members (through Interactive Voice and emailed to members who ask for a copy) and the NEC."

**Motion:** Moved by Moira White, seconded by David Johansen, that we continue the rollout of rebranding with certain changes.

Moira reported that members were generally unhappy about the branding process. Specific elements they were overwhelmingly unhappy about were the cartoon character (the "Waldo guy"), the "everything you ever wanted to know about text," and the colours. The cartoon character was never meant to be permanent; it was meant to be one of a rotating series of images, with new images being added regularly. The tone of the "everything you ever wanted to know" text originated from an EAC postcard developed during a member slogan contest, but can easily be removed. The yellow is the most contentious element of the rebrand, but can easily be toned down.

The NEC discussed using the questions members asked during the rebranding discussion to develop an abstract or executive summary that shows how the brand addresses their questions, and asking the

creative agency to develop a presentation that walks people through the brand and how it addresses the association's strategic objectives. It was noted that the task force already developed a presentation and made it available to members. Moira said that the feedback report would be shared with the creative agency, but noted the agency has already gone above and beyond their original contract, providing many unbilled hours of work and ongoing support.

**Action:** Moira to share the feedback report with the creative agency and work with them and the rebranding team to make changes based on member feedback.

The NEC discussed whether members would be happy with the rollout of a rebrand that is revised to address their feedback (changing or removing the specific elements mentioned above), but without having the ability to vote on the matter.

Some expressed concern that a member vote would delay the rollout further. The brand launch has already been delayed, which has had consequences in other areas of EAC—other projects have been delayed, staff is idle, etc. There is also a financial impact for the association. Some projects are on hold and the creative agency would likely charge for additional changes at this point. Some were also concerned that a vote to cancel the brand could harm EAC's volunteer base.

The NEC discussed being sensitive to the procedural concerns about the brand (process and rollout). Holding a vote could help to re-establish goodwill among members.

The creative agency had cautioned against designing a poll that asks members what they like or dislike, and recommended presenting the strategic objectives and asking members to vote on which brand best meets these objectives. Some members were concerned this approach would obfuscate the true intent of the poll, which is to ask whether or not the rebrand should proceed.

**Amended motion:** Moved by Moira White, that we continue the rollout of rebranding with changes to the banner text, cartoon character and possible toning down of the colours.

Motion **DEFEATED** with 4 in favour, 4 opposed and 1 abstention.

**Motion:** Moved by Anne Louise Mahoney, seconded by Emily Staniland, to conduct a poll of members before implementing a rollout of the rebranding with changes to the banner text, cartoon character and possible toning down of the colours.

The NEC discussed holding the poll as a gesture of goodwill. Those not in favour of a poll were generally opposed to the notion because the NEC is elected to govern EAC; EAC is not governed by polls.

The NEC discussed whether there were any alternatives to a poll. They returned to the idea of an executive summary or précis that shows how the brand is intended to meet strategic objectives, but it was noted that the task force has created a presentation and shared several background documents. The information is out there, but people aren't reading it.

The NEC agreed the timeframe to develop the new brand was too short.

**Amended motion:** Moved by Moira White, to conduct a poll of members about implementing a rollout of the rebranding with changes based on feedback. If the result of the poll is yes, we continue with the rebranding. If no, then the rebrand is cancelled.

Motion **CARRIED** with 6 in favour, 3 opposed.

## 8. 2015 Budget and committee plans (was agenda item #9)

**Motion:** Moved by David Johansen, seconded by Moira White, to accept the proposed budget.

Carolyn L Burke gave the NEC a tour of the draft 2015 budget spreadsheet.

The budget was drafted with the following assumptions:

- Simplicity. Being conservative. Watch how revenues develop over the next few months, flexibly, and then begin to approve extra projects.
- Whether rebranding goes forward or rolls back, there are expenses.
- Branches and twigs received 11% and 5.5% of membership dues, respectively.
- Assume a 2% increase in membership fees effective March 1, 2015. The NEC needs to approve this increase prior to Dec 1.
- Assume membership numbers at the September 30, 2014, number (1,357).

**Noted:** Certification revenue has been decreasing every year. There is a desire for certification in the US (Certification steering committee discussion with ACES is already underway).

**Noted:** Carolyn L Burke recommended cutting the member relations coordinator's hours from full-time to part-time. This reduces staff expenses to \$112k from \$132k.

**Noted:** EAC will revisit the member relations coordinator's status if conference revenues take off.

The director of volunteer relations made a late request on behalf of the volunteer management committee for \$500 to implement a volunteer reward. The committee will randomly select 10 volunteers from the Annual Report and give them each a \$50 discount on their conference registration or membership fee. Recipients must be current members. Carolyn L Burke reported this type of transaction (from EAC to EAC) wouldn't actually be referred to in the budget an expense, so there were no changes to the draft budget necessary to accommodate this request.

**Amended motion:** Moved by David Johansen, to approve the budget as amended. **CARRIED.**

### 8a. March 1, 2015 fee increase

**Motion:** Moved by David Johansen, seconded by Moira White, to raise membership fees by 2% effective March 1, 2015. **CARRIED.**

## 9. Appoint branch financial signatories (was agenda item #3)

The NEC reviewed a list of proposed branch signing officers (officials with the authorization to sign cheques on behalf of a branch). The original list contained branch chairs, who are already signing officers, so they were removed from list. The list includes any branch executive or staff who are designated as signing officers.

The list is as follows:

British Columbia: Tiffany Sloan, Peter Moskos  
Prairie Provinces: Catherine McPhalen, Kerri Niblett  
Saskatchewan: Linda Dietz, Perry Millar  
Toronto: Sara Scharf, Tammy Burns, Kerry Fast  
National Capital Region: Carole Hubbard, Ruth Bradley-St-Cyr  
Quebec/Atlantic Canada: Vanessa Bonneau, David Johansen, Karen Schell

**Motion:** Moved by Emily Staniland, seconded by Anne Louise Mahoney, to appoint these people as branch financial signatories. **CARRIED.**

#### **9a. National signing officers**

The NEC agreed to remove Jacquie Dinsmore and Randee Holmes as national signing officers.

**Motion:** Moved by David Johansen, seconded by Lesley Cameron, to appoint Anne Louise Mahoney and Moira White as national signing officers. **CARRIED.**

#### **10. Recording of online votes since previous meeting (was agenda item #4)**

There were three motions since the 2014 Q3 meeting.

##### **October 31, 2014**

**Motion:** Moved by Randee Holmes, seconded by Gael Spivak, that the NEC approve the 2014 Q3 minutes. **CARRIED**

##### **November 24, 2014**

**Motion:** Moved by Lesley Cameron, seconded by Greg Ioannou, that the location of the 2016 conference be changed from Victoria to Vancouver. **CARRIED**

##### **November 26, 2014**

**Motion:** Moved by Anne Louise Mahoney, seconded by Gael Spivak, that the NEC approve the nomination of Brooke Smith as chair of the national magazine committee (formerly *Active Voice/Voix active* committee). **CARRIED**

**Motion:** Moved by Emily Staniland, seconded by Moira White, to approve the three online motions. **CARRIED.**

#### **11. Conferences: Selection of post-2016 locations (was agenda item 12)**

The NEC developed the following list of proposed conference cities.

2016: Vancouver

2017: Ottawa

2018: Saskatoon, Calgary or Winnipeg

2019: Montreal (international conference)

**Noted:** Ottawa's sesquicentennial celebration takes place in 2017.

**Action:** Gael Spivak will talk to NCR about hosting EAC's 2017 conference in Ottawa.

#### **12. EAC Awards and AGM (was agenda item #15)**

Traditionally awards are presented at the conference banquet. The 2015 conference committee proposed moving the awards presentations away from the banquet at the global conference, but the question remains when/where to present the awards? The AGM doesn't necessarily work because finalists don't have to be members of the association.

Some NEC members suggested that presenting the Tom Fairley Award and Claudette Upton Scholarship at the banquet is a good opportunity to showcase to external audiences that EAC provides recognition for editing excellence.

**Consensus:** Present the Tom Fairley Award and Claudette Upton Scholarship at the conference banquet as usual, but move the President's Award to the AGM.

Carolyn L Burke reported having difficulty recruiting judges for Tom Fairley Award. Recruiting has begun, but submissions aren't due until January 2015. What if there are French submissions? Past Tom Fairley Award coordinators on the NEC report this is a known issue and suggested recruiting two judges now, but waiting until the submissions are in in January before recruiting the third judge. Once submissions are in, we will know if we need to recruit a bilingual judge. It was noted that the system is imperfect because if there are French submissions, only one judge can assess the work equally against English submissions.

**Suggestion:** Start a French-language editing excellence award.

#### **12a. New Volunteer Recognition Reward**

The volunteer management committee requested a budget of \$500 to implement a volunteer reward. (See discussion under agenda item #8, 2015 Budget and committee plans.) While this type of transaction (from EAC to EAC) wouldn't actually be referred to in the budget as an expense, the committee does need approval from NEC to give things away for free. The goal of the reward is to provide a perk for volunteers and to raise the profile of volunteers in the association. This goal comes from EAC's strategic plan for volunteer recognition.

**Motion:** Moved by Emily Staniland, seconded by Moira White, to approve the 2015 implementation of the volunteer recognition reward program. **CARRIED.**

#### **12b. Certification (was part of agenda item #10)**

Moira White reports that the certification steering committee is working on a proficiency testing survey, but the timing of this survey may be pushed back to accommodate a rebranding poll. The certification steering committee wants the results of this proficiency survey before it meets in February 2015.

Certification revenue and the number of test-takers in 2015 are lower than estimated. The committee wants to build a question database, but did not submit a budget request. The question bank is currently stored on a committee member's third-party secure file storage/sharing service.

Progress on computer testing is slow. The NEC expects to receive a budget request to produce a pilot computer certification test, but the date for this test has not been determined.

The first *agrément* test (fall 2015) will be computer-based.

#### **12c. Standards (was part of agenda item #10)**

There has been no progress on revising *Professional Editorial Standards*. Moira White sent a work plan to the committee and worked with Carolyn L Burke to develop a committee budget.

#### **13. Becoming a Language Portal of Canada Ambassador (was agenda item #16)**

The Translation Bureau approached EAC about becoming a Language Portal of Canada Ambassador. As an Ambassador, EAC would be asked to promote the Language Portal's fifth anniversary by promoting the Language Portal via the EAC website, social media and email.

The NEC discussed the Language Portal positioning itself as the authority on language and whether this competes with *Editing Canadian English*. It was noted that the links provided by the Translation Bureau for

Ambassadors go to a page celebrating the Language Portal’s anniversary, and not “authority on language” rhetoric.

Some NEC members suggested becoming a Language Portal Ambassador could open the door to reciprocal promotion. Perhaps the Language Portal could link to/promote *Editing Canadian English*.

**13a. Adjournment**

**Motion:** Moved by David Johansen to adjourn.

The meeting adjourned at 5:00 p.m.

**Day 2: Sunday, November 30**

**13b. Call to order**

Greg Ioannou called the meeting to order at 9:07 a.m.

The NEC thanked Moira White, Anne Louise Mahoney and Emily Staniland for stepping up to fill the NEC vacancies.

**14. Actions arising from previous meeting if not addressed elsewhere in Agenda (was agenda item #5)**

<b>ACTION</b>	<b>WHO</b>	<b>DUE</b>
ACTION: Gael Spivak to coordinate updating committee descriptions and mandates and creating templates for those that don’t.	Gael	Feb
ACTION: Each NEC director to review and update their own job description, responsibility and mandate.	ALL	Q1
ACTION: Carolyn to upload committee descriptions and mandates to the NEC DropBox	Carolyn	Done
ACTION: (Carried over from Q3 ACTIONS) Carolyn Burke and Moira White to continue to provide updates regarding the CSC’s development of a business plan for proficiency.	Carolyn, Moira	Ongoing
ACTION: Carolyn Burke to recommend one or two technology solutions for secure EAC file and information sharing.	Carolyn	Done
ACTION: Marie-Christine Payette to spend money previously slated for the printing of French material to hire a writer to create original French documents.	Michelle, Marie- Christine	No longer applicable
ACTION: Marie-Christine Payette to explore the development of French resources, as opposed to the translation of existing resources, and discuss this with Marketing and Public Relations.	Michelle, Marie- Christine	Ongoing

ACTION: NEC members to add the subject line tags [Action Required] or [Decision Required] to NEC emails to help distinguish urgent and action items.	All	No longer applicable
ACTION: Carolyn L. Burke to share the link to ACES training material with Emily Staniland for review.	Carolyn	No longer applicable (links didn't work properly anyway)
ACTION: Carolyn L. Burke to add to the organization chart the Awards Committee under the directorship of Communications and Past-President.	Carolyn	Done
ACTION: Lesley Cameron and Barbara Dylla to review the twig guidelines and circulate comments containing proposed revisions for review at the next NEC Q4 meeting.	Lesley, Barbara	Done
ACTION: Moira White to ask Adrienne Montgomerie to create a tip sheet and video on how to effectively use editors.ca and reviseurs.ca in consultation with Anne Louise and Barb and will report back to NEC by mid-October.	Moira	No longer applicable
ACTION: Carolyn L. Burke to update the editors.ca email address renewal form and other communications with recommendations on how it works best.	Carolyn	Done
ACTION: Randee Holmes to add to the Q4 agenda to have a discussion of the fact that some (key) members are not renewing their memberships.	Randee	No longer applicable
ACTION: Carolyn L. Burke to look into more cost-effective and workable options for maintaining the editors.ca and reviseurs.ca email addresses.	Carolyn	Ongoing
ACTION: Greg Ioannou to review the current policies and, if needed, create a text that will enshrine member decision making power.	Greg	Ongoing
ACTION: Barb Crawford, Lesley Cameron, Barbara Dylla, Anne Louise Mahoney and Randee Holmes to review the social media guidelines and to report back to the NEC whether they need revisions.	Barb, Lesley, Barbara, Anne Louise, Randee	Done
ACTION: Michelle Ou and Moira White to share a list of the number and types of organizations consulted by Costa LeClerc Design.	Michelle, Moira	Done
ACTION: Moira White to distribute to the NEC the remainder of the Branding Task Force minutes.	Moira	Ongoing
ACTION: Moira White to communicate to the Branding Task Force to complete the messaging part of its mandate to the task force and oversee updates to the membership.	Moira	Done

ACTION: Moira White to post a memo to the listserv this afternoon to confirm that the branding issue was discussed at the NEC meeting and that more information on next steps will be forthcoming shortly. Official bilingual communication will be sent to the membership and then to social media. NEC members will deliver to their constituents; Lesley Cameron and Barbara Dylla to take it to the branch chairs list; directors to take it to committees. Michelle Ou to send out an eNews update in the coming week.	Moira, NEC, Lesley, Barbara, Michelle	Done
ACTION: Moira White to ask the Branding Task Force to develop a communications piece that explains the thought behind the brand.	Moira	Done
ACTION: Moira White to find one or two facilitators together with asking a few members to form part of a group to set up a conversation and collate the responses in a meaningful way.	Moira	Done
ACTION: Greg Ioannou to suggest some polling questions and share these with the decided upon platform.	Greg	Done
ACTION: Carolyn L. Burke to let branches know that stoppage on brand rollout will continue at least until the NEC meeting in November.	Carolyn	Done
ACTION: Carolyn L. Burke to prepare a Branding Task Force brief to be sent to the NEC.	Carolyn	Done
ACTION: Greg Ioannou to talk to Meg Taylor, Head of Publishing Program at Ryerson, to discuss what needs to be done with respect to Meeting Professional Editorial Standards.	Greg	Ongoing
ACTION: The office to process the reimbursement of the administration fee charged to the member who cancelled an EAC membership and filed a complaint regarding the portion of the payment retained by the organization.	Carolyn	Done

### **New action items**

**Action:** Each NEC member will review and revise/create his or her own job description by the Q1 meeting. NEC members may find it appropriate to add one or two extra points to describe what they bring to their own position.

**Action:** Emily Staniland will compile the NEC job descriptions by the Q1 meeting.

**Action:** Sébastien Koch will send invites to NEC members to begin testing cloud.editors.ca.

**Action:** Marie-Christine Payette will issue a call on social media for francophone volunteers to develop association marketing materials in French.

**Action:** The national office will update the org chart to include the interim NEC appointments from this meeting.

**Action:** Lesley Cameron will forward comments from the twigs re: twig guidelines to the NEC for review.

**Suggestion:** Create a “How to use website” tutorial if/when new branded site launches.

**Action:** Moira White will check with the branding task force for any outstanding meeting minutes.

## 15. Quarterly reports and business arising (was agenda item #10)

### Director of Professional Standards

Computer testing needs consideration and possibly a budget. The NEC discussed whether proficiency testing should be run by a separate committee. The certification steering committee is protective of proficiency, but does not seem to be terribly interested in seeing it launched.

### Director of Volunteer Relations

The chair of the member services committee has resigned. She said there was too much for the committee to do and not enough volunteers to do it. The committee mandate may need to be re-examined.

The volunteer management committee has established a reward program and wants to create a digital volunteer badge (like a twibbon). This could be adapted for members as well. The NEC agreed this was a great idea, but suggested putting this project on hold until the rebranding issue is decided.

### Marketing and Public Relations

The marketing committee has asked for an update on branding, as well as increased leadership and unity.

**Motion:** Moved by Anne Louise Mahoney, seconded by David Johansen, to give Michelle Ou a voice for the remainder of the meeting. **CARRIED.**

The NEC responded that EAC is a democratic organization and unity is not going to happen.

Michelle Ou clarified the marketing chair is a member of the branding team. The marketing committee requested leadership and a decision on branding because the delayed decisions have been impacting other projects and resources.

### Director of Francophone Affairs

The NEC discussed finding French speakers and developing at French stream for the 2015 conference. Greg Ioannou anticipates having at least one full French stream on one day (a full stream for two days is eight sessions).

**Action:** Barbara Dylla has one French speaker in mind and will email Greg Ioannou with the details.

### Certification

Revenue is down by one-third. For the 2014 administration there were fewer member registrants, but more external registrants than in previous years. Carolyn L Burke reports that Sébastien Koch is taking more ownership of promoting certification (suggesting earlier promotion), but promotion still needs to reach beyond EAC members to for the program to grow. ACES runs boot camps and wants certification. ACES wants a certification test-sitting at their conference in Pittsburgh in March 2015, but the certification steering committee (CSC) can only support one test administration a year.

The CSC is weak on marketing, and placing marketing volunteers on the certification steering committee hasn't been working.

**Suggestion:** Develop canned messages for others (e.g., the NEC) to promote certification.

**Action:** Carolyn L Burke and Moira White will talk to Jennifer Latham re: her external marketing plans for certification.

**Regional director of branches and twigs (west)**

**Action:** The regional directors will send quarterly reports to the branch chairs and twig coordinators going forward.

The Prairie Provinces branch (PPB) hiatus is ongoing. Emily Staniland reports the PPB exec had been unhappy with the distribution of association finances and felt unsupported by national. The branch didn't know what was available or who to talk to for support, and felt national lacks respect for what branches are trying to achieve. The branch needs money to support professional development/programming.

There was considerable discussion about the \$10k in GICs PPB had before joining the association. Carolyn L Burke reports that if PPB were to restructure, the GIC would follow the PPB members; however, if it were to leave the association all together, the GIC would belong to the association.

The NEC generally agreed it sounds like PPB needs to restructure. The branch suffers trying to support geographic disparity (Edmonton, Calgary, Winnipeg, smaller urban areas, etc.).

**Suggestion:** Support forming local groups (precursors to twigs) in PPB.

**Regional director of branches and twigs (east)**

**Action:** The national office will develop CASL sign-up form instructions or a template and send this to the regional directors.

The NEC discussed member attrition. Many branches and twigs report underwhelming workshop registration, and some workshops have been cancelled. Twigs are reporting difficulty providing interesting content and getting members to volunteer.

The NEC discussed whether corporate cutbacks were to blame for some membership attrition and workshop registration. In particular, the Kingston-Waterloo-Guelph twig could have been affected by layoffs at Research in Motion.

The QAC branch requested advice supporting francophone followers on social media. The branch rarely posts French content. NEC members suggested using hashtags to help francophone followers stream branch updates so they don't miss any.

**Action:** Lesley Cameron, Barbara Dylla and Anne Louise Mahoney will include language support in the revised social media guidelines.

**Publications committee**

Anne Louise Mahoney reports Brooke Smith is now chair of the magazine committee and that *Editing Canadian English* is now 95% online.

**16. Approval of Policy and Procedure Documents (was agenda item #18)**

The governance task force has updated the format of EAC's policies. Procedural info that had been written into the policies has been moved to separate procedures documents. Policy statements have been included in the policy documents.

In the case of membership procedures, changes must be voted on by membership. Some were concerned that business practice is being hard-coded into the procedures now, making operations less flexible. For example, it is general practice that EAC's membership fee increases on March 1 of each year; however, in 2015 it would

have been more prudent for this increase to take place on April 1. This change was not possible because the Membership Procedures indicate the fee increase takes place on March 1 of each year was approved by the membership at the 2014 AGM.

#### **Awards and Scholarship Policy and Procedures**

**Motion:** Moved by Emily Staniland, seconded by Anne Louise Mahoney, that we accept the Awards and Scholarship Policy and Procedures as presented.

- Combines two previous policies (OP2: Tom Fairley Award and OP9: Claudette Upton Scholarship), separating the policies from the procedures
- No substantive changes
- Previous past-presidents have found OP2 deeply flawed; review of the awards is flagged for the awards task force (not currently populated)

**CARRIED**

#### **Certification Policy and Procedures**

**Motion:** Moved by Emily Staniland, seconded by Barbara Dylla, that we approve the Certification Policy and Procedures as presented.

- No substantive changes. Wording clarification. Director of professional standards has reviewed the changes.

The NEC discussed whether the committee or the NEC sets the policy. In practice, the certification steering committee dictates what the policy and procedures should be, and recommends the NEC approve them. The director of professional standards provides oversight of this process.

**CARRIED**

#### **Confidentiality Policy**

**Motion:** Moved by Emily Staniland, seconded by Lesley Cameron, that we accept the Confidentiality Policy as presented.

- No substantive changes. Includes reference to twigs, add staff to people policy applies to. Confidential issues include in-camera discussion, email discussion, etc.

**CARRIED**

#### **Conflict of Interest Policy**

**Motion:** Moved by Emily Staniland, seconded by Marie-Christine Payette, that we approve the Conflict of Interest Policy as presented.

**CARRIED**

#### **HR Policy**

**Motion:** Moved by Emily Staniland, seconded by Barbara Dylla, that we approve the HR policy as presented.

There was considerable discussion about the name of policy. Is it a human resources or human rights policy? After reviewing the policy the NEC determined the policy covers both human resources and human rights. This is one policy that has been flagged for research and rewrite. The NEC agreed to approve the policy, but flag it for immediate revision.

There was some debate about whether these policies should have been updated one at a time. The governance task force updated these policies, but who is responsible for updating them going forward? In the past this would have been the NEC's responsibility.

**CARRIED.**

This policy needs to be disambiguated. (Is it a human resources or human rights policy?)

**Action:** Anne Louise Mahoney and Barbara Dylla will disambiguate the HR policy. David Johansen and Moira White will review the revised policy. Deadline: January 2015.

**Privacy Policy**

**Motion:** Moved by Emily Staniland, seconded by Marie-Christine Payette, that we approve the privacy policy as presented.

**Noted:** Privacy is governed by the law, but EAC needs a policy to say how we deal with complaints.

**Amended motion:** Moved by Emily Staniland, that we accept the privacy policy as amended to add "that the executive director is responsible for reporting known non-compliance to the national executive council," to remove "the executive director is responsible for ensuring that the association complies with the Act," and to replace subsequent references to the "executive director" with "privacy officer."

**CARRIED.**

**Volunteer Policy and Procedures**

**Motion:** Moved by Emily Staniland, seconded by Anne Louise Mahoney, to approve the Volunteer Policy and Procedures as presented.

This policy has also been flagged for revision. The revision will include reviewing "volunteer" rhetoric.

**Action:** Emily Staniland to work with the Volunteer Management committee and consult with Barbara Dylla to review the content of the Volunteer Policy and Procedure and propose revised text that better reflects the practices and direction of the Association. Due June 2015.

**CARRIED**

**Membership Procedures**

**Motion:** Moved by Emily Staniland, seconded by Gael Spivak, to approve the amendment to the Membership Procedures, to be voted on by the membership at the AGM as well.

This policy has been revised so that emeritus membership may be granted after any ten years of membership in the association, instead of ten consecutive years.

**Noted:** Because these procedures were adopted by the membership, this revision will have to be approved by the membership at the AGM in June.

## **CARRIED**

### **Expense Reimbursement Procedures**

**Motion:** Moved by Emily Staniland, seconded by Barbara Dylla, that we approve the Expense Reimbursement Procedures as presented.

Revisions to these procedures include reimbursement for checked baggage, ground transportation and return trip, addition of a travel by bus section, flexibility to travel the day ahead, and that per diems must be claimed on the expense request form. The revised procedures also state that scanned receipts will be accepted in 2015, but volunteers must keep the originals for seven years, and deliver them to the auditor if requested.

In discussion it was agreed that until EAC has the capacity to handle all bookkeeping and record-keeping digitally, we should remove the mention of scanned digital receipt reimbursement.

## **CARRIED.**

### **Partnership Policy**

**Action:** Emily Staniland and Greg Ioannou will investigate, research and rewrite Partnership Policy by June 2015.

**Consensus:** EAC should leave the existing partnership policy online until the rewritten version is approved.

## **17. Social Media Guidelines**

EAC's original social media guidelines addressed netiquette, but have since been revised.

**Action:** Lesley Cameron, Barbara Dylla and Anne Louise Mahoney will revised the social media guidelines again, this time to include feedback from this meeting (tweeting during meetings, language support).

The NEC discussed why medium-specific guidelines exist (probably because social media is new to EAC) and whether to create a French LinkedIn group.

## **18. Other business (was agenda item #19)**

### **Membership attrition**

Membership in EAC is declining. Carolyn L Burke reports that attrition was projected following the 2009 fee increase. EAC is currently at the pessimistic projection for membership numbers (although it happened slower than anticipated in the projection).

Other possible factors for attrition include perceived value for membership and layoffs in the government and at organizations like Research in Motion.

Influential members have been leaving the association as well. Some NEC members have heard anecdotally that reasons for leaving EAC are that fees are too high and that people have had negative volunteering experiences. It is also easier to connect with other editors without belong to the association now, thanks to social media.

The national office flags known volunteers whose membership is lapsing for follow-up. Carolyn L Burke has started making personal phone calls and reports that one former NEC member cited the direction of the association and division at the NEC level as the reasons for choosing not to renew. NEC members agreed it would be good if these types of follow-up calls were made at the branch level.

**Noted:** The member services committee drafted an exit interview survey that should be reviewed by the member communication committee.

The NEC agreed it is time to re-examine what EAC is actually offering versus promoting as a benefit of membership.

**Suggestion:** Make the ODE more visible.

#### **19. In-camera session**

#### **20. Adjournment**

**Motion:** Moved by Emily Staniland, seconded by Marie-Christine Payette to adjourn. **CARRIED.**

The meeting adjourned at 1:21 p.m.