

2015 Q4 Meeting Minutes
Editors' Association of Canada/Association canadienne des réviseurs
National Executive Council Meeting
Saturday, November 28, and Sunday, November 29, 2015
Indigo Hotel, Ottawa

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Present:

Anne Louise Mahoney	President
Gael Spivak	Vice-President; Co-director, Training and Development
David Johansen	Treasurer
Breanne MacDonald	Secretary; Co-director, Training and Development
Greg Ioannou	Past President
Stacey Atkinson	Director, Branches and Twigs – East
Margaret Shaw	Director, Branches and Twigs – West
Michelle van der Merwe	Director, Communications
Marie-Christine Payette	Director, Francophone Affairs
donalee Moulton	Director, Publications
Elizabeth d’Anjou	Director, Standards and Certification
Patricia MacDonald	Director, Volunteer Relations
Patrick Banville	Executive Director
Alexandra Peace	Recording Secretary

Regrets:

Emily Staniland

SATURDAY, November 28, 2015

1. Call to order

Anne Louise called the meeting to order at 9:05 am and thanked the members for attending. NEC council members are welcome to tweet to the hashtags #EditorsNEC and #RevisuersCAN.

MOTION

Margaret moved to give Patrick a voice at the meeting; Michelle seconded.

Carried

2. Approval of agenda

MOTION

David moved that the agenda be approved; Stacey seconded.

Carried

3. Review of action items from the previous meetings: 2015Q2 and 2015Q3

Q2 and Q3 meeting action items done except for the following:

#	Action Item	Person(s) Responsible	Due Date
	Action Items arising from Q2		
1.	Patrick Banville to look into how, why, and where the bookkeeping system for the branches is not working and suggest solutions.	Patrick Banville	ASAP
2.	Bring the question of a partnered conference with ACES in Chicago in 2019 to the next quarterly meeting to discuss further.	NEC	April, 2016
3.	Moira White and Michelle Boulton to communicate with the Certification Steering Committee about the file sharing software.	Patrick	ASAP
	Action Items arising from Q3		
4.	Michelle V. to provide revisions to social media policy.	Michelle	ASAP
5.	Patrick to find Adobe Connect password.	Patrick	ASAP
6.	Create task force to review branch and twig administration.	Stacey Margaret	ASAP
7.	Patrick and Elizabeth to write a task force brief for the new standards task force.	Patrick Elizabeth	ASAP
8.	Michelle to combine committee descriptions to create one for the new communications & marketing committee.	Michelle v.	ASAP
9.	Anne Louise to contact Michelle Ou regarding updating the membership renewal email copy.	Anne Louise Michelle Ou	post-launch
10.	Patrick and Breanne to look into booking 2017 conference venue.	Patrick Breanne	ASAP
11.	NEC to inform members of the discontinuation of Interactive Voice.	not assigned	once date known
12.	Anne Louise to keep in touch with Tamra Ross about a Karen Virag award.	Anne Louise	ongoing

Patrick updated the NEC on the new website:

The website will be updated in an iterative approach. That is, instead of waiting until everything is done (which may take an inordinately long time), the website will be launched and new navigation, content, badges, tools and so forth will be updated as they become ready.

The NEC is concerned that the new website will not be perceived to be any different than the last one. The membership will need some information about what to expect from the new website.

ACTION: Michelle Ou to manage member expectations by writing a blog post or mentioning this in an e-news bulletin before the site launches.

NEC discussed the dissolution of Interactive Voice. It is not useful and creates a hole for spammers. However, the association needs to make sure that the functions that Interactive Voice is supposed to fulfill are happening elsewhere. The job board will be better on the new website; the NEC voting can easily happen elsewhere (possibly Survey Monkey); member discussions can happen on either the listserv or Facebook.

4. Recording of online votes since previous meeting

There were twelve online votes from September 21 to November 29, 2015. These are listed in Appendix A.

5. NEC votes

The NEC discussed various issues concerning the online voting: abstentions from not voting as opposed to real abstentions; using Survey Monkey instead of Interactive Voice; needing to find a balance with timing between call and vote.

6. Setting up a central repository for correspondence

The NEC discussed various merits/disadvantages of using Dropbox versus Google Drive. It was decided that NEC would use Google Drive for now. Breanne will email information to anyone requesting it. The NEC was reminded that the files must not be deleted or renamed as that action then happens to everyone's document.

7. Training and development portfolio update

Anne Louise noted that the training and development portfolio contains conference, students, and training at the moment. These are all big and the work needs redistributing. She suggests that the following happen, and will contact Emily to see if this works for her:

- Emily to take over training
- Breanne to remain as secretary and take over conference
- Gael to take over student relations committee

ACTION: Anne Louise to contact Emily to see if the changes to training and development portfolio work for her.

ACTION: Emily and Breanne to discuss AGM/online training.

8. Budget 2016

The NEC discussed the budget at length. David thanked Patrick for the work done on the budget.

Patrick brought a comparison of 2015 and 2016 budgets to the NEC and noted some differences between the two years: conference will be smaller this year; membership is dropping. He suggested that a realistic membership goal for this year is to increase to January 2015 levels (1333 members). A decrease (100 members) in general membership has been countered by an upward trend from student affiliations. The NEC should be concerned by how tight the budget is; there is nothing in reserve. If anything derails in the website launch, the budget has no contingency fund to deal with it.

The NEC discussed this from various angles:

- Should there be added fees for services (ODE brings in \$40,000 revenue), or is the fee seen as too much for services offered?
- Is the cost of joining the organization perceived as too high for the value?
- Should services be bundled for a lower overall fee or kept separate for those members who don't need all the services (for example, in-house editors)?
- Maybe the discussion of why Editors Canada exists, what it offers members, and why the membership is declining should be dealt with at the strategic planning session on Monday?

ACTION: It would be useful for the member services committee to update the comparison of different associations to see what the fees are and what benefits are offered.

Patrick noted that the ODE brings in too much money to be able to cut those fees. However, the email (@editors.ca) only brings in \$3600 and could be cut.

The suggestion of dropping the fee for the email and making it part of the membership fee had the following points:

- shows the association is changing, listening to the members

- good branding if more people take advantage of it
- helps keep members belonging to the organization (once it's on the members' business card/website/email signature)

In addition, the NEC discussed various other revenue sources or savings:

- drop ODE fee to \$50, hope that then more members pick it up
- add new trainer's directory for a fee (or combine with ODE fee)
- meet three times a year instead of four (pros and cons discussed here and later)
- include revenue from planned new online training

Patrick suggested that this year (2016) should be a rebuilding year: increase membership by working on member services. Some other points of discussion included:

- make sure that members know that if they are unhappy about the fees, they can ask to have a discussion about it put on the agenda for the AGM
- make sure that not just book editors are represented
- make sure that employers know about/will use the association as a source for hiring editors/proofreaders

Finally, the NEC briefly discussed corporate/affiliate memberships. Stacey and Patrick expanded on the idea of several editors grouping together to purchase membership at a group rate. Gael pointed out that Editors Canada has a policy and procedure on affiliate membership, and that the NEC can set the rate for these.

9a. Budget 2016, continued after break

MOTION

David moved that the NEC adopt the 2016 budget as presented; Margaret seconded.

The NEC discussed the budget further. The NEC asked specific questions of Patrick. It was noted that some information is in the wrong place. Patrick reminded the NEC that these figures represent a budget, not figures that are actually spent, so adjustments can be made later. Several action items arose out of the discussion.

Items of note from the discussion:

- membership is down in Toronto
- revenues were collapsed last year, going forward, revenues will be broken down into more categories
- top three areas of revenue: conference, certification, membership
- Agrément brought in enough income this year to allow certification to break even
- office computer/server are old and need replacing, needs a line item in the budget

- need a chair to lead a task force on branch/twig governance/funding (use current model in budgeting for now; discuss over the next year)
- certification test setters will meet in January 2016 this year instead of November 2015, so it looks like two meetings in 2016 instead of one (but really just a scheduling issue, not an increase in the number of meetings)
- certification honoraria higher, though number of tests lower
- certification is losing money (and add Sébastien's salary)
- standards budget seems low
- no budget for training and development
- 10 percent of budget goes toward NEC quarterly meetings

ACTION: Patrick will correct draft budget spreadsheet and circulate it to the NEC.

ACTION: Patrick to look into the Book Publishers Council membership.

ACTION: Patrick to look into reducing credit card charges.

ACTION: NEC to rethink branch/twig/national fee structure.

ACTION: Patrick to ask certification steering committee about budget discrepancy.

The NEC still needed time to discuss certain budget items, particularly the quarterly meetings.

MOTION

Elizabeth moved to table the motion to adopt the budget; Margaret seconded.

Carried

9b. Budget 2016, continued after lunch

The budget discussions continued after lunch. The NEC discussed the advantages and disadvantages of having four face-to-face meetings per year. Highlights of the discussion included:

- the expense of the meetings
- whether three meetings could be held instead (October [3 days], February, June)
- Patrick will know by May whether funds are available for the usual fall meetings (September and November)
- the fall budget meeting should be face to face
- face-to-face conversations give high return for the expense
- value of the number of meetings (volunteer-run association needs the discussion that arises from in-person meetings; much more action arises from the in-person meetings)
- suggests thinking of cheaper ways to do the meetings instead of cancelling one of them (cheaper place to stay, double up on rooms for those able, stay in cheaper cities instead

- of moving around the country)
- if membership increases, then the budget can support the meetings
- think about getting rid of the June meeting, as it may be the least effective
- if the NEC meeting is held before the conference in June, people may be fresher
- having two NECs (outgoing and incoming) in one room is inefficient; orientation is often better one on one with the new NEC
- Ottawa is the cheapest place to hold meetings due to where NEC members live (travel is the biggest expense for meetings)

ACTION: Patrick to look into holding the June meeting before the conference instead of after.

ACTION: Patrick to look into reducing NEC quarterly meeting fees and report back to the NEC.

10. Discussion of issues/needs for committees

Breanne circulated a report on committee needs, and action items were generated to deal with the issues. It was noted that committees sometimes don't know who to call at the office. However, there is a list of people and what they do on the website, and committees can always ask their directors.

ACTION: NEC members to contact Anne Louise with any suggested names for judges for the Tom Fairley Award (non-Editors Canada member; preferably in-house).

ACTION: Michelle v. to talk to marketing committee about getting publishers to know about Tom Fairley Award.

ACTION: Gael to send Tamra Ross (Awards) some documentation on how the committees/chairs/directors/NEC relate.

ACTION: Patricia to talk to Tamra Ross (Awards) about volunteer recognition.

ACTION: Anne Louise to talk to Tamra Ross (Awards) about the task force documents.

ACTION: Patrick/Breanne to inform the conference committee when budget finalized.

ACTION: NEC to make suggestions for non-member speakers or networks to approach. Contact Wendy or Mike at 2016conferencespeakers@editors.ca.

ACTION: Patrick to look into registering with British Columbia to access local funds for the conference.

ACTION: Patrick to send quarterly budget updates to Comité des affaires francophones. (He is planning on monthly updates.)

ACTION: Patrick to send a website plan/timeline to Communications and marketing to send out to all committees (in particular, Nancy Foran was asking for one).

ACTION: Communications and marketing to assist Editors Ottawa-Gatineau with rebranding communications.

ACTION: Stacey to speak to Québec-Atlantic Canada branch about funding of publicity banner.

ACTION: Republicize the need for CSC members from eastern Canada and the prairies.

ACTION: Stacey to talk to Nova Scotia twig about policies and procedures.

11. Prairie Provinces branch

Anne Louise updated the NEC on the status of the Prairie Provinces branch. She has been in communication with them recently.

Emily, who had been involved, is now moving to Victoria so is not involved now. Anne Louise had a conference call with several members of the branch last week. Next week, a survey of current and recently lapsed members will find out what they want, what they value, whether they want a branch or twig structure. Results will come in by early January.

ACTION: Anne Louise will stay in communication with the Prairie Provinces branch and update the NEC as necessary.

The Society of Technical Communicators is also trying to revive their Prairie branch.

12. Regional directors of branches and twigs

Margaret and Stacey gave an update on the status of the branches and twigs. They also talked about a carefully crafted request for volunteers that they sent out, possibly ineffectively (they wondered whether it had been shared with all members as they had intended, given that some branches have not only a chair but also an administrator, and that the communication channels were not 100% clear). There was some discussion about communications with/governance of/funding formulas with branches and twigs.

Gael noted that there are policies and procedures on branches and twigs, and these may answer some of Margaret's concerns.

ACTION: Margaret to be in contact with the Calgary twig.

Stacey noted that the Kingston twig is experiencing some difficulties at the moment.

ACTION: Stacey to visit the Kingston twig during a meeting for consultation.

13. Role of paid branch administrators

Karen Schell currently providing administrative duties for twigs. Twig administration to be moved back to the office at some point this year.

14. Twig for New Brunswick

NEC discussed the feasibility of having a twig in New Brunswick. There are five members, but all in different cities. There are more editors in NB than there are members. Online training may be helpful for attracting new members. donalee mentioned that PWAC (Professional Writers Association of Canada) is active in NB. She will look into any way of coordinating with them, offering speakers and so forth. Stacey will try a conference call to members from Atlantic Canada. Greg noted that New Brunswick is a province that uses Editors Canada certification as a standard on their government standing offer list (editors don't have to supply samples if they are certified).

ACTION: donalee to ask PWAC about their activities in New Brunswick and discuss with Stacey.

ACTION: Stacey to contact members out east by conference call to discuss issues.

ACTION: Stacey will do a presentation on Editors Canada next time she is in the Maritimes.

15. Orientation Kit (support package) for branch executives/twig coordinators

Stacey put a spreadsheet together outlining what social media the various branches and twigs use. In addition, she found three documents that can be used to build a comprehensive support package for branches and twigs, and will build one.

ACTION: Stacey to prepare a support package/toolkit for the branch and twig administrators.

ACTION: The branches/twigs task force will regroup after the strategic planning session to assess what needs to be done next.

16. Partnerships

The policy and procedure voted on by the NEC gives Gael permission to start proceeding. She reminds the NEC that they will have to vote on each agreement. Gael, in consultation with others, has started working on wording for the agreements. They will bring it to the next NEC meeting.

The NEC discussed what should be included in the agreement: just conferences or professional development, including conferences and online training. Greg noted that Editors Canada did make an agreement with the American Copy Editors Association (ACES) in 2014. Should

publications be included in the items that could be discounted to partner organizations? Editors Canada members don't get discounts for ECE 3 in print, just online. Editors Canada also publishes *Meeting Professional Editorial Standards*; possibly discount to members but sell at full price to non-members.

ACTION: Patrick to look into what kind of discount Editors Canada can offer its members for publications and what difference that would make to the budget.

The NEC discussed the various advantages and disadvantages of making money from expertise, how that is related to standards and certification, whether what has been volunteered in the past (for example, to Australia) can be charged for.

MOTION

Moved by Elizabeth that the vice-president pursue partnership opportunities for Editors Canada in the areas of conferences, training, publications, exchange of services, and possibly job boards; seconded by Gael.

Carried

ACTION: Gael to pursue partnership opportunities and bring them back to the NEC.

Gael and Neil James (from PLAIN [association for Plain Language]) have been talking about formalizing reciprocal conference discounts. In addition, Neil would like some help with conference organization documentation. The NEC discussed this, and it was agreed that Editors Canada would help him, but would ask for a voluntary contribution toward an award (such as the Lee d'Anjou Volunteer of the Year Award).

ACTION: Gael to talk to Neil James from PLAIN, give him conference organization documents, and ask for a voluntary donation toward Lee d'Anjou Award.

IPed (Institute of Professional Editors Limited) Council (Australia) has agreed to grant full or professional membership to members who have become certified (they have similar arrangements with SfEP and the Board of Editors in the Life Sciences).

ACTION: Elizabeth to make sure the certification steering committee knows about membership in IPed for certified Editors Canada members.

ACTION: Gael is discussing an agreement with ATIO (Association of Translators and Interpreters of Ontario) and will bring it to the NEC for approval.

ACTION: Elizabeth is going to look into the English-language component of the Canadian Language Museum exhibit, and Marie-Christine will look into the French component.

ACTION: Marie-Christine will go back to the Network of Translators in Education to talk about

partnerships once the partnership policy and procedures have been translated.

The Translation Bureau hasn't updated The Canadian Style in 18 years. Greg suggested that we partner with them. Gael has lots of info, if NEC wants to talk to them.

ACTION: Gael to approach the Translation Bureau about participating in the advisory panel.

17. Better serving our francophone members

Newer projects are having a francophone component: partnerships and online training.

About 10 percent of members are francophone; presumably there would be more if francophones saw themselves as part of the association.

Marie-Christine noted that the francophone affairs committee suggested that some promotional materials be prepared to promote the organization to francophone editors and employers. The committee has been working on this (brochures and posters), but they need a marketing and communications plan and will continue to work on this.

The NEC discussed how better to serve francophone members, with the following points made and corresponding action items generated:

- Monitor Twitter in French; get someone who is already on social media to help with that.
- Services for francophone members still not at par, but where to start; Marie-Christine spending volunteer time translating rather than working as director.
- Many documents still need translating; every project the association considers should be thought about right from the beginning as needing translating.
- Look at what services the association is offering, and in what language; maybe some services would be very easy to also offer in French; member services to take this on assessment, and find someone francophone.
- Should there be a survey of francophone members to see what they want? Should these questions be added to the member survey? Sometimes surveys aren't effective at getting the information; conversations may be needed as well.
- Editors Québec-Atlantic gave lots of volunteer-of-the-month names to Patricia; should get these names out on francophone social media; Nancy Foran has someone in mind to do the profile interview in French.
- What about the enews updates in French? Could a template be constructed such that the translation can happen more easily and quickly?
- Are there francophone website beta testers?

ACTION: Patricia and Marie-Christine to talk about organizing the volunteer of the month interview in French.

ACTION: Marie-Christine will contact Suzanne Aubin to ask for help in monitoring francophone social media.

ACTION: Patricia to ask the member services committee to make an assessment of what services are offered and in which language and to find a francophone member to help out with this.

ACTION: Marie-Christine to keep the NEC informed about the francophone affairs marketing and communications plan.

ACTION: Patrick to check on francophone website beta testers.

18. Website update

Patrick updated the NEC on the new website. He explained that although originally beta testing was to start in November, the office staff found enough issues for the developer to work on in October. Beta testing will now start in December, with more internal fixing scheduled for January. The launch date has been set for February.

The website will have much of the same content when it goes public, and material such as badges, navigation, and so forth will be updated post-launch. There will be a carousel of new information right on the front page.

19. Promoting the association

Some confusion has arisen, especially on social media, about our name: Editors' Association of Canada vs Editors Canada; losing the EAC initialism. Some points were made as follows:

- the first use should be the legal name of the association (with "Editors Canada" in parentheses following the legal name); subsequently, Editors Canada can be used; Editors Canada is already the short form, not EC
- the NEC should lead by example
- Gael is continuing to outline the legal name and its short form on social media as it comes up
- any changes that arise organically over time can be brought to the NEC by the members

A member asked the NEC to monitor other groups on social media (like writers) who talk about editing to answer questions that may arise and clarify assumptions. The NEC suggested that that seems outside the scope of the organization, but that the following may help:

- work already proceeding on partnerships
- send information about Editors Canada to the main organization
- provide a boilerplate/group of links/places on our website to our members to share on an as-needed basis wherever they find they can; inform our members regularly of this

- create a ‘for writers’ page on our website; tell specific people known to be both writers and editors to publicize on social media

ACTION: donalee to get the publications committee to write up a page for the website with information that writers might want to know about editors/editing.

The NEC discussed the creation of a promotional video. It had been suggested that a video be created about member benefits. However, the NEC decided it would be more effective/good promotion for the organization if it had free instructional stuff and was fun. Patrick knows someone who could do the filming; Stacey knows someone who could provide royalty-free music for credit.

ACTION: Elizabeth to ask James Harbeck about performing (developing topic, acting, singing) in a promotional video in both English and French.

The NEC adjourned for the day at 4:35 pm.

SUNDAY, November 29, 2015

20. Membership numbers

The NEC discussed supporting the twigs and branches, as they are on the frontline for recruiting new members.

- Some of them have their own web pages, but it was noted that they don't necessarily have the logo or the correct name of the association. Gael reminded the NEC that the style guide (there are actually seven) is applicable on the websites.
- The web pages of the branches and twigs need to be kept updated. For example, the Editors Québec-Atlantic page hasn't been updated since September.
- Some twigs are small enough that two enthusiastic people can get a twig going, but if something happens to them (illness, overwork), the twigs could easily fall. There should be a better plan for what to do when this happens—a succession plan.
- The new regional coordinators, Margaret and Stacey, are doing a great job now, but in the past, national office has refused support to twigs and branches. Patrick could send an e-news message about the change that could help dispel the perception that twigs and branches have no one to go to for help.
- The website should make it really easy to join with a join/renew now button. Patrick informed the NEC that that will be on the new website, and that findaneditor.ca now takes you to the Online Directory of Editors.

ACTION: Anne Louise to consolidate the style guides on the Editors Canada website.

ACTION: Breanne will put the new style guide into Google docs (once updated).

ACTION: Margaret to contact David Hedley directly about how to support the Calgary twig.

ACTION: Patrick to send an e-news message as an update after his first six months, letting members/twigs/branches know that the office, along with Margaret and Stacey, is available to help twigs and branches.

The NEC discussed how to make it easy for members to find the benefits of membership.

- Greg noted that members often ask for services we already have.
- Elizabeth suggested a 'spread the word' campaign, explain that this is a year of

rebuilding, have ten reasons why it's better than ever, let people know what benefits we do already have, in a 'Did you know?' monthly communication.

- Michelle noted that the new communications and marketing committee would be able to suggest a plan to address this issue. She also mentioned that twigs and branches should have a system to resend national information.

ACTION: Michelle to have the new communications and marketing committee develop a plan for letting members know what membership benefits exist.

21. Services for members

The NEC discussed some of the ideas on the member services document circulated earlier. Here are the highlights:

- give email address at no charge (small amount of revenue, big benefit to members)
- keep charging for ODE (too much revenue to lose at this time)
- promote free job posting post-launch (not much benefit if unsuitable jobs; keep an eye on this)
- discount membership by 5 percent if purchasing for two years
- find a new name for Online Directory of Editors because of redundancy (14 years ago, there was also a print version)

ACTION: Michelle Ou to promote job board, post-launch.

ACTION: Patrick to direct Michelle Ou to include the two-year membership discount in the letter to members about the annual fee increase.

ACTION: Gael to look at the governance documentation about three-month notice for any change to member fees next round.

ACTION: Patrick to find a new name for the ODE.

An extended discussion was held about the proposed Directory of Trainers, with the following key discussion points:

- method of creation: separate directory from ODE or part of?
- fees: included with ODE or separate?
- administration: trainer or office staff?

Patrick suggested that a hybrid model of administration may work. For example, the trainers listed in the directory would deal directly with a company, organizing payment, times, and so forth. These trainers would pay to belong to the directory. Other trainers may submit their

credentials to the office staff, who would pass them all on to companies to choose a trainer. In this case, the office would organize the event and receive a percentage of the fee paid to the trainer. Patrick also addressed the concern of how much additional work it would be for the office staff. He suggested that if there is sufficient work, there would be sufficient funds to hire additional staff.

MOTION

Margaret moved that Patrick direct the office staff to look into the feasibility of creating a Directory of Trainers and report back to the executive; seconded by Greg.
Carried

The NEC suggested the following services be promoted more:

- skip the line, announce events to members first (online training)
- access to members-only Facebook page
- listserv as confidential place to ask questions
- member discounts at Staples

ACTION: Patrick will talk to Michelle Ou about sending in-house job ads to the geographically pertinent branch/twig administrators directly as well as posting on the job board.

The NEC discussed rate charts. The Toronto branch used to have a two-page document to send to people asking about rates that gave information about things to think about when hiring an editor. Because Editors Canada doesn't have rates available on its website, people are going to other organizations to get that information. Some issues came up as follows:

- historically important to organization (major reason for start of FEAC)
- seen as a member benefit/service, based on survey
- how helpful they are to new members
- proofreading rates are for proofreading, but the actual work required may be editing
- recommended rates versus rates as they are charged (information from survey)

ACTION: Michelle v. to direct the communications and marketing committee to organize information from the survey on rates and publish in a members-only part of the website.

Gael is already working on membership discounts to other associations.

ACTION: Patrick (already working on a member badge) will also look into "member since" badges, certification badges, and so forth.

ACTION: Breanne and Patricia to talk about the 'Ask an Expert' idea, develop it, and bring it back to NEC.

The NEC briefly discussed mentorship, with Elizabeth suggesting some fundraising for it to be able to hire some administrative support staff. Gael has lots of information about what other organizations are doing on this.

ACTION: Anne Louise to continue working on mentoring as a member benefit. (Note: the committee is having trouble finding a chair.)

ACTION: Patrick and/or member services committee to look into discounts for Chicago Manual of Style online, Oxford English Dictionary online, Scientific Style and Format from the Council of Science Editors, books published by Profile Books, Lynda.com. Patricia to ask Susanne Purkis about what other editing organizations offer.

22. Communicating with members

Michelle noted that committees have been creating their own marketing materials, and that there has been no working national marketing committee. However, now that there is a national committee, it will be developing a national plan and is interested in hearing about the branch and twig plans. Susan Chambers and Donald Byers can be contacted about this.

The committee chairs need a method of communicating with each other and with the branches and twigs. There is an email list set up for that.

ACTION: Michelle will start a conversation on the committee chairs list.

Gael brought the NEC up to date on the Facebook and LinkedIn groups. The LinkedIn groups have not been active, and one problem with them is an inability to share documents. The Facebook groups seem to be active; the certification one is very busy, but Editors Canada did not start it and often does not have a presence.

Elizabeth noted that the certification committee is fully booked with what they have already agreed to do, but she will try to find someone to monitor the groups that may or may not be on the certification committee.

ACTION: Elizabeth will talk to committee to find a person to monitor the Facebook and LinkedIn certification groups.

The NEC discussed a welcome package for new members and new entries on the membership list. The member services committee will look into the welcome package, and Patrick will talk to Michelle Ou about adding an explanatory note about the membership directory to the initial email.

ACTION: Patricia to continue working with the member services committee to develop a welcome package for new members.

ACTION: Patrick will talk to Michelle Ou about adding an explanatory about the importance of the membership directory.

23. Member retention

The NEC discussed marking anniversaries; whether certificates could be issued, handwritten or automated; whether the Editors Canada logo available now for members to put on their own websites could also show significant anniversaries (10 year/25 year); and whether anniversaries should be announced in the e-news updates.

ACTION: Patrick will look into the implementation of badges that say ‘member since X’ year.

ACTION: Patrick to ask Michelle Ou to add anniversaries to the e-news updates.

ACTION: Patrick to look into/ask Michelle about sending a letter to members whose membership lapsed within six months inviting them to rejoin and tell them what’s new.

24. Standard Freelance Editorial Agreement revision

ACTION: Greg and Elizabeth will continue to look at the definitions; when they are done, the definitions will be sent to Anne Louise.

25. Student affiliates

Gael informed the NEC that to remain revenue neutral, the association needs 260 student affiliates, and brought some questions to the NEC about the student affiliate program:

What students (from which editing programs) currently hold Editors Canada student affiliate status? The NEC is unable to answer this question.

Can the committee recruit from non-editing educational programs, such as journalism/writing? Would they ever become full members? Do we want to have a non-editor affiliate status? What could the association offer these people?

The NEC discussed this last question with examples drawn from those around the table who came to Editors Canada from a variety of non-editing beginnings. The consensus was that the student affiliate committee should feel free to recruit from any program that has an editing component.

ACTION: Gael to let the student affiliate committee know that they should feel free to recruit from any program that has an editing component.

At the September meeting, in a chart depicting what members versus students get, a discussion arose about the need a student might have for a mediator in the case of a bad internship. This generated an interest in providing information to people thinking of or involved in internships.

The committee is interested in knowing what product to produce. Some ideas were as follows:

- brochures/web pages outlining what information is out there
- policies and procedures suggested for internships (but is this necessary, given that legislation is in place?)
- information similar to those for editing theses
- general frequently asked questions about advantages, things to watch out for, testimonials

The NEC agreed that broad guidelines with general information for students thinking about internships would be most useful.

ACTION: Gael will talk to the committee about what information on internships to produce.

26. Volunteer directory

Patricia asked about where the committee might find some of the documents they might need for the volunteer directory.

ACTION: Gael and Patricia to talk about documents for the volunteer directory.

27. Agrément tests

Patrick noted that 95 people wrote the French test; about half of these were members.

A French version of the policy and procedures is needed so members can vote on it at the AGM. It should be based on the English version (same template).

ACTION: Marie-Christine to ask the Agrément committee to create policy and procedure documents using the English template.

28. Certification tests

Patrick informed the NEC that 37 people wrote certification tests this year, although 42 paid to do so; 96 wrote the Agrément tests, although 104 paid to do so. No major problems occurred; Sébastien took care of some minor issues, but overall everything went smoothly.

29. Foundations of editing (formerly “proficiency test”)

Elizabeth informed the NEC that the certification steering committee has come up with a new name, “foundations of editing” (the process for this worked well), and that she will be working with the committee to move the project forward.

ACTION: Elizabeth to work with the certification steering committee to move the foundations of editing project forward.

30. Publications

donalee asked for any suggestions for content for *Active Voice*, especially from francophone members.

ACTION: donalee to connect with Michelle Ou about sending out a request for Active Voice articles in the next e-news update.

ACTION: donalee to connect Active Voice committee and conference chairs for articles for Active Voice.

donalee informed the NEC that the publications committee is up and running.

The promotion of ECE 3 needs to happen, with coordination between the publications committee, the office staff, and possibly the marketing and communications committee. The publications committee (Chair: Nancy Cassidy) has also been charged with making a page to go on the website for writers.

31. Conference 2016 and 2017

Breanne informed the NEC that the 2017 conference has chairs and is looking at venues.

The 2016 conference chairs have a venue; almost have keynote speakers (finalizing contracts); and have postponed the deadline for speaker proposals. Professional Editors Association of Vancouver Island (PEAVI) may be taking on the Friday pre-conference events. Registration will open in February.

donalee extended thanks from the Professional Writers Association of Canada for the opportunity to work with Editors Canada again on the conference.

32. Strategic planning session for 2017–2021

A strategic planning session is happening on Monday, November 30, 2015. The NEC will be taking part, with some other invited members.

33. Exit survey

Patricia updated the NEC on the exit survey. Abby worked on a draft, which is undergoing revision now, and will have something to show the NEC by January.

34. 2016 member survey

The NEC discussed the member survey (worked on by Susan Chambers; circulated by Michelle v.), and the highlights are as follows:

- Should there be questions about in-house salaries?
- Could there be questions about volunteer experiences?
- Should there be a third category of full-time, in-house and freelance on the side?
- Should the questions on Interactive Voice be taken out?
- Should the demographic questions on age be kept in (important for services)?
- Are there questions about how members communicate?

Gael reminded the NEC that the association is lucky to have Susan work on the survey. Susan has been trying to reduce the number of questions on the survey for some time. The questions should be ones that query long-standing issues so that they can be looked at over time.

ACTION: Patricia to talk to Michelle about potential questions on volunteer experiences for the member survey.

ACTION: Marie-Christine to talk to Michelle about potential questions on francophone member benefits for the survey.

ACTION: The NEC should have a look at/review the member survey and send comments to Michelle v. by the end of December.

35. Reimbursement guidelines and per diem

Patrick noted that the Treasury Board recommendations are about \$90, including breakfast and lunch. The Editors Canada rate is \$25 at the moment (breakfast and lunch provided). Patrick suggested that increasing it by \$5 per day would not affect the budget substantially.

MOTION

Margaret moved that we raise the per diem from \$25 to \$30 as of January 1, 2016; seconded by David.

Carried

The NEC also discussed this increase in light of the tight financial situation, and particularly how the quarterly meetings could be less expensive.

MOTION

Elizabeth moved that Patrick work with the NEC to investigate ways to reduce travel and accommodation expenses for quarterly meetings; seconded by Stacey.

Carried

36. Exec reads

The NEC discussed the exec reads and made some recommendations to each other to ensure that the workload is spread fairly among NEC members.

37. Governance documents

Consultation Policy

Gael updated the NEC on the consultation policy. It came to the NEC from a member, has been circulated to the NEC, and now needs to go to the membership for discussion. (Note: because it comes from a member, it cannot be amended by the NEC.)

Gael also brought up the confidentiality policy. It was very broad; it has been made more specific, but still only needs the NEC to vote on it. Gael suggests that the membership be asked to vote on it to make the NEC more accountable.

The NEC then discussed the various methods available to inform the members and allow them a place to discuss the policies (The membership will be able to vote on the policies at the AGM next June.) These methods included email, Facebook, Twitter, listserv. The different methods generate different kinds of feedback and should all be monitored.

ACTION: NEC members to look at the consultation policy and get back to Gael with comments by December 8, 2015.

ACTION: Gael and Anne Louise to then send the consultation policy out to the members for comments.

Privacy Policy

This policy needs looking at in light of new legislation; Patrick will do this.

ACTION: Patrick will look at the new Personal Information Protection and Electronic Documents Act (PIPEDA) and report back to the NEC.

Respect in the Workplace Policy

donalee asked the NEC what kind of policy to make: a high-level policy (for example, treat

people with respect), or a detailed policy; policy to be complemented with a procedures document (for example, how to file a sexual harassment complaint).

Patrick suggested that legislation protects people (by law), and most organizations need detailed procedures with examples of what is and is not harassment and what to do to file a complaint.

Gael reminded that the association already has a code of conduct in the by-laws, and that there are two pages of procedural information in the constitution. The new not-for-profit legislation requires the association to have this former stand-alone policy in the by-laws.

If, between the government laws and the association by-laws, the material is already covered, is this policy needed? Do the policies need to be reaffirmed or publicized in some way to make sure that members know what the association stands for? Do the office staff feel the need to have any more documentation than is already there?

ACTION: Patrick to read the documentation in the by-laws, discuss with the office staff, and report back to the NEC.

Social Media Guidelines

ACTION: Michelle v. is working on the social media guidelines and will bring them back to the NEC.

38. International relations

Gael noted that someone was wondering whether the association could create a bursary or scholarship fund to help one editor per year from outside Canada/North America to come to Canada to write a certification exam.

Elizabeth outlined some past responses to requests for certification from outside the standard cities where group tests are held. Certification can be set up for individuals in any location if there is appropriate adjudication/invigilation. For example, a member in the North wanted to write the certification exam and approached a local college for invigilation. A couple of requests have come from Europe as well, with a Canadian embassy suggested for invigilation. For various reasons, none of these worked out, but there is no reason why it shouldn't.

The certification steering committee has discussed these situations and, next year, is going to actively pursue opportunities to hold the certification tests in smaller places outside of the official test sites. This may increase the revenue for certification with little extra cost.

Breanne and Patricia wondered whether this should be advertised on the website, but Elizabeth noted that the committee would like to continue working on it (itemize list of what needs to be

done, who needs to be contacted, and so forth) before it is advertised.

Stacey suggested that she could help find people at the embassies for invigilation next time a request comes in.

Anne Louise asked about bursaries/scholarships to help one editor per year from outside Canada /North America to attend the annual conference. Breanne suggested that, while this idea is nice/good, it is harder to implement than it looks and seems premature.

39. Twitter chats

Stacey and Breanne updated the NEC on the Twitter chats: two have already happened; they are usually on the second Tuesday of the month; people have joined Twitter to take part in the Twitter chats; next topic may be website editing; topic suggestions are welcome; takes about a month to prepare for one; they are Storified afterwards for those unable to participate.

They asked for help in generating topics for the chats, and wondered if eventually this could be transitioned to the new marketing and communications committee.

40. Other business

- a) Margaret mentioned that she had recapped the September NEC quarterly meeting at a B.C. branch meeting and had received good feedback from the members.
- b) Elizabeth updated the NEC on the activities of the Standards Committee: They are meeting this weekend; taking advantage of available expertise; good material coming out of it. Elizabeth will be updating the brief (including details on member consultation) and will bring it to the NEC for approval very shortly after this meeting.

ACTION: Elizabeth will bring an updated standards committee brief to the NEC shortly.

- c) budget motion

The NEC discussed the motion still on the table. It was felt that more discussion/information was needed before the budget could be accepted, but that some items needed to be known quite quickly (for example, the line items for the conference committee and the fee increase).

ACTION: Patrick and David to work on budget and resubmit to the NEC by email followed by a discussion within two weeks by conference call.

MOTION WITHDRAWN

- d) membership fee increase

The NEC discussed the membership fee increase at length while consulting the various topical governance documents. A cost-of-living increase is required yearly, along with a three-month notice to members. The average cost of living over the last 20 years according to Statistics Canada is 2 percent.

MOTION

Greg moved that, as of March 1, 2016, the NEC increase the membership dues to \$273 (and emeritus fees to \$136.50) as required by the Membership Procedure; seconded by David. Carried

ACTION: Gael to look at the wording in the governance documents on the membership fees.

- e) online training

The NEC discussed a document about online training that Breanne had circulated. The first matter of discussion was how to handle any possible revenue. The branches and twigs traditionally use professional development as a source of revenue.

- money once promised to branches and twigs is hard to take back
- branches and twigs promote event, should be rewarded
- national doing the admin work, should get the money
- money to branches and twigs proportional to members in their area taking the training
- only commit for one year, look at again, no promise for future years
- think about money from members/non-members who are not geographically near in-person seminars
- in-person seminar attendance declining, but good for networking
- discounts for members or surcharge for non-members

ACTION: Breanne to keep working on online training, with revenue to be shared in some form with branches and twigs.

Tagline: “On your screen in 2016.” / “À votre écran au nouvel an” ~ Marie-Christine Payette

41. Next two meetings

The NEC discussed the benefit of travelling around the country (east and west, not just central Canada) against the problem of cost. Anne Louise suggested that a couple of teleconferences may happen between quarterly meetings with a single-topic focus.

2016 – Q1: April 9–10, 2016 (location to be determined – budget issue)

[Note: Easter: March 27; Passover: April 22-30]

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ACTION: Patrick to look into expenses for next meeting; check figures for Ottawa or Calgary and get back to NEC.

2016 – Q2: suggested: Thursday, June 9, in Vancouver (before the conference)

42. Adjournment

MOTION

David moved that the NEC adjourn the meeting; seconded by Marie-Christine.
Carried

The meeting adjourned at 5:07 pm.

Appendix A Online Votes, Q4, September 21 – November 29, 2015

1. MOTIONED by Gael Spivak
SECONDED by Patricia MacDonald
THAT we appoint Wendy Barron as chair of the newly formed student relations committee.

MOTION CARRIED with 8 in favour and 5 abstentions by default. (Sept. 26, 2015)

2. MOVED by Patricia MacDonald
SECONDED by Greg Ioannou
THAT we appoint Abby Egerter as chair of the member services committee.

MOTION CARRIED with 9 in favour and 4 abstentions by default. (Sept. 30, 2015)

3. MOVED by Gael Spivak
SECONDED by Anne Louise Mahoney
THAT the NEC approve the taskforce brief to research and set up a national mentoring program.

MOTION CARRIED with 9 in favour and 4 abstentions by default. (Oct. 4, 2015)

4. MOTIONED by Anne Louise Mahoney
SECONDED by Patricia MacDonald
THAT we approve the minutes of the April 2015 and May 2015 meetings (conducted by teleconference) of the national executive council.

MOTION CARRIED with 7 in favour, 3 official abstentions, and 3 abstentions by default. (Oct. 17, 2015)

5. MOVED by Michelle van der Merwe
SECONDED by Breanne MacDonald
THAT Susan Chambers and Donald Beyers be appointed as Co-Chairs of the Communications and Marketing Committee.

MOTION CARRIED with 9 in favour and 4 abstentions by default. (Oct. 19, 2015)

6. MOVED by Breanne MacDonald
SECONDED by Marie-Christine Payette
THAT the NEC appoint Marsha Fine, Carole Hubbard and Suzanne Purkis as co-chairs for the 2017 conference.

MOTION CARRIED with 9 in favour and 4 abstentions by default. (Oct. 26, 2015)

7. MOTIONED by Gael Spivak
SECONDED by Margaret Shaw
THAT the NEC review and approve the new partnership policy and its guidelines.

MOTION CARRIED with 11 in favour and 2 abstentions by default. (Oct. 28, 2015)

8. MOTIONED by Anne Louise Mahoney
SECONDED by David Johansen
THAT we approve the minutes of the September 2015 national executive meeting.

MOTION CARRIED with 9 in favour and 4 abstentions by default. (Oct. 31, 2015)

9. MOVED by donalee Moulton
SECONDED by Anne Louise Mahoney
THAT the NEC appoint Nancy Cassidy as chair of the publications committee.

MOTION CARRIED with 10 in favour and 3 abstentions by default. (Oct. 31, 2015)

10. MOTIONED by Gael Spivak
SECONDED by Anne Louise Mahoney
THAT the national executive council approve a partnership with the Art of Leadership, for the following:
- Editors Canada members will receive some free passes and a discount to the Art of Leadership conferences (Toronto in November, and the Calgary and Vancouver sessions in April 2016) and an ad in their magazine.
- In exchange, Editors Canada will provide the Art of Leadership with some promotion, in the form of a stand-alone email to members in those three cities, a mention in an e-news update about each of the three conferences, and a post about the conferences on the Editors Canada website.

MOTION CARRIED with 9 in favour and 4 abstentions by default. (Nov. 5, 2015)

11. MOTIONED by Stacey Atkinson
SECONDED by Gael Spivak
THAT the NEC accept the branch signing officers
[as listed in the document *Branch-twig signing officers-2015-2016.docx*].

MOTION CARRIED with 9 in favour and 4 abstentions by default. (Nov. 14, 2015)

12. MOVED by Gael Spivak
SECONDED by donalee Moulton
THAT the NEC change the wording in the new Partnership Policy from

EAC/ACR NEC Q4, November 28–29, 2015

"The Editors' Association of Canada (Editors Canada) develops and fosters partnerships that support the aims and objectives stated in Bylaw No. 1 (2014) of the association."

to

"The Editors' Association of Canada (Editors Canada) develops and fosters partnerships that support the aims, objectives and effectiveness of the association."

MOTION CARRIED with 10 in favour and 3 abstentions by default. (Nov. 24, 2015)