



EDITORS  
RÉVISEURS  
CANADA

## Reports

## Directors

Q1, March 14 and 15, 2020

Toronto, Ontario

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## President, Heather Buzila

1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)
  - HR committee
  - Honorary life membership task force
  - Student relations committee
  
2. Note successes, accomplishments and challenges from the past quarter
  - Worked with the honorary life membership task force, who have completed their work, which will allow members to vote on the new policy and procedures at the 2020 AGM
  - Took over the student relations committee portfolio from the past president
  - Worked with the HR committee to recruit and hire a new executive director
  - Worked with the NEC to create the position of conference advisor

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"> <li>• Build awareness</li> </ul>	<ul style="list-style-type: none"> <li>• I continue to be an advocate for Editors Canada in my workplace</li> </ul>
Bilingual and Diverse	Bilingual: Offer all services in both languages	<ul style="list-style-type: none"> <li>• Research organizations for francophone editors in Canada.</li> </ul>	<ul style="list-style-type: none"> <li>• I am meeting and working with the director of professional standards and the francophone adviser to determine how to best forward with the French certification program</li> <li>• I am supporting the francophone adviser in her efforts to best connect with the SQRP.</li> </ul>
Innovative and Agile	Innovative: Be the lens through which	<ul style="list-style-type: none"> <li>• Work to change the culture</li> <li>• Discuss new business at</li> </ul>	<ul style="list-style-type: none"> <li>• I am working to promote a culture of positivity and</li> </ul>

	we act and see  Agile: Get things done	the start of national executive council meetings, instead of at the end when everyone is tired.	cooperation both at in-person meetings and during online discussion <ul style="list-style-type: none"> <li>• I am on top of developing situations within the organization and respond quickly</li> <li>• I have worked to reorganize the agenda to put more stressful topics at the beginning of the meeting</li> </ul>
Communications and Marketing	Internal <ul style="list-style-type: none"> <li>• Members feel consulted on issues important to them.</li> <li>• Members are well-informed about the association.</li> </ul>	•	<ul style="list-style-type: none"> <li>• I am working to summarize the work the NEC and committees have done on the Rethink document for distribution to branches and twigs</li> </ul>
Membership: Increased and Engaged	Engaged members: talk about Editors Canada, go to meetings, volunteer	•	<ul style="list-style-type: none"> <li>• I continue to attend my local twig meetings as often as possible</li> <li>• I continue to promote Editors Canada to my colleagues at work</li> </ul>

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

- Finalize the hiring of a new executive director
- Work with the director of professional standards and the francophone adviser to determine the future direction of the French certification program
- Work with the director of publications as needed to finalize the first two volumes of Edit Like a Pro
- Work with the director of member recruitment and retention to advance the goals of the insurance task force

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

- None

## Vice President, Breanne MacDonald

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
  - Awards coordinator
  
2. **Note successes, accomplishments and challenges from the past quarter**
  - For Awards, judges have been found for each award. Nominations for the Fairley and Virag awards are closed; Upton is still open.
  - Annual report is in progress and on schedule so far, though still awaiting the audit.
  - As part of the HR committee, have participated in the hiring process for a new ED.
  - With previous ED's departure, I've been assisting with the planning of the Q2 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)**
  - Continue to provide support for awards coordinator, if and as needed.
  - Hire a new ED.
  - Complete the annual report.
  
4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**
  - None at this time

## Past President, Gael Spivak

1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)
  - Student relations committee, until January 2020 (now moved to the president)
  
2. Note successes, accomplishments and challenges from the past quarter
  - Student work
    - Managed the partnership agreement with Simon Fraser University. Still waiting on word about the SFU insurance requirement.
    - Supported the director of communications with launching the Career Builder.
  
  - Governance work
    - Wrote a copyright policy and procedure to address on-going concerns expressed by directors about volunteers and copyright.
    - Wrote a nominations fact sheet, something required by the National Nominations Policy but never done.
    - Recruited several members for the nominations committee and canvassed all directors and chairs about plans for next year.
    - Supported the president in some of her tasks.
  
  - Other work
    - Kept this going: Found someone to a new video (for the students). I don't know if she will continue with this work, though. Videos are member services or comms.
    - Updated the in-house editors presentation (added the new definitions)
    - Helping find a new executive director.

### Status update on any activities you, as director, want to accomplish

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"> <li>• Find synergy with other organizations:                             <ol style="list-style-type: none"> <li>1. Working with the International Plain Language Federation Standards Committee and the ISO Technical Committee 37.</li> <li>2. Helping the Indigenous Editors' Association by providing governance support.</li> <li>3. Getting the Spanish Editors Association involved in the conference.</li> </ol> </li> </ul>	<ol style="list-style-type: none"> <li>1. In progress. I've commented on two drafts.</li> <li>2. Waiting to hear about governance help they want.</li> <li>3. This ran into some bumps after one of the leaders decided to not attend the conference.</li> </ol>

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures	Update
Communications and Marketing / Communications et marketing	Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none"> <li>• Continue our momentum in communications with partnering organizations:</li> </ul> <ol style="list-style-type: none"> <li>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.</li> </ol>	<ol style="list-style-type: none"> <li>1. 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.</li> </ol> <ul style="list-style-type: none"> <li>• I'm going to dump this project because I can't get any traction on it.</li> </ul>

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

- Hire a good ED who will, I hope, stay committed to the staff and the association.
- With the nominations committee, find candidates for open director and committee chair positions.

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

- none

## Treasurer, Michelle Waitzman

1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)
  - n/a
2. Note successes, accomplishments and challenges from the past quarter
  - Worked with Interim Executive Director to ensure transition was as smooth as possible.
  - Worked with HR committee to hire new Executive Director.
  - Reviewed 2019 financials with bookkeeper and interim ED and prepared for audit. Results were quite alarming, with a large deficit and significant revenue shortfalls compared to the budget.
  - Collected 2019 financial reports from branches to facilitate consolidated financial statements from auditor.
  - Cash flow crisis is ongoing and must be addressed with NEC (and through directors with committees, branches & twigs).

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	See page 8 of the strategic plan. / Voir page 8 du Plan stratégique.	<ul style="list-style-type: none"> <li>• Become the authority on editing</li> </ul>	<ul style="list-style-type: none"> <li>• Help assess opportunities to sponsor/attend events to promote Editors Canada</li> </ul>
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"> <li>• Offer all services in both languages</li> <li>• Broaden reach geographically, with more local groups and more online benefits for remote groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with staff and HR committee to weigh options for serving francophone members with no current bilingual staff.</li> <li>• Help support twigs by implementing new funding system and ensuring funds are allocated fairly.</li> </ul>



			<ul style="list-style-type: none"> <li>● Help branches prioritize their activities after the end of webinar revenue sharing.</li> </ul>
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"> <li>● Get things done.</li> <li>● Don't proceed haphazardly, but use the right tool for the right job.</li> </ul>	<ul style="list-style-type: none"> <li>● Analyze new initiatives with a view to make sure they are sustainable/profitable for the organization. Prioritize revenue-generating and budget-neutral ideas.</li> <li>● Help move promising initiatives forward quickly, even if they are not in the current plan.</li> <li>● Try to replace labour-intensive admin with automated, low-cost alternatives.</li> <li>● Look for ways to reduce admin costs</li> <li>● I am happy to brainstorm with any director/ committee about revenue-generation or cost-reduction ideas.</li> </ul>
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"> <li>● Members are well-informed about the association.</li> <li>● Our targeted communication activities reach potential members, clients and employers.</li> </ul>	<ul style="list-style-type: none"> <li>● Keep the NEC (and through them the committees and branches/twigs) informed about our finances using plain language that everyone can absorb easily.</li> <li>● Support the Marcomm team to</li> </ul>

			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"> <li>● Increased membership and retention</li> </ul>	<ul style="list-style-type: none"> <li>● Help find ways to increase member services through national office with limited staff time</li> <li>● Review expenses on member benefits to see if any are costing a lot for little difference to members</li> <li>● Work with past president when needed to expand student affiliate agreements with editing programs</li> <li>● Support other partnering opportunities as they arise</li> </ul>

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

- Finalize 2019 financial statements with auditors
- Try to stabilize cash flow with new ED
- Adjust 2020 budget to prevent another deficit
- 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)**

## Secretary, Janice Dyer

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)**
  - Conference committee
  - Mentoring committee
  
2. **Note successes, accomplishments and challenges from the past quarter**
  - See conference committee report for details
  - Updated all mentoring documentation and applications forms, sent them to translation, and worked with Michelle Ou to post them to the website to address the changes to the mentoring program
  - Worked with Alex Peace to ensure transition to new recording secretary goes smoothly
  - Collected information from committees, branches and twig re: file storage
  - Rewrote Hire an Editor brochure
  - Began collaborating with student relations committee and marketing and communications committee to market the mentoring program
  
3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
  - Mentoring committee: continue working with mentoring committee, student relations committee, and communications committee to encourage participation of student affiliates and expand the program
  
4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**  
N/A

## Regional Director of Branches and Twigs (West), Shauna Babiuk

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

- Editors British Columbia (branch)
- Editors Saskatchewan (branch)
- Editors Calgary (twig)
- Editors Edmonton (twig)
- Editors Manitoba (twig)

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

- Held two general branch and twig Zoom meetings (jointly hosted by regional director east) that were attended by chairs and coordinators from across the country. Provided meeting summary notes to all chairs and coordinators (participants and those unable to attend).
- Worked with other NEC directors to communicate Editors Canada financial information to branch and twig chairs and coordinators. In turn, corresponded with branch and twig chairs and coordinators to answer questions.
- Regularly communicated with branch and twig chairs and coordinators (jointly with regional director east) regarding updates, reminders, and requests and relayed information to directors, committee chairs, national office accordingly.
- Continued positive and open working relationships with branch and twig chairs/coordinators/executive members, committee chairs, NEC, and national office staff.
- Need to work together with executive director to ensure membership lists meet the branch and twig needs and are delivered accurately and on schedule (to be determined).
- Need to work with treasurer to ensure future funding plans and up-to-date financials are clearly communicated to branch and twig chairs and coordinators.

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

Strategic Priority	Outcome	Actions	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"> <li>• Educate my colleagues about Editors Canada and its benefits.</li> <li>• Build awareness among colleagues and others.</li> </ul>	<ul style="list-style-type: none"> <li>• Communicating with colleagues regarding Editors Canada and its benefits</li> <li>• Educating those around me about the benefits of having an editor as part of their team</li> </ul>

Regional Director of Branches and Twigs (West), Shauna Babiuk

<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"> <li>● Become informed of areas requesting availability of resources in both official languages.</li> <li>● Provide better resources and support for local groups and beyond.</li> </ul>	<ul style="list-style-type: none"> <li>● No action at this time</li> <li>● Providing information (as it becomes available) regarding the virtual group</li> </ul>
<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"> <li>● Use social media better, beginning with familiarizing myself with the social media outlets available.</li> <li>● Take advantage of projects that come up.</li> </ul>	<ul style="list-style-type: none"> <li>● More familiar with social media outlets available but need to improve my own use</li> <li>● Continued interest in the virtual group</li> </ul>
<p>Communications and Marketing / Communication et 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"> <li>● Use social media better, beginning with familiarizing myself with the social media outlets available.</li> <li>● Improve use of social media outlets among members.</li> <li>● Provide better support to branches and twigs, bringing their requests to fruition.</li> <li>● Have a communications protocol.</li> </ul>	<ul style="list-style-type: none"> <li>● Encouraging branch and twig use of social media and connecting groups to share content</li> <li>● Providing prompt responses to requests</li> <li>● Providing communication as directed by other NEC members or Association staff and vice versa</li> <li>● Updating toolkits with information regarding communications protocol</li> </ul>
<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"> <li>● Allow this to happen organically through the activities of the association and new services.</li> <li>● Personally engage with local twig and, where possible, beyond.</li> <li>● Use social media and go to meetings.</li> <li>● Reach out to the non-engaged.</li> </ul>	<ul style="list-style-type: none"> <li>● Regularly attending local meetings</li> <li>● Hosting online meetings for chairs and coordinators, providing interaction and sharing of ideas</li> <li>● Encouraging communication between other chairs/ coordinators</li> <li>● Reaching out to those who are not engaged</li> </ul>

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

- Update branches and twigs toolkits.

Regional Director of Branches and Twigs (West), Shauna Babiuk

- Communicate requests made by branch and twig chairs and coordinators and follow up.
  - Along with regional director (east), work with executive director to establish membership list distribution.
  - Along with regional director (east), ensure branch and twig chairs and coordinators receive financial updates and information.
  - Follow up with Editors Saskatchewan regarding status and provide assistance as requested. Communicate details to NEC.
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

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)**
  - 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**
  - With regional director (west), met with branches and twigs on January 18–19 via Zoom. As usual, we produced and distributed a detailed meeting summary to branch chairs and twig coordinators after the meeting.
  - With regional director (west), regularly communicated with branch chairs and twig coordinators regarding updates, reminders and requests for information and relayed answers and feedback to directors and/or national office.
  - Answered questions or dealt with concerns from twig coordinators and branch chairs.
  - Facilitated the submission of (a) branch and twig contributions to the 2019 annual report and (b) Q1 2020 reports to NEC.
  - Met with remote member services task force regarding the virtual group. They are doing great work, and I look forward to the start-up.
  - Several weeks ago, I requested that the interim executive director ensure that up-to-date financial statements be prepared for twigs that included the remaining amount in their reserve. This has not yet occurred, and so coordinators do not know where their twig stands financially.
  - Branches and twigs have received only one (incomplete) membership update since January. They need this information to plan and communicate effectively with members and to comply with CASL legislation.

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

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"> <li>• Assist with Editors Nova Scotia/Canada outreach,</li> <li>• Represent Editors Canada in my work and day-to-day interactions</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> </ul>
	Become the authority on editing, certification, standards, training	<ul style="list-style-type: none"> <li>• Provide information and support to twigs and branches to assist them in carrying out this role</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing, as requested by twigs and branches</li> </ul>
Bilingual and Diverse / Bilinguisme et	Offer all services in both official	<ul style="list-style-type: none"> <li>• Communicate with branches, twigs and Editors Canada members</li> </ul>	<ul style="list-style-type: none"> <li>• Often communicated with Editors Québec chair in French</li> </ul>

diversité	languages	in the official language of their choice	<ul style="list-style-type: none"> <li>Produced recent updates and reminders in French and English (unofficial translations and marked as such)</li> </ul>
	Have a better balance of services for francophone members	<ul style="list-style-type: none"> <li>Advocate for an appropriate balance of services when budgeting decisions are being made</li> </ul>	<ul style="list-style-type: none"> <li>Supported the work of the association's francophone adviser</li> </ul>
	Broaden reach geographically	<ul style="list-style-type: none"> <li>Examine the feasibility of holding virtual meetings for remote members</li> </ul>	<ul style="list-style-type: none"> <li>Participated in two meetings of the task force</li> </ul>
Innovative and Agile / Innovation et agilité	Try new things	<ul style="list-style-type: none"> <li>Record, or get someone to record, a webinar about using Zoom</li> <li>Encourage twigs, branches, and Editors Canada members to communicate using Zoom more</li> <li>If considered feasible, create a virtual twig in one time zone to test the concept</li> <li>Participate in other projects and initiatives as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>No action yet. May not be necessary</li> <li>Ongoing</li> <li>Abandoned</li> <li>Ongoing</li> </ul>
Communications and Marketing / Communication et marketing	Internal	<ul style="list-style-type: none"> <li>Promote the use of Editors Canada documents and publications, including branch and twig toolkits</li> <li>Revise the welcome kit, branch and twig toolkits, and other documents as needed.</li> <li>Monitor branch and twig websites, and offer praise and reminders for updating, as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Shauna and I have identified topics that need attention: financial procedures for twigs, insurance, etc.</li> <li>Ongoing</li> </ul>
Membership: Increased and Engaged / Membres plus	Engage members	<ul style="list-style-type: none"> <li>Promote the use of the welcome kit</li> <li>Meet quarterly with branch chairs and twig</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Meeting for branches and twigs held in Q1,</li> </ul>



<p>nombreux et plus actifs</p>		<p>coordinators in groupings that meet their interests and needs</p> <ul style="list-style-type: none"> <li>• Consult frequently with branch and twig executives, and advocate for their needs and interests as they request</li> <li>• If considered feasible, create a virtual twig in one time zone to test the concept</li> </ul>	<p>and meeting scheduled for Q2.</p> <ul style="list-style-type: none"> <li>• Probably, national meetings, one just for branches and one just for twigs in Q2</li> <li>• Communicate frequently with branches and twigs by email (same messages to all)</li> <li>• Abandoned</li> </ul>
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**3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**

- Update branches and twigs toolkits.
- Follow up on requests made and concerns expressed by branch chairs and twig coordinators.
- With regional director (west), ensure that branches and twig receive regular updates on membership.
- With regional director (west), ensure that twigs receive regular updates on their financial status (budget and reserve).

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

(repeated from Q4 2019)

1. 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?
2. 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

1. **List the groups or individuals who report through you (committee, subcommittees, taskforces, national positions, branches, twigs)**
  - Communications and Marketing Committee, Janine Harker, Chair
  - *The Editors' Weekly*, Anna Williams, Editor
  - Membership Survey, Susan Chambers, Survey Coordinator
  - *Active Voice*, dormant
2. **Note successes, accomplishments and challenges from the past quarter**
  - Implemented the marketing and communications strategy for the second winter webinar flash sale, which was held in December. The nearly \$14,500 in revenue in 2019 was less than the \$22,500 in 2018. Time did not allow for website and social media analytics to provide further evaluation of this work.
  - Continued work on the general webinar marketing and communications strategy.
  - Implemented the marketing and communications strategy for the Career Builder. Time did not allow for website and social media analytics to provide further evaluation of this work.
  - Continued work on the membership recruitment and retention marketing and communications strategy.
  - Provided advice for the in-house editors' website update.
  - Anna Williams has given notice that she will step down as the editor of *The Editors' Weekly* in June.
  - Transferred responsibility for the website updates done by the volunteer webmasters to Michelle Ou in the national office now that the backlog of corrections have been made.
  - The membership survey has been on hold for various reasons, including problems with the Survey Monkey account.
3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
  - Help find a replacement for Anna Williams as editor of *The Editors' Weekly* and support a smooth transition.
  - Wrap up the development of the general webinar marketing and communications strategy and support its implementation by Linda Dessau and Miriam Bergeret (webinar social media volunteers).
  - Wrap up the development of the membership recruitment and retention marketing and communications strategy and implement it.
  - Wrap up work on the *From Contact to Contract* chapbook marketing and communications strategy and implement it.
  - Continue working with Susan Chambers on launching the membership survey. This includes creating and implementing a marketing and communications strategy.
4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**
  - None at this time.

## Volunteer Relations Director, Patricia MacDonald

**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 found two moderators for our virtual group and has gained several new members to help us plan programming. We are working on a name.

The volunteer handbook and committee book are both out for design.

I am now receiving an email when members indicate they are interested in volunteering during the join/renew process (new volunteers only). I've been contacting these people and following up with more information when requested. A francophone volunteer is contacting francophone members.

Not a challenge but a disappointment: Very few emails to potential volunteers have led to new committee members, which is one thing I was hoping to boost. There are no new francophone members, which is even more disappointing.

**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"> <li>• Work on a gradual shift in culture to be a truly bilingual association.</li> <li>• Broaden reach</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit francophone volunteers to make this happen.</li> <li>• Supervise the task force for improving access to member</li> </ul>	<ul style="list-style-type: none"> <li>• A volunteer has contacted 50-plus potential francophone volunteers, and I am forwarding new contacts weekly.</li> <li>• If the virtual group is a success, we hope to offer a francophone</li> </ul>

	geographically, with more local groups and more online benefits for remote groups.	services.	version as well, or possibly launch both at the same time.
Bilingual and Diverse	<ul style="list-style-type: none"> <li>• Have a better balance of services for francophone members.</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit francophone volunteers to make this happen.</li> </ul>	<ul style="list-style-type: none"> <li>• Follow up with any francophone members who express interest in volunteering.</li> </ul>
Membership: Increased and Engaged	<ul style="list-style-type: none"> <li>• Engaged members who volunteer.</li> </ul>	<ul style="list-style-type: none"> <li>• Work on recruiting new volunteers and retaining the old.</li> </ul>	<ul style="list-style-type: none"> <li>• The overview of national committees is now up on the website. I am following up with potential volunteers as I receive email notification of interest.</li> </ul>

**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 develop, promote, and implement the new virtual group.
- Finish the volunteer handbook and committee book.
- Continue to try to recruit francophone volunteers for our committees.

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

- Nothing at this time.

## Member Recruitment and Retention, Heather Ross

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
  - the in-house members page on the Editors Canada website has been updated and will be published at the end of February
  - Editors Weekly articles about in-house editing continue to be published every two months
  - a new series of case studies on in-house style guides will launch with the updated in-house web page
  - work of the insurance task force is has been stalled without a lead/co-lead
  - the mediator has not had any mediation activity in 2020

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)
Innovative and Agile	See page 10 of the strategic plan.	<ul style="list-style-type: none"> <li>• Propose new pricing options for bundles or packages such as conference-included membership</li> </ul>	<ul style="list-style-type: none"> <li>• on hold after initial discussions with M.Waitzman &amp; J. Yip-Chuck; deadline for a proposal would be early fall, well ahead of 2021 conference rate-setting and membership rate increase notice in Nov</li> </ul>
		<ul style="list-style-type: none"> <li>• investigate option of Quill &amp; Quire subscription for all members (Ottawa has this)</li> </ul>	<ul style="list-style-type: none"> <li>• Ottawa got a discount of \$10 (vs \$15)/per branch member for the digital subscription. There are no funds in the current budget; no further action at this time.</li> </ul>
		<ul style="list-style-type: none"> <li>• Investigate possibility of a member discount for Canadian Press online resources</li> </ul>	<ul style="list-style-type: none"> <li>• CP can offer 50% off/person (\$25 instead of \$50) and requires an administrator for</li> </ul>

			group memberships. Not an option with current resources.
Communications and Marketing	See page 11 of the strategic plan.	<ul style="list-style-type: none"> <li>communicate the value of membership</li> </ul>	<ul style="list-style-type: none"> <li>MarComm plan is being finalized for launch in April</li> </ul>
Membership: Increased and Engaged	See page 12 of the strategic plan.	<ul style="list-style-type: none"> <li>refine action plan for moving improving member retention</li> </ul>	<ul style="list-style-type: none"> <li>meeting frequency increased to once a month; Slack being used as a committee workspace</li> </ul>

- **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
- Draft options for pricing options for bundles or packages such as conference-included membership
- Support MarComm work for communicating the value of membership

**3. 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))**

- review proposal for user research project (below, along with responses to previous questions from NEC) and provide feedback

**Member Research Proposal**

The goal of this member research project is to gather information to support member retention.

By conducting individual interviews with a small number of our members we can learn more about their attitudes, wants, and experiences and gain a better understanding about what keeps members engaged and renewing membership year after year. We will be exploring questions that are not covered by our current survey.

**Goal:** retain members

**(S) specific**—we want to retain members (and reduce churn, with is currently almost 25% of membership annually)

**(M) measurable**—membership numbers increase/average length of membership increase

**(A) achievable/attainable**—engaging with a small number of members is achievable

**(R) realistic**—by keeping this project simple and incremental, we can we do it with the limited resources we've got

**(T) timely**—phase 1 completed by October 1

**Actions**

**Phase I:**

Determine:

- who should lead this effort? ⇒ Members services committee chair, Alana Chalmers. Alana has done user research at work using UX design research methods which are suitable for our organization. She has recruited participants, made sure they understood what they were agreeing too and conducted interviews, and followed up with them with the work she did based on these interviews.
- who will support this effort? ⇒ The Director of Member Recruitment and Retention and the member services committee. There are currently only three members on the committee so additional members are being recruited to make sure there are enough volunteers to support all the tasks of the committee. It is hoped that a French member will join the committee.
- who should we interview first? ⇒ Members; characteristics to be determined (by mid-April)
- what questions should we ask? (first draft to be completed by committee by mid-April)
- duration and format(s) of interview (mid-April)
- how many people should we interview first? (mid-April)
- test run and refine questions and interview formats on committee members (by 1-May)
- recruit people to interview (starting 1-May–30-May)
- do interviews (May–June)
- what are the results of the initial interviews? Evaluate and synthesise results; what have we learned? (July)

Based on the analysis of Phase I, determine if continuation to Phase II is warranted.

**Phase II:**

Based on Phase I results, determine:

- who should we interview? (more members or move to non-members?)
- what questions should we ask?
- duration and format(s) of interview
- how many people should we interview first?
- test run and refine questions and interview formats on committee members
- recruit people to interview
- do interviews
- interview result analysis
- determine next steps

Comments	Responses
	AC: Alana Chalmers, HR: Heather Ross
This is a major project, and the NEC needs a change to learn more about it. What is the intent and hope for this project? Does it align with the association's strategic priorities. We would need to approve any new committee, set up a mandate for it, set reporting lines and timelines. Is it even a committee, or a taskforce (short-term and project-focused group) or a sample group?	(AC) The goal of this project is to conduct individual interviews with a small number of our members. This will allow us to get detailed information about member attitudes, wants, and experiences. We can then use this information

<p>Lastly, any qualitative research project is a massive undertaking. I've produced medical and research journals for more than a decade. I know MDs and PhDs who get large research grants to be able to do that work. Is this really something we can rely on volunteers to do? Will the value of this project outweigh the time and effort to do it? Can we make adjustments to the member survey to address what concerns there are that it isn't giving you what you think the qualitative research will? No concerns were raised about the membership survey, so I'm not understanding the problem.</p> <p>There is a lot of potential benefit to this. I'm more concerned about the time and effort needed to pull it off properly and our limited financial and human resources.</p>	<p>to provide direction to member retention and recruitment. This small user research project helps us bridge the gap between membership surveys.</p>
<p>I've been through this kind of user testing process as I worked on changes to the website of one of the major banks. As part of the testing, the programmers watched me as I tried to do specific things on the draft site. Every member of the review committee went through that process.</p> <p>I remember one part of it vividly. I was asked to do something on the site, and I did. And the person watching me said "why did you do that in three steps when there was a button on the first page that you just had to click?" And I looked back at that page, which was all in the bank's vivid color scheme, and the button I didn't click was grey, with grey text. It looked greyed-out, which I simply interpreted as "not important" and ignored it.</p> <p>In the review-group discussions afterwards, we focussed on unintended messaging like that -- what parts of the site weren't working for the user because of unintended aspects of the design and wording?</p> <p>So I've seen the process work effectively. It caught a lot of problems that simply reviewing whether the coding worked would have missed.</p> <p>But it's a big leap from using a methodology for user testing of programming to using it to make a professional association more effective for its members.</p> <p>You start with "identify the target audience" That sounds like such a basic question. Who are we "testing"? "Users" -- meaning current members. "Former users"? "Non users" -- people we would expect to join but haven't? In the user testing I'm used to, it is people who already make intense use of the programming, people who are expert in how it works and who can identify subtle problems. I'm not</p>	<p>(AC) At this point, we're talking about user research rather than user testing. You're right, we aren't testing anything beyond our understanding of our members. Demographic data only gets you so much information. How do you fill in the spaces in between? Interviews give you more detailed information and help fill in those gaps. Talking to 5 people is an achievable goal and will get us enough data to use a design thinking approach to member retention. Doing user research is part of the information design process (included in the Plain Language certificate at Simon Fraser University) and the plain language process (see Kate Harrison Whiteside's Editors Canada webinar series on Plain Language).</p> <p>(HR) "how likely is it that any of the major problems we're confronting will be so simple that they can be solved by talking to 5 people?" We don't know, but the format we are proposing is small-scale and staged so that we can get information without a huge undertaking. It may not reveal a simple problem or point to a simple fix. The worst-case</p>



convinced that people who are that involved in the association is at all who we should be testing.

I wondered about "In user testing you can solve 85% of problems by talking to 5 people." Yes, it is easy to point out that part of a webpage was being ignored because it looked greyed-out. Easy to identify, easy to fix. In that case, identifying the problem is 90% of the work. Fixing it is trivial.

How likely is it that any of the major problems we're confronting will be so simple that they can be solved by talking to 5 people? How do we ensure that those 5 people really are an unbiased cross-section of the association? (Actually, there's simple method for doing that. Pick one random member. Then identify the member who has the least in common with that member, on a range of 10 or 20 variables. Then identify the member who has the least in common with the first two. And so on. But that's assuming that it is members we want to be surveying, and I'm not persuaded that it is.)

Sorry -- this is really scrambled and I don't have the time to edit it. I'm intrigued by the notion of using a new technique. We've rarely made very effective use the survey information we've collected, and this process you're describing does make ongoing use of whatever you find.

scenario is that we have some conversation with members.

(HR) "How do we ensure that those 5 people really are an unbiased cross-section of the association?" This is part of the project task list for the committee to figure out.

**Professional Standards Director, Berna Ozunal**

**Quarterly report to national executive council for meeting of March 14–15, 2020**

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

- Comité Agrément/Principes (CAP) (no longer active)
- Certification Steering Committee
- Standards Committee (not yet officially formed)

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

**Comité Agrément/Principes (no longer active)**

- The Comité Agrément/Principes resigned in the fourth quarter of 2019
- All French certification programs and products have now been put on hold indefinitely

**Certification Steering Committee**

**Accomplishments**

- There has been good progress on the Foundational Skills testing planning
- The certification exams are being critically re-evaluated and the team is looking for ways to improve the experience for candidates, security, accessibility, and cost and labour efficiencies
- We maintain a dedicated but small group of extremely skilled core volunteers on this committee

**Challenges**

- The committee requires more help and more volunteers
- The committee lost some key support in the office with the resignation of a staff member
- There were some hiccups during the administration of the certification exam onsite in Toronto, which has led to rethinking some of the procedures and policies around onsite exam administration

**Standards Committee (not yet officially formed)**

- Some volunteer committee members are in place and a volunteer chair has been found; the committee should be active starting in June 2020

**Certification Steering Committee**

## Editors' Association of Canada / Association canadienne des réviseurs

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 / Représenter les réviseurs du Canada	Become the authority on editing: certification, standards, training.	<ul style="list-style-type: none"> <li>Rethinking the certification program; looking for ways to be more inclusive and accessible</li> </ul>	<ul style="list-style-type: none"> <li>participating in meetings whenever possible</li> <li>updating committee on NEC activities and initiatives as they affect the committee</li> <li>Acting as a resource to the committee for questions and decisions</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	<ul style="list-style-type: none"> <li>Broaden reach geographically, with more local groups and more online benefits for remote groups</li> </ul>	<ul style="list-style-type: none"> <li>Looking for ways to open up the testing to candidates who don't have access to Canadian urban centres</li> </ul>	<ul style="list-style-type: none"> <li>Fielding questions from editors not living in Canada but interested in our certification program</li> </ul>
Innovative and Agile / Innovation et agilité	Broaden appeal to all types of editors	<ul style="list-style-type: none"> <li>Planning and discussing details of the Foundational Skills test</li> </ul>	<ul style="list-style-type: none"> <li>Providing some material for multiple choice questions from exams I've created</li> </ul>

**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)**

- Pursuing the Accessibility Standards work that the Training and Development director discussed with me at the last quarterly meeting I attended
- Support the Certification Steering Committee, including finding ways to show appreciation for their hard work
- Determining next steps (if any) after CAP committee dissolution

**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)**

- What should we do with all the files I moved to the Sync drive from CAP?

## Publications Director, Anne Brennan

### 2020-Q1 report to the National Executive Council for the meeting of March 14 and 15, 2020

#### 1. Groups and individuals who report through me

- Publications Committee, chaired by Jessica Riches and Paula Chiarcos
  - ELAP Subcommittee, no chair
  - Chapbook Subcommittee, chaired by Paula Chiarcos

#### 2. Successes and challenges during the past quarter

##### **Successes**

We finally have *From Contact to Contract* ready for sale. It should be on IngramSpark in the next day or two. The electronic version will be \$3.95 and the print-on-demand version will likely be \$5.95.

We've decided to refer to the series as *handbooks* instead of *chapbooks*.

We've begun researching topics for new handbooks. We have a committee of two (plus me) working on this.

##### **Challenges**

##### *From Contact to Contract: How Editors Get Clients to Work With Them*

It has taken some time to get *From Contact to Contract* published. The final holdup was getting access to the Editors Canada credit card, so we could submit the files to IngramSpark. We now have what we need, and the book will be available for sale shortly.

Unfortunately, it looks like the Marketing and Communications Committee is unable to do much to help us with marketing the book. We'll therefore need to figure out how to do this on our own.

##### *Edit Like a Pro*

Because of personal issues largely beyond her control, it's been a struggle to get the files for the proofreading and structural editing volumes of *Edit Like a Pro* from the outgoing chair of the ELAP Subcommittee. Finally, last week, we succeeded in getting the files and uploading them to Egnyte, which we'll use as our sharing and storage repository for all publications files.

The members of the ELAP editorial board are willing to continue in that capacity. We should therefore be able to complete the proofreading volume in time for the conference.

It would be nice to get the structural volume done in time for the conference, too, but I don't know whether we can.

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

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that I have determined will meet the intended outcomes)	Update (what I've done to advance those actions)
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Represent Canada's Editors	(Page 8 of the strategic plan)	(Page 8 of the strategic plan)	—
Bilingual and Diverse	(Page 9 of the strategic plan)	(Page 9 of the strategic plan)	—
Innovative and Agile	(Page 10 of the strategic plan)	(Page 10 of the strategic plan)	—
Communications and Marketing	(Page 11 of the strategic plan)	(Page 11 of the strategic plan)	—
Membership: Increased and Engaged	(Page 12 of the strategic plan)	(Page 12 of the strategic plan)	—

#### 4. Priorities for the next quarter

##### *Edit Like a Pro*

The top priority is completing the proofreading volume of *Edit Like a Pro* and offering it for sale at the conference in June.

After that, the next priority is completing the structural editing volume.

##### *From Contact to Contract: How Editors Get Clients to Work With Them*

We expect to have this first handbook available for sale shortly. However, the Marketing and Communications Committee is unable to help us much with the marketing. I therefore need to recruit and/or train a volunteer or two to manage this.

#### 5. Requests and questions for the National Executive Council

##### **Requests**

Captus has run out of the stylistic and structural volumes of *MPES*. Since the new *ELAP* versions won't be available anytime soon, I wonder whether we can provide the *MPES* versions as print-on-demand books and/or downloadable PDF books through our own website. I'd like to discuss this at the meeting.

##### **Questions**

None at this time.