



**EDITORS
RÉVISEURS
CANADA**

Reports

Directors

Q4, November 16 and 17, 2019

Ottawa, ON

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President, Heather Buzila

Quarterly report to national executive council for meeting of November 16–17, 2019

1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)
 - HR committee
 - Honorary Life Membership task force

2. Note successes, accomplishments and challenges from the past quarter
 - I wrote a letter of partnership for the Indigenous Editors Association and contacted all our current partners to reaffirm our partnership agreements
 - I worked with the CSC in the selection of a file-sharing system
 - I worked with the treasurer, the executive director, and the regional directors of branches and twigs to meet with and draft a letter to twigs and branches to request debt forgiveness/donations to help with Editors Canada's debt
 - I have been working with the director of standards and various other NEC members to address the CAP exam situation

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

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the hub: the source of editors and the definitive representative of Canada's editors.	<ul style="list-style-type: none"> • Find synergy with other organizations 	<ul style="list-style-type: none"> • I wrote a partnership letter between Editors Canada and the Indigenous Editors Association • I contacted all our current partner organizations to reaffirm our partnership agreements
Bilingual and Diverse	Diverse	<ul style="list-style-type: none"> • Provide better resources and support for local groups 	<ul style="list-style-type: none"> • I attend my local twig meetings and presented about certification at the October meeting
Innovative and Agile	Innovative: be the lens through which we act and see Agile: don't keep revisiting old stuff; get things done	<ul style="list-style-type: none"> • Work to change the culture 	<ul style="list-style-type: none"> • I am working to promote a culture of positivity and cooperation both at in-person meetings and during online discussion • I am on top of developing situations

			within the organization and respond quickly
Communications and Marketing	Internal: Members have effective communication channels among themselves; members feel consulted on issues important to them	<ul style="list-style-type: none"> • Use social media better 	<ul style="list-style-type: none"> • I am making a conscious effort to retweet and share Editors Canada social media posts • I was involved in the twig and branch financial consultation
Membership: Increased and Engaged	Engaged members: talk about Editors Canada, go to meetings, volunteer	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • I attend my local twig meetings and presented about certification at the October meeting • I continue to promote Editors Canada to my colleagues at work

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

- Work with the Honorary Life Membership committee to implement membership consultation on that initiative
- Continue to support the director of professional standards in her work with the CAP
- Continue to be responsive to emails and to offer help to directors when needed
- Continue to learn about the duties of president

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)

- None

Past President, Gael Spivak

Quarterly report to national executive council for meeting of November 16 to 17, 2019

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

- Student relations committee
- Awards coordinator (should move this to the VP)

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

- Student work
 - Managed the partnership agreement with Simon Fraser University.
 - Wrote text about the transitional fee for students (we had no info at all on our website).
 - Finished the Career Builder (now with director of comms).
- Governance work
 - Helped the finding work task force with governance questions and communications.
 - Helped the honorary life membership task force with writing a revised policy and procedure based on their recommendations.
 - Worked on the rethink.
 - Supported the president in many of her tasks.
- Other work
 - Recruited Sylvie Collin for the francophone advisor role.
 - Found someone to a new video (if it works out, she will do more).
 - Turning some connections into longer-term relationships for the association: International Plain Language Federation Standards Committee and the Spanish Editors Association.
 - Trying to sort out the trademark application.

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

It's on the next page... I can't make it fit here (no idea why).

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures	Update
Represent Canada's Editors / Représenter les réviseurs du Canada	Become the hub: the source of editors and the definitive representative of Canada's editors.	<ul style="list-style-type: none"> • Find synergy with other organizations: <ol style="list-style-type: none"> 1. Working with the International Plain Language Federation Standards Committee and the ISO Technical Committee 37. 2. Helping the Indigenous Editors' Association by providing governance support. 	<ul style="list-style-type: none"> • In progress. Nothing exciting to report. • Commented on their grant application. Waiting to hear about governance help they want.
Communications and Marketing / Communications et marketing	Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none"> • Continue our momentum in communications with partnering organizations: <ol style="list-style-type: none"> 1. Get an acceptable error rates factsheet through member approval and work with other editing organizations to have joint endorsement. There is a conversation on Facebook about this. 	<ul style="list-style-type: none"> • I've run into a bump with this one and it may not happen. Someone says it doesn't make sense without having data on the catch rate reducing the heavier the volume of errors is and what the catch rate is for non-typos such as style points.

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

- Get the Career Builder launched.
- Get the Simon Fraser agreement done and launched.

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)

- none

Treasurer, Michelle Waitzman

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

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

- n/a

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

- Consulted with branches and twigs about reducing the deficit and changing funding formulas
- Failed to qualify for Canada Council grants ☹
- Worked with conference chairs on pricing and sponsorship package for 2020

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

Strategic Priority / Priorité stratégique	Outcome (in the strategic plan) / Résultat (dans le Plan stratégique)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes) / Mesures (à partir de la liste du plan ou d'autres actions que vous avez retenues pour atteindre vos objectifs)	Update (what you have done to advance those actions) / Mise à jour (les progrès que vous avez faits)
Represent Canada's Editors / Représenter les réviseurs du Canada	See page 8 of the strategic plan. / Voir page 8 du Plan stratégique.	<ul style="list-style-type: none"> • Become the authority on editing 	<ul style="list-style-type: none"> • Help assess opportunities to sponsor/attend events to promote Editors Canada • Help facilitate the launch of foundations testing as soon as possible (waiting for CSC update)
Bilingual and Diverse / Bilinguisme et diversité	See page 9 of the strategic plan. / Voir page 9 du Plan stratégique.	<ul style="list-style-type: none"> • Broaden reach geographically, with more local groups and more online benefits for remote groups. 	<ul style="list-style-type: none"> • Help support twigs by replacing formula-based funding with needs-based funding and ensuring funds are used for the

			<p>benefit of members within 2 years</p> <ul style="list-style-type: none"> ● Try to reduce administrative burden for branches by increasing national office tax/ bookkeeping support
Innovative and Agile / Innovation et agilité	See page 10 of the strategic plan. / Voir page 10 du Plan stratégique.	<ul style="list-style-type: none"> ● Get things done. ● Don't proceed haphazardly, but use the right tool for the right job. 	<ul style="list-style-type: none"> ● Analyze new initiatives with a view to make sure they are sustainable/profitable for the organization. Prioritize revenue-generating and budget-neutral ideas. ● Work on strategic pricing that meets the association's needs without overburdening the members, including increases in non-member pricing where appropriate. ● Help move promising initiatives forward quickly, even if they are not in the current plan. ● I am happy to brainstorm with any director/ committee about revenue-generation or cost-reduction ideas.
Communications and Marketing / Communication et marketing	See page 11 of the strategic plan. / Voir page 11 du	<ul style="list-style-type: none"> ● Members are well-informed about the association. ● Our targeted communication activities 	<ul style="list-style-type: none"> ● Keep the NEC (and through them the committees and branches/twigs) informed about our

	Plan stratégique.	reach potential members, clients and employers.	<p>finances using plain language that everyone can absorb easily.</p> <ul style="list-style-type: none"> ● Support the Marcomm team to make sure we are using our budget in this area efficiently for maximum impact.
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	See page 12 of the strategic plan. / Voir page 12 du Plan stratégique.	<ul style="list-style-type: none"> ● Increased membership and retention 	<ul style="list-style-type: none"> ● Help find ways to increase member services through national office with limited staff time (intern?) ● Work with Heather Ross on new membership offerings or membership-included pricing ideas ● Review expenses on member benefits to see if any are costing a lot for little difference to members ● Work with past president when needed to expand student affiliate agreements with editing programs ● Support other partnering opportunities as they arise

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

- Finalize 2020 budget and pricing
- Move forward with twig financing changes and debt forgiveness
- Work with branches to streamline their financial processes
- Continue to seek out revenue-generating or expense-reducing opportunities

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

Secretary, Janice Dyer

Quarterly report to national executive council for meeting of November 16–17, 2019

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

2. **Note successes, accomplishments and challenges from the past quarter**
 - See conference committee report for details
 - Conference venue site visits for the 2021 conference are happening at the end of November
 - Contacted several possible candidates for 2021 conference chair—one individual expressed interest (I should have an update for Q4 meeting)

3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**
 - Mentoring committee: contact student relations co-chairs, encourage participation of student affiliates, learn more about mentors and communicate this info to mentees, create a video for mentors
 - Conference committee: finalize 2021 conference chair; complete site visits for 2021 conference

4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**
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- 5.

Director of Branches and Twigs (West), Shauna Babiuk

Quarterly report to national executive council for meeting of November 16–17, 2019 (Q4)

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

- British Columbia Branch
- Calgary Twig
- Edmonton Twig
- Manitoba Twig
- Saskatchewan Branch

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

- Strong introductions and building of rapport with branch executives and twig coordinators in my region.
- Good collaboration with regional director east, promoting coast-to-coast interaction among branches and twigs. (First set of Zoom meetings took place on the weekend of November 2–3. Successful meeting. Good participation, input, and feedback.)
- Partnered with treasurer, executive director, president, and regional director east to deliver information and gather feedback for financials discussion.
- Current financials discussion is both challenging and stressful, ensuring I can best represent members and the association and make educated decisions as a director; this priority has also affected other goals and initiatives.
- Still so much to learn regarding policies, procedures, and governance. (I was disappointed there wasn't more interest in having a branches and twigs orientation with past president because it would have provided an additional opportunity to learn.)

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

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the hub: the source of editors and the definitive representative of Canada's editors.	<ul style="list-style-type: none"> • Educate my colleagues about Editors Canada and its benefits. • Build awareness among colleagues and others. 	<ul style="list-style-type: none"> • Engaging colleagues and others about the value of Editors Canada in promoting editors and all aspects of editing. • Engaging colleagues and others regarding what it means to be an editor and the important role editors play.

<p>Bilingual and Diverse</p>	<p>Bilingual: Offer all services in both official languages.</p> <p>Diverse: Broaden reach geographically, with more local groups and more online benefits for remote groups.</p>	<ul style="list-style-type: none"> • Become informed of areas requesting availability of resources in both official languages. • Provide better resources and support for local groups and beyond. 	<ul style="list-style-type: none"> • No update.
<p>Innovative and Agile</p>	<p>Try new things; don't be afraid to fail.</p> <p>Get things done.</p> <p>Don't proceed haphazardly.</p>	<ul style="list-style-type: none"> • Use social media better, beginning with familiarizing myself with the social media outlets available. • Take advantage of projects that come up. 	<ul style="list-style-type: none"> • Increasing familiarity with some social media platforms (trying to do a few times a week). • Interest in upcoming social media initiative.
<p>Communications and Marketing</p>	<p>Members feel consulted on issues important to them.</p> <p>Members are well-informed about the association.</p> <p>Members have effective communication channels among themselves.</p>	<ul style="list-style-type: none"> • Use social media better, beginning with familiarizing myself with the social media outlets available. • Improve use of social media outlets among members. • Provide better support to branches and twigs, bringing their requests to fruition. • Have a communications protocol. 	<ul style="list-style-type: none"> • Increasing familiarity with some social media platforms (trying to do a few times a week). • Spreading word of upcoming social media initiative and survey. • Regularly communicating with branches and twigs. • Informing and reinforcing communications protocol between branches and twigs, director, and national office.

<p>Membership: Increased and Engaged</p>	<p>Engaged members who talk about Editors Canada to others, go to meetings, interact on social media, attend the AGM and vote, etc.</p>	<ul style="list-style-type: none"> • Allow this to happen organically through the activities of the association and new services. • Personally engage with local twig and, where possible, beyond. • Use social media and go to meetings. • Reach out to the non-engaged. 	<ul style="list-style-type: none"> • Ongoing. • Attending events with local twig.
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3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities.

- Liaise regularly with branches and twigs execs/coordinators in my region to maintain good partnership and open working relationship (as well as beyond my region, working with regional director east).
- Respond to requests from branches and twigs execs/coordinators.
- Promote interaction and sharing of information between east and west.
- Increase awareness of the Rethink and encourage participation.
- Continue to learn about director role, the governance of Editors Canada, and Editors Canada as a whole.

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports

- None at this time.

Director of Branches and Twigs (East), Anne Curry

Quarterly report to national executive council for meeting of 16–17 November, 2019 / Rapport trimestriel en vue de la réunion du conseil d'administration national des 16 et 17 novembre 2019

1. List the groups or individuals that report through you / Énumérez les groupes ou les individus qui se rapportent à vous (
 - 3 branches (Ottawa-Gatineau, Québec, Toronto)
 - 6 twigs (Barrie, Hamilton-Halton, Kingston, Kitchener-Waterloo-Guelph, Newfoundland and Labrador, Nova Scotia)

2. Note successes, accomplishments and challenges from the past quarter
 - Shauna Babiuk and I are collaborating effectively. We have received positive comments about our "national" approach
 - I have been a member of the ad hoc financial working group that has (a) provided information about the association's financial situation, to twig coordinators and branch chairs (b) consulted with them via Zoom meetings and email, and (c) prepared specific requests for donations (branches) or debt forgiveness (twigs).
 - Shauna and I held our first regular meetings of branch chairs and twig coordinators on November 2 and 3. Thirteen persons representing 9 of 14 twigs and branches attended the two meetings.
 - I answered questions and helped with problem-solving, as requested by twig coordinators and branch chairs.
 - Time and time zones are a challenge. Volunteer chairs and coordinators are busy people, and Shauna and I are getting some push back on the number of requests for information they receive from us. The 4.5-hour time difference between the East and West coasts complicates the scheduling of meetings. One solution that works to some extent is to offer two meeting times on the same or different days.

Status update / Mise à jour.

Strategic Priority / Priorité stratégique	Outcome Résultat	Actions / Mesures	Update / Mise à jour
Represent Canada's Editors / Représenter les réviseurs du Canada	Define what editing means and what it brings to the client.	<ul style="list-style-type: none"> • Assist with Editors Nova Scotia/Canada outreach, • Represent Editors Canada in my work and day-to-day interactions 	<ul style="list-style-type: none"> • Ongoing • Ongoing
	Become the authority on editing, certification, standards, training	<ul style="list-style-type: none"> • Provide information and support to twigs and branches to assist them in carrying out this role 	<ul style="list-style-type: none"> • Ongoing, as requested by twigs and branches
Bilingual and Diverse /	Offer all services in	<ul style="list-style-type: none"> • Communicate with branches, twigs and 	<ul style="list-style-type: none"> • Occasionally, assisted with communication

Director of Branches and Twigs (East), Anne Curry

Bilinguisme et diversité	both official languages.	Editors Canada members in the official language of their choice	with francophone members <ul style="list-style-type: none"> Often communicated with Editors Québec chair in French
	Have a better balance of services for francophone members	<ul style="list-style-type: none"> Advocate for an appropriate balance of services when budgeting decisions are being made 	<ul style="list-style-type: none"> Supported the work of the association's francophone adviser
	Broaden reach geographically	<ul style="list-style-type: none"> Examine the feasibility of holding virtual meetings for remote members 	<ul style="list-style-type: none"> No action yet
Innovative and Agile / Innovation et agilité	Try new things	<ul style="list-style-type: none"> Record, or get someone to record, a webinar about using Zoom Encourage twigs, branches, and Editors Canada members to communicate using Zoom more If considered feasible, create a virtual twig in one time zone to test the concept Participate in other projects and initiatives as appropriate 	<ul style="list-style-type: none"> No action yet Ongoing No action yet Ongoing
Communications and Marketing / Communication et marketing	Internal	<ul style="list-style-type: none"> Promote the use of Editors Canada documents and publications, including branch and twig toolkits Revise the welcome kit, branch and twig toolkits, and other documents as needed. Monitor branch and twig websites, and offer praise and reminders for updating, as appropriate 	<ul style="list-style-type: none"> Ongoing Ongoing No action yet
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	Engage members	<ul style="list-style-type: none"> Promote the use of the welcome kit Meet quarterly with branch chairs and twig coordinators in groupings that meet their interests and needs Consult frequently with branch and twig 	<ul style="list-style-type: none"> Ongoing Meetings for branches and twigs scheduled for Q1 and Q2 in 2020, and a meeting just for branches in Q1

		<p>executives, and advocate for their needs and interests as they request</p> <ul style="list-style-type: none"> • If considered feasible, create a virtual twig in one time zone to test the concept 	<ul style="list-style-type: none"> • (in collaboration with Director-West) communicate frequently with branches and twigs by email (same messages to all) • No action yet
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3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)

- Continue to learn the job.
- Continue to collaborate with regional director – west to support branches and twigs in eastern Canada and nationally.
- Facilitate sharing of information, successes, and problem-solving strategies among branches and twigs in eastern Canada and
- across the country.
- Continue to revise and add to the calendar for directors' activities, the various kits, and other documents helpful to branches and twigs.
- Respond promptly to requests for assistance and support from twigs and branches.
- Examine the feasibility of holding virtual meetings for remote members and/or forming one or more virtual twigs.
- Participate in the creation and management of a virtual twig or twigs, if appropriate.
- Work to enhance vertical communication within the association.

4. Your own requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national

Twigs coordinators and branch chairs do not report in this quarter. The following questions/requests stem from recent meetings and communications with them.

- The association apparently does not have either a financial policy and or financial procedures all in one document. Could this be placed on the list of policies and procedures to be developed?
- At present, members have access to the financial summary and the auditor's report, which appear in the annual report. Some branch executive members and twig coordinators have requested access to finer detail of the budget and financial statement. Would the NEC consider granting such access?

Director of Communications and Marketing, Virginia St-Denis

Quarterly report to national executive council for meeting of November 16-17, 2019

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

- Communications and Marketing Committee, Janine Harker, Chair
- *Editors Weekly*, Anna Williams, Editor
- Membership Survey, Susan Chambers, Survey Coordinator
- *Active Voice*, dormant

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

- By the time of the meeting, Susan Chambers should be ready to launch the first of four, smaller, annual membership surveys.
- Social media statistics are now being captured on the Editors Canada subdomain websites (that is, *Editors Weekly*, *Active Voice*, and webinars). This information provides a benchmark to measure the success of future MarComm campaigns. It also provides demographic and interest information, which will help effectively target paid social media campaigns.
- Vicki Gladwish, communications and marketing committee member, stepped down, so I will be implementing the Career Builder MarComm strategy across all communications channels when it is ready.

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

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors	<ul style="list-style-type: none"> • Become the hub: the source of editors and the definitive representative of Canada's editors. • Define what editing means and what it brings to the client. 	<ul style="list-style-type: none"> • Build awareness. <ul style="list-style-type: none"> ○ Create social media cheat sheets • Educate human resource departments about Editors Canada. <ul style="list-style-type: none"> ○ Update and retry Hire an Editor campaign from 2013 • Use training to promote the association. 	<ul style="list-style-type: none"> • Janine Harker has taken on this project • Awaiting final report from finding work for members task force • Working on updating winter webinar flash sale MarComm plan. • Drafting general webinar MarComm plan.
Bilingual and Diverse	<p>Diverse</p> <ul style="list-style-type: none"> • Broaden reach geographically, with more local groups and more online benefits for remote groups. 	<ul style="list-style-type: none"> • Provide better resources and support for local groups. • Expanding international outreach 	<ul style="list-style-type: none"> • Janine Harker has taken on this project. • I will work with the past president to better connect with international partners on MarComm efforts

Strategic Priority	Outcome	Actions	Update
Communications and Marketing	<p>Internal</p> <ul style="list-style-type: none"> • Members feel consulted on issues important to them. • Members are well-informed about the association. <p>External</p> <ul style="list-style-type: none"> • Our targeted communication activities reach potential members, clients and employers. 	<ul style="list-style-type: none"> • Work with Susan Chambers to update and launch small, annual membership surveys • Use social media better. • Provide better support to branches and twigs. • Plan for communicating with potential members, clients (employers) and related partner organizations. • Continue our momentum in communications with partnering organizations. <ul style="list-style-type: none"> ○ Ensure partner organizations are aware <i>before</i> campaigns tag them for member discount 	<ul style="list-style-type: none"> • Expect to release the survey in November or January • Janine Harker has taken over this project • Janine Harker has taken over this project • Awaiting final report from finding work for members task force • I will work with the past president to better connect with international partners on MarComm efforts

Strategic Priority	Outcome	Actions	Update
Membership: Increased and Engaged	<ul style="list-style-type: none"> • Engaged members, who do some of the following: <ul style="list-style-type: none"> ○ Talk about Editors Canada to others. <ul style="list-style-type: none"> ▪ LinkedIn cheat sheet ○ Go to meetings. <ul style="list-style-type: none"> ▪ Facebook Events and Live cheat sheet ○ Interact on social media. 	<ul style="list-style-type: none"> • Reach out to the non-engaged; ask for help/contributions. <ul style="list-style-type: none"> ○ Facebook Events and Live cheat sheet ○ Online polls cheat sheet 	<ul style="list-style-type: none"> • Janine Harker has taken over this project

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

- Implement the MarComm strategy for the Career Builder (November?)
- Create and implement the MarComm strategy for the membership survey (November or January?)
- Implement the MarComm strategy for the winter webinar flash sale (December 9-15)
- Create the MarComm strategy for webinars in general (webinar social media volunteers to implement?)
- Finish and implement the MarComm strategy for *From Contact to Contract* (Paula Chiarcos to provide an update on timing)
- Finish and implement the MarComm strategy for *Edit Like a Pro* (update on timing is needed)
- Finish and implement the MarComm strategy for membership recruitment and retention (in between time-sensitive strategies)

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports

- None at this time.

Director of Volunteer Relations, Patricia MacDonald

Quarterly report to national executive council for meeting of November 16-17, 2019

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

- Facebook group (members-only) monitor
- Francophone adviser
- Improving access to member services task force
- List monitor
- Translation group
- Volunteer management committee

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

The improving access to member services task force has submitted its report and recommendations to the NEC and is currently working on a proposal for a virtual twig.

The volunteer handbook and committee book are close to being ready. Both are either in translation or out for design.

I have been busy contacting people who checked the “interested in volunteering” box when they joined or renewed their membership. Because the software wasn’t working correctly, the names weren’t coming to me in real time, so I have 211 people to contact. The bad news is that another hundred people checked the box but their membership has already expired (although they may have renewed and not checked the box). The good news is that we have a huge number of potential new volunteers, and the real-time notifications are now coming in. I’ve asked John to break the volunteering question into two parts going forward so we can distinguish between people who are already volunteering and new volunteers looking for opportunities.

Challenges: Contacting and following up with 211 members. :^)

I have handed over supervision of the member services committee, the mediator, and the insurance task force to Heather Ross, the new director of member recruitment and retention. Good luck, Heather!

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

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	<ul style="list-style-type: none"> • Work on a gradual shift in culture to be a truly bilingual association. • Broaden reach geographically, with more local groups and more online benefits for remote groups. 	<ul style="list-style-type: none"> • Recruit francophone volunteers to make this happen. • Supervise the task force for improving access to member services. 	<ul style="list-style-type: none"> • We have a francophone adviser now! Yay! This will greatly help me to find francophone volunteers to move this forward. • The task force is working on a proposal for the NEC for a virtual twig.
Bilingual and Diverse	<ul style="list-style-type: none"> • Have a better balance of services for francophone members. 	<ul style="list-style-type: none"> • Recruit francophone volunteers to make this happen. 	<ul style="list-style-type: none"> • The francophone members who expressed interest in volunteering are being contacted. Nancy Foran has taken this on, and I will work with Sylvie Collin to follow up where necessary.
Communications and Marketing	<ul style="list-style-type: none"> • Members are well-informed about the association. 	<ul style="list-style-type: none"> • Work with Michelle to revise documents sent from the office. 	<ul style="list-style-type: none"> • I helped Michelle and Heather Ou revise the member join/renew page. • I have been posting job opportunities from Facebook to the listserv. • I am trying to ensure that student affiliates know about our transition fees.
Membership: Increased and Engaged	<ul style="list-style-type: none"> • Engaged members who volunteer. 	<ul style="list-style-type: none"> • Work on recruiting new volunteers and retaining the old. 	<ul style="list-style-type: none"> • The overview of national committees has been completed and I'm using it as a recruitment tool. It

			will be up on the website soon. Also, as mentioned before, I'm contacting 200-plus potential volunteers.
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3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)

- Work with the improving access to member services task force to finish its proposal.
- Get the overview of national committees up on the website.
- Finish the volunteer handbook and committee book.
- Work with Sylvie to get some francophone volunteers on our committees.

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)

- Nothing at this time.

Director of Member Recruitment and Retention, Heather Ross

Quarterly report to national executive council for meeting of Q4, November 16-17, Ottawa, ON

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

- Member services committee
- Insurance task force
- Mediator

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

- Member renewal messages have been updated in English and a request for translation has been submitted.
- Member services committee has completed website content for resources for in-house editors. Material has been submitted for translation and a request for MarComm support has been submitted.
- Member services committee has taken on an update of “15 Reasons to Join Editors Canada” for the website and a 1-page printable version.
- Insurance task force is currently looking for a new task force leader to facilitate completion of remaining research and write up of a report on insurance options.
- Mediation: the mediator handled one case that appears to be solved and another case is ongoing.

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

Strategic Priority / Priorité stratégique	Outcome (in the strategic plan) / Résultat (dans le Plan stratégique)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes) / Mesures (à partir de la liste du plan ou d'autres actions que vous avez retenues pour atteindre vos objectifs)	Update (what you have done to advance those actions) / Mise à jour (les progrès que vous avez faits)
Innovative and Agile / Innovation et agilité	See page 10 of the strategic plan. / Voir page 10 du Plan stratégique.	<ul style="list-style-type: none"> • Propose new pricing options for bundles or packages such as conference-included membership 	<ul style="list-style-type: none"> • had initial discussions with M.Waitzman & J. Yip-Chuck
Communications and Marketing / Communication et marketing	See page 11 of the strategic plan. / Voir page 11 du Plan stratégique.	<ul style="list-style-type: none"> • communicate the value of membership 	<ul style="list-style-type: none"> • Initial MarComm plan is drafted

<p>Membership: Increased and Engaged / Membres plus nombreux et plus actifs</p>	<p>Increase membership and through greater retention of existing members</p>	<ul style="list-style-type: none"> ● work with committee on an action plan ● continue gathering information 	<ul style="list-style-type: none"> ● Slack workspace has been set up for committee; meeting in early December to move forward
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3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)

- Draft options for pricing options for bundles or packages such as conference-included membership
- Support V. Denis/S.Chambers survey (year 1 questions)
- Complete inquiry about possibility of a member discount for Canadian Press online resources
- Work on a proposal of pricing options for bundles or packages such as
- Work with V. St-Denis to finalize MarComm plan for communicating value & benefits to members
- Work with office to circulate exit survey with an incentive that is separate from membership, specifically a draw for a \$25 online gift card for Chapters-Indigo, in an attempt to get more responses than the first round exit survey.

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

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Director of Professional Standards, Berna Ozunal

Quarterly report to national executive council for meeting of November 16 and 17, 2019

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

- Certification Steering Committee
- Comité Agrément/Principes
- Task force for foundational skills testing platform
- Professional Standards Committee (in development)

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

Certification Steering Committee

- Moved file storage and archiving from Egnyte to Sync; after the pilot exam marking is completed, full transfer will be completed
- Initial research stage completed for multiphase rethink focusing on three specific areas: Foundations, Technology, Test-setting; goal is to finish in early 2020
- Looking for ways to reduce administrative load on office — in progress
- Recruitment of volunteers and all details to run copy editing certification exam on Nov. 16, 2019, are all set and on track

Comité Agrément/Principes

- The chair of the committee resigned October 4, 2019; the committee is left with three members
- There has been a lot of communication with the committee and deep concern about the study guides and the 2019 exam offering
- Our Francophone adviser is helping NEC communicate with the committee and understand its concerns and needs
- Currently, the exam has been postponed indefinitely as we try to negotiate and set a new date
- The committee wants to do a rethink of the whole program, which the NEC supports; however, the NEC wants to deliver an exam to fulfil our obligation to candidates

Task force for foundational skills testing platform

- The task force delivered two excellent documents showing rigorous and thoughtful research that outline the options
- They narrowed down their choice to one particular platform to deliver the foundational skills test

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

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes) /	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the authority on editing: certification, standards, training.	<ul style="list-style-type: none"> Connect with Training and Development director's contact to develop professional standards to include accessibility 	<ul style="list-style-type: none"> Received the information and had a discussion
		<ul style="list-style-type: none"> Discuss and explore the idea of providing certification exams during our conferences 	<ul style="list-style-type: none"> Started discussions with committee
Bilingual and Diverse	Have a better balance of services for francophone members.	<ul style="list-style-type: none"> Find new ways to sustain and nurture the French exams 	<ul style="list-style-type: none"> Currently working closely with Francophone adviser to sustain the program

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

- Help to assemble and guide a new standards committee to update Professional Editorial Standards for its next iteration
- Follow through on Accessibility standards development idea
- Move all Standards committees' files and assets to Sync
- Think of ways to promote Foundations to an international market
- Think of ways to work with Training and Development to offer certificates that do not cannibalize or get confused with certification

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)

- None at this time outside of the committee reports

Director of Publications, Anne Brennan

2019-Q4 report to the National Executive Council
for the meeting of November 16 and 17, 2019

1. Groups and individuals who report through me

- Publications Committee, chaired by Jessica Riches and Paula Chiarcos
 - *ELAP* Subcommittee, chaired by Elizabeth D’Anjou
 - Chapbook Subcommittee, chaired by Paula Chiarcos

2. Successes and challenges during the past quarter

Successes

Editors Canada has generously sponsored me and two members of the Publications Committee to attend the webinar *Practical Ebook Production*.

We’re two-thirds of the way through the course. When we’re finished, we’ll be able to complete and publish *From Contact to Contract*.

We expect to begin marketing it by the end of this year.

Challenges

At the September NEC meeting, Publications Committee co-chair Jessica Riches and *ELAP* Subcommittee chair Elizabeth D’Anjou presented the first volume of *Edit Like a Pro* and explained their rationale for its design and format.

Although they liked what they saw, the NEC directed the *ELAP* Subcommittee to add customized watermarks to each file, to protect copyright.

Jessica, Elizabeth, and I are concerned that this decision was made hastily and without the benefit of research about the efficacy and potential consequences of this approach.

With Heather Buzila’s approval, I have therefore directed the *ELAP* Subcommittee to do the following:

- a. Find out whether it’s possible to add customized watermarks to multiple PDF and Word files in one action.
Does existing software allow this? How much does it cost? Is there any reason Editors Canada couldn’t use it?
- b. Design the watermarks, and write instructions for customizing both the PDF and the Word files for the *Proofreading* volume.
- c. Ask Editors Canada staff members to follow their instructions for customizing the watermarks, then send the customized files to me, Jessica, Elizabeth, and a small sample of people who haven’t been exposed to the project before, as though we were paying customers.

I want them to track their time and calculate the cost of selling one *Proofreading* workbook to one customer.

Although the *Proofreading* volume doesn’t have too many files, some of the later volumes will have hundreds. The time and cost will therefore vary by *ELAP* volume, especially if it turns out

that the watermarks must be added to each file individually. Nevertheless, it's important to begin by analyzing some real data.

I also want them to survey the people who receive the files (other than me, Elizabeth, and Jessica) to find out whether the watermarks affect usability. Are they distracting? Do the users have strong feelings about them, positive or negative?

- d. Consult with potential buyers, editing professors, experts in digital publishing, and other authorities to determine the potential effects of using individualized watermarks on a digital workbook.

We'd like to know the following:

- Are buyers willing to wait for at least one business day before they can download and start using the *Edit Like a Pro* files? How might this affect our sales?

- If we licence the workbooks for use in university courses, are the professors willing to monitor their students' work, to ensure that they're not using pirated files?

Are they able to do this? The workbooks contain answer keys for every exercise. Is it likely that the students will be required to turn in any of their exercises, thereby allowing the professors to look at the watermarks?

- Are there better ways to protect our copyright? If so, how much will they cost, both in terms of technology and in terms of staff time?

- e. Present the results to the NEC and ask for a final decision on the best approach.

Elizabeth and Jessica are worried that taking any action other than items (a) through (c), above, will reinforce the idea in some NEC members' minds that the Publications Committee "doesn't follow directions." They would therefore like the NEC's approval before beginning items (d) and (e).

The Publications Committee report contains this request. Specifically, it asks that the NEC pass a motion such as the following:

The Publications Committee is directed to research and make recommendations for the best way to protect the copyright of *Edit Like a Pro* workbooks and maximize profits. This includes an investigation of the costs and benefits of adding customized watermarks.

I have assured Elizabeth and Jessica that NEC members will be happy to receive the extra information, even if the committee provides it without a formal directive. Although I'd prefer that they begin this work right away, I respect their wish for formal approval before they begin this part of their research.

3. Priorities for the next quarter

- Help the Chapbook Subcommittee complete and begin selling *From Contact to Contract*.
- Encourage the *ELAP* Subcommittee to complete its research and present the NEC with solid data and a recommendation for how to best protect *ELAP* copyright.

I'd like them to do this by January, if possible, so we can begin selling the *Proofreading* volume early in the new year.

- Work with the Chapbook Subcommittee to plan other chapbook topics.

I'd like to begin work on a second chapbook by 2020-Q2.

4. Requests and questions for the National Executive Council

Requests

- Please grant the Publication Committee's request for an amended directive concerning *ELAP* file protection.

As outlined above, with Heather's approval, I've already directed the *ELAP* Subcommittee to research the possibilities and present its findings, together with a recommendation for how to proceed. It would ease the members' minds to know they have more than just my encouragement to do this.

They want to rebuild their relationship with the NEC. Granting this request will go a long way toward helping them achieve that goal.

Questions

- The first chapbook was written by Karin Cather, who donated her time for the project.
As far as I know, there has never been a budget item for writing a chapbook.
Should there be? If so, how much should we offer?
- Greg and I have talked about asking webinar authors/presenters to write chapbooks to support their webinars.

However, the author/presenter of the webinar *Practical Ebook Production* isn't enthusiastic about this idea, because she fears it might undercut her recording sales. We'll need to take this into account when planning other publications.

Do members of the NEC have other ideas for chapbooks?

Executive Director, John Yip-Chuck

Quarterly report to national executive council for meeting of November 16 and 17, Ottawa

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

- National office staff

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

- Uncertainty and eventual cancellation of agrément exam caused a lot of extra work for professional standards staff and myself dealing with the crisis and extra communications with those directly involved.
- Member, branch and twig services suffered because of agrément crisis
- Established contact with University of Guelph-Humber College career centre
- Facilitated possible new partnership with Administrative Professionals Association

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

Strategic Priority / Priorité stratégique	Outcome (in the strategic plan) / Résultat (dans le Plan stratégique)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes) / Mesures (à partir de la liste du plan ou d'autres actions que vous avez retenues pour atteindre vos objectifs)	Update (what you have done to advance those actions) / Mise à jour (les progrès que vous avez faits)
Represent Canada's Editors / Représenter les réviseurs du Canada	Define what editing means and what it brings to the client.	<ul style="list-style-type: none"> Educate the public Do presentations to promote the association 	<ul style="list-style-type: none"> Attended the U of Guelph-Humber College Professional Membership Showcase event to engage with students and the school's career counselling representatives
Innovative and Agile / Innovation et agilité	Try new things, don't be afraid to fail.	<ul style="list-style-type: none"> Work to change the culture to one of "How can we do this?" Build this into our thinking. 	<ul style="list-style-type: none"> Worked with director of training and development to increase non-member webinar pricing
Communications and Marketing / Communications et marketing	Our targeted communication activities reach potential members, clients and	Plan for communicating with potential members, clients (employers) and related partner organizations	<ul style="list-style-type: none"> Established contacts at organizations such as International Association of Business Communicators and Human Resources

	employers.		Professionals Association in attempts to offer their members training.
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3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)

- Work with treasurer and NEC to finalize 2020 budget
- Monitor end-of-year spending

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)

- None at this time