

Editors' Association of Canada
Association canadienne des réviseurs

National Executive Council
Meeting Minutes
January 17, 2021

Zoom
Sunday, January 17, 2021



EDITORS
RÉVISEURS
CANADA

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PRESENT:

NATIONAL EXECUTIVE COMMITTEE

Heather Buzila	President
Breanne MacDonald	Vice-President
Gael Spivak	Past President
Michelle Waitzman	Treasurer
Caitlin Coote	Secretary
Anne Godlewski	Director, Branches and Twigs
Suzanne Bowness	Director, Communications
Greg Ioannou	Director, Training and Development
Patricia MacDonald	Director, Volunteer Relations

REGRETS

Berna Ozunal	Director, Professional Standards
Anne Brennan	Director, Publications

OTHERS

Natasha Bood	Executive Director
Nicole Watkins Campbell	Volunteer Recording Secretary

1. Call to order

Heather Buzila called the meeting to order at 1:02 p.m.

2. Approval of agenda (Appendix A)

MOVED BY Heather Buzila

that the agenda be approved.

Carried

3. Budget update (Appendixes B, C)

Editors Canada received wage subsidies and a Canada Emergency Business Account) CEBA loan of \$40,000. The loan does not appear in the books because it's not an asset—it's a line of credit—the association doesn't technically have funds, just the option of borrowing if we need to do so.

The cost of auditing the books was \$20,000, shown as legal fees.

Bringing the Editors Canada financial files up to date was a great deal of work: Young and Associates have reconciled the books for every month. As well, they have to process every single

membership in the bank account. Their initial contract was four months, September to December to consolidate the books with the branches' books. They will do more of that once they have finished making sure we have a full picture the accounts we have. The executive director asked them to work for \$10,000 a year, which is half of the cost of the previous arrangement. They want to do six more months of the initial contract period at \$1500/month to get the backlog cleared up; after that, the cost might be lower.

Moved by Michelle Waitzman

Seconded by Greg Ioannou

that NEC extend our contract with Young and Associates at 1500/month for bookkeeping services for six months.

The NEC discussed: Young and Associates' rate in six months: Bookkeeping for Editors Canada costs a lot because of the way we account for memberships, and we and they didn't expect that.

In favour: 8. Carried

Moved by Greg Ioannou

Seconded by Michelle Waitzman

that Editors Canada apply for a second CEBA grant of \$20,000.

The NEC discussed CEBA grant funds:

- How to remember to pay back funds Editors Canada receives if it doesn't use the funds? If the funds remain in the loan account, the government will take it back at the end of next year and NEC don't have to do anything with it.
- CEBA is emergency operating money, for existing salaries. NEC can't use it to take on something new.
- Many organizations are using it.

Carried

Action

Michelle Waitzman to and or NB to look into the repayment process for CEBA grants and figure out how to ensure we repay it if necessary.

Action

Natasha Bood to add CEBA grants into the budget.

4. Action items (Appendix D)

The updated action items are in Appendix D.

5. Update on the Canadian General Standards Board translation standard (and how it affects contracts for editors)

The Privacy Policy must be communicated to members.

Action

Anne Godlewski to check on translation of Privacy Policy.

Action

Gael Spivak will write a comms piece for enews updates for members about the policy.

The federal government uses the Canadian General Standard Board translation standard to hire translators and editors; it says that says translators and editors need a degree. This standard is keeping editors from getting government jobs for which they are qualified. Gael Spivak is working with a federal committee to clarify the wording of the standard and to ensure it applies only to translators, not to editors. This will be a long-term goal; Gael Spivak has agreed to stay on the project.

A member expressed that even projects that are pretty clearly editing projects are going to translators because of this requirement. (See enews update on this).

6. Update on ongoing projects

a. Publishing Committee

The Publishing Committee will soon work on Google Drive. The Editing Like A Pro (ELAP) team is still trying to figure out how to have version control on Google Drive. Sometimes every file in a project will have 12-14 versions. Anne will work with Michelle Ou to arrange to move files that are ready to be moved. Webinars might already be on Google drive.

After the last meeting, Anne Brennan contacted Jessica, who will step down as co-chair of Publications. She would like to work on ELAP, and will sort out files for the structural editing handbook. The designer is now working on the proofreading handbook.

Janice Dyer is working with the Equity, Diversity and Inclusion Task Force to develop a sensitivity handbook.

b. Insurance task force

The task force has contacted Great West Life and Sun Life and are waiting to hear back.

c. Certification

The Certification Committee didn't meet in December. An update will take place at the next meeting.

d. Transition to G Suite

Michelle Ou has taken on the transition to G Suite. Barrie and Ottawa branches are moving over, but they don't use it a lot, so it is hard to say if it is working for them, however there have been no major issues so far. Breanne MacDonald should talk with Michelle Ou about a new folder for the Website Task Force.

e. Webinars

- The webinars and sales have been quite successful.
- The Heritage Canada grant will allow Editors Canada to hire someone to coordinate French webinars. Natasha Bood has written a job position for a one-year (March 2021 to March 2022), part-time administrator. The ad will be translated and then circulated.
- In the last call for webinar proposals, the committee received 24 English proposals and will go ahead with almost all of them. Last year, four French webinars were offered, and these could generate more webinar sales.
- Heather Buzila will put a note in the NEC update. The Heritage Canada logo will go on any communication.
- Editors Canada can apply for more funds in May or November. Another French conference could be added to the list of projects in the funding application.

f. Career Builder Committee

A reminder that the Career Builder Committee works with Michelle Ou through Gael Spivak.

g. Standards Committee

The Standards Committee is meeting today, and an update will be available later.

h. Website task force (Appendix E)

Five people sit on this task force plus Michelle Ou and Sue Orchard. These are enough people to start the task force's work.

Moved by Breanne MacDonald

Seconded by Anne Brennan

that NEC approve the website task force brief.

In favour: 9; abstention: 1

Carried

Action

Greg Ioannou, Michelle Waitzman and Natasha Bood to talk about possible Heritage Canada grant applications for May.

Action

Michelle Waitzman, Greg Ioannou, Natasha Bood to discuss adding applying for a grant from Heritage Canada for the French mini-conference. (Sylvie Collins has to consider how it would work online).

Action

Anne Brennan to contact Berna Ozunal to see if the Certification Committee system has version control in the system they use for their work.

Action

Anne Brennan to talk to Anne Brennan about applying for a CIP number.

Action

Anne Brennan to ask the Handbook Subcommittee to contact the Equity, Diversity and Inclusion advisor on their sensitivity handbook.

Action

Anne Brennan to talk to Berna Ozunal about servers CSC is using.

Action

Heather Buzila to talk to Anne Brennan about promoting books at conference.

7. Governance docs review (Appendix F)

NEC members reviewed the policies in Appendix G. Gael will make motions at the AGM for the policies that need member approval to change. Other policies can be changed by NEC alone. New documents will be available in 2021.

8. Break

9. Analysis of Student Affiliate Career Builder Facebook Series (Appendix G)

10. Donations for equity purposes

a. Need for reminder: webinars, conference, mentoring

b. Is connected to next agenda item

Gael recommended that Editors Canada provide a few free registrations for members from diverse groups to attend conferences, webinars, and mentoring. This will show commitment to

diversity. The Diversity, Equity and Inclusion Task Force will come up with terms for this initiative, but NEC needs to decide if we can give away a couple of registrations a year to people who meet those qualifications. We might have to pay for mentoring or mentors might have to donate their time. People from marginalized communities lose out on opportunities. We already provide free conference attendance for an indigenous editor every year—this initiative expands on that.

A member asked if NEC was committing to other conference costs, like travel, although that won't be a consideration for the coming year. Otherwise, it's a great idea.

Doing this for webinars could mean someone loses out on a royalty, but the association can work around that. Editors Canada might have to give up something else.

Editors Canada is already struggling to find funds for the scholarships it now awards. People donate to these. Adding another adds to that difficulty.

If the association really values diversity, would it be willing to give up something to truly pursue it?

It was suggested that this might be accomplished by displacing another scholarship or by breaking up the full value of another scholarship.

Members agreed they need more time to talk about this initiative; Gael can talk with the task force about that delay, and this topic will go on the February agenda. This might reappear on the February Agenda if it isn't resolved on conversations before then.

11. Diversity fellowship

Information about fellowships is available [here](#).

12. Marcom updates (Appendix H)

To be sent to NEC members after the meeting for comments. Michelle Ou has been working with the committee on it.

13. Conference

Breanne reported that the committee for the French conference has had its first planning meeting.

14. Branches and twigs

To be carried over to February meeting.

15. Other info

- a. Q1 reports will be due at March 21 meeting**
- b. AGM is Saturday, June 26 (time TBD)**

The Ad Words report is on Michelle Ou's desk. She's been contributing. Webinar promotion has been added to the list.

16. Next meeting: February 21, 2021

17. Adjournment

MOVED BY Greg Ioannou
SECONDED BY Gael Spivak

that the meeting be adjourned.

Carried

Appendix A – Agenda

Attending:

- NEC members
- Natasha Bood, executive director
- Nicole Watkins Campbell, volunteer recording secretary

NEC documents in [Google Drive](#)

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 - a. Q1 reports will be due at March 21 meeting
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17. Adjourn

Appendix B—Balance Sheet Jan-Sept 2020

Editors Canada Balance Sheet As of September 30, 2020

	<u>Total</u>
Assets	
Current Assets	
Cash and Cash Equivalent	
10100 Term/GICs	20,869.00
10250 TD Business Investor	10,096.77
11000 TD Chequing Account	76,687.89
11500 TD TWIG Chequing Account	0.00
11600 11600 CLEARING ACCOUNTS	
11601 Gift Tool Clearing	-4,240.79
11605 FindJoo Clearing	1,143.39
Total 11600 11600 CLEARING ACCOUNTS	-\$ 3,097.40
12001 *Undeposited Funds	976.36
Total Cash and Cash Equivalent	\$ 105,532.62
Accounts Receivable (A/R)	
12000 Accounts Receivable	-0.50
Total Accounts Receivable (A/R)	-\$ 0.50
10200 Petty Cash	200.00
12200 Accrued Receivables	3,000.00
12700 Prepaid Expenses	7,323.74
15200 ECE Books Inventory	6,087.40
Total Current Assets	\$ 122,143.26
Total Assets	\$ 122,143.26
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
22000 Accounts Payable	12,835.65
Total Accounts Payable (A/P)	\$ 12,835.65
Credit Card	
22040 TD CASH BACK VISA - exec dir	1,526.70
22050 TD Business VISA	0.00
22060 TD Cash Back VISA - interim	153.44
22070 TD Cash Back VISA - Michelle Ou	-165.98
Total Credit Card	\$ 1,514.16

21000 Due to/(from) Branches		
21010 British Columbia Branch		432.63
21020 Prairie Province Branch		0.00
21030 Saskatchewan Branch		62.92
21040 Toronto Branch		543.27
21050 Ottawa Gatineau		586.35
21060 Quebec/Atlantic Cda Branch		433.16
Total 21000 Due to/(from) Branches	\$	2,058.33
22012 Upton Scholarship fund		0.00
22015 Fairley Fund		0.00
22016 Virag Award Fund		6,408.00
22020 Deferred Membership Revenue		7,277.00
22021 Deferred Certification Revenue		0.00
22022 Deferred Webinar Revenue		0.00
22023 Deferred ODE Revenue		640.00
22024 Deferred Conference Revenue		0.00
22025 Deferred Pre-Conference revenue		885.00
22026 Deferred Conference Sponsorship		250.00
23100 Receiver General Payable		0.00
24100 Payroll Liabilities		0.00
24200 Accrued Liabilities		8,687.29
25500 GST/HST Payable		7,402.28
25530 GST/QST Payable		-1,785.71
25550 PST Payable (BC)		21.40
25551 PST Payable (MB)		0.00
25552 PST Payable (ON)		0.00
25553 PST Payable (PE)		39.80
25554 PST Payable (SK)		20.40
26000 Due to/(from) Twigs		0.00
26100 KWG Twig		2,630.10
26200 Hamilton-Halton Twig		2,218.34
26300 Kingston Twig		2,560.43
26400 Nova Scotia Twig		7,144.36
26500 Newfoundland and Labrador Twig		215.49
26600 Calgary Twig		9,401.22
26700 Manitoba Twig		2,352.32
26800 Edmonton Twig		4,749.21
26900 Barrie Twig		439.44
Total 26000 Due to/(from) Twigs	\$	31,710.91
Ministère du Revenu Suspense		0.00
Receiver General Suspense		0.00
Total Current Liabilities	\$	77,964.51
Non-current Liabilities		

20000 BANK LOAN TERM LN PROC		40,000.00
Total Non-current Liabilities	\$	40,000.00
Total Liabilities	\$	117,964.51
Equity		
30000 Opening Balance Equity		-14,623.93
30010 Unappropriated		0.00
Retained Earnings		-24,684.04
Profit for the year		43,486.72
Total Equity	\$	4,178.75
Total Liabilities and Equity	\$	122,143.26

Friday, Jan 15, 2021 01:05:00 PM GMT-8 - Accrual Basis

Appendix C—Profit and Loss, Jan-Sep 2020

Editors Canada	
Profit and Loss	
January - September, 2020	
	Total
INCOME	
42000 Award Funds	
42100 Tom Fairley award	1,300.00
42200 Upton Scholarship award	250.00
42300 Virag Award	-400.00
Total 42000 Award Funds	\$ 1,150.00
43400 Donations	
43450 Individ, Business Contributions	6,959.19
Total 43400 Donations	\$ 6,959.19
44500 Government Grants	20,883.78
46400 Other Types of Income	428.23
46420 Bank rebate	235.00
46430 Miscellaneous Income	40.07
46470 Interest Income	16.36
Total 46400 Other Types of Income	\$ 719.66
47200 Program Income	
47215 Franco Affairs	287.44
47220 Certification Revenue	225.00
47230 Membership	210,518.28
47240 Mentorship program	1,529.00
47250 Online Directory of Editors	29,448.12
47260 Conference Revenue	8,850.88
47270 Conference Sponsorship	6,750.00
47280 Online Training - Webinars	35,381.03
Total 47200 Program Income	\$ 292,989.75
48200 Publication Income	72.59
48220 Test Prep Guides	5,985.00
48240 ECE and Niches	3,365.13
48250 Standards - general	1,720.00
48270 MPES/ELAP	2,560.00
Total 48200 Publication Income	\$ 13,702.72
Sales	727.65

Uncategorized Income	63.18
Total Income	\$ 337,195.93
GROSS PROFIT	\$ 337,195.93
EXPENSES	
60100 Salaries Benefits and Insurance	
60105 Regular Salaries	114,643.18
60110 EI	2,535.89
60120 CPP	5,866.91
60150 Payroll Service Fee	658.57
60160 Tax Ben	0.00
60170 Long-term disability	-1,289.39
60180 Insurance - Liability, D and O	6,524.14
Total 60100 Salaries Benefits and Insurance	\$ 128,939.30
60300 Awards and Grants	
60310 Tom Fairley Award	3,000.00
60330 Upton Scholarship Award	1,000.00
60340 Virag Award	-400.00
Total 60300 Awards and Grants	\$ 3,745.68
60400 Branch Expenses	
60410 British Columbia Branch	3,417.26
60430 Saskatchewan Branch	323.81
60440 Toronto Branch	4,168.19
60450 Ottawa Gatineau Branch	2,672.09
60460 Quebec Atlantic Branch	2,524.24
Total 60400 Branch Expenses	\$ 13,105.59
60900 Twig Expenses	
60920 Hamilton Halton Expense	0.00
60930 KW and Guelph Expense	200.00
60940 Calgary Expense	758.62
60950 Kingston Expense	154.88
60960 Nova Scotia Expense	826.59
60970 Edmonton Expense	315.75
Total 60900 Twig Expenses	\$ 2,255.84
61000 Customer Management Fees	
61010 GiftTool	1,466.28
61030 Findjoo	1,534.42
Total 61000 Customer Management Fees	\$ 3,000.70
61100 C/C processing fees	
61110 Mastercard MSP fees	650.22

61120 VISA MSP fees	1,402.50
61130 AMEX MSP Fees	269.84
61150 GBL MSP Fees	6,004.83
Total 61100 C/C processing fees	\$ 8,327.39
61200 Charges and Fees	
61210 TD Monthly Plan Fee	311.00
61220 TD Merchant Solutions Fees	1,327.12
61230 TD Bank charge	452.67
61260 Square fees	78.76
Total 61200 Charges and Fees	\$ 2,169.55
62100 Contract Services	
62110 Accounting Fees	13,135.00
62130 Translation services	3,877.57
62140 Legal Fees	20,250.00
62160 Computer Consulting	11,447.00
62170 Professional Services	24,487.00
62180 Development and Design	405.43
62190 Mentor Services	415.24
Total 62100 Contract Services	\$ 74,017.24
62800 Facilities and Equipment	
62820 Facilities and venue rental	2,208.94
62840 Equip Rental and Maintenance	1,759.70
62860 Utilities	116.14
62870 Property Insurance	4,212.00
62890 Rent	17,669.57
Total 62800 Facilities and Equipment	\$ 25,966.35
63000 Conference Expenses	2,539.12
65000 Operations	
65020 Postage, Mailing and Courier	714.36
65030 Printing and Copying	576.30
65040 Office supplies and furniture	748.20
65050 Telephone, Telecommunications	2,072.50
65070 Web Apps and other software	8,141.70
65095 EAC National Office expense	350.92
Total 65000 Operations	\$ 12,603.98
65100 Other Types of Expenses	
65110 Event meals and catering	885.48
65130 Interest Expense - General	36.52
65150 Memberships and Dues	750.75

65160 Honoraria	9,799.94
65180 Parking	15.93
Total 65100 Other Types of Expenses	\$ 11,488.62
65195 Credit card charge back	124.88
65200 Travel Expense	
65210 Travel Fares	2,574.82
65220 Ground Transportaton	57.85
65230 Per Diem	240.00
65240 Accommodation	175.10
65250 Travel Parking	43.73
Total 65200 Travel Expense	\$ 3,091.50
65300 Marketing and Promotion	
65310 Advertising Expenses	697.00
Total 65300 Marketing and Promotion	\$ 697.00
65400 Refund Expense	
65410 Membership Refund	638.95
65420 Webinar Refund	32.12
65470 Conference Refund	439.00
Total 65400 Refund Expense	\$ 1,110.07
69800 Uncategorized Expenses	-3.01
Reconciliation Discrepancies	-0.01
Uncategorized Expense	0.00
Total Expenses	\$ 293,179.79
OTHER EXPENSES	
80000 Ask My Accountant	529.43
81000 Rounding	-0.01
Total Other Expenses	\$ 529.42
PROFIT	\$ 43,486.72
Friday, Jan 15, 2021 01:02:39 PM GMT-8 - Accrual Basis	

Appendix D—Action Items

Action Items, Current

	Action Item	Person (s) Responsible	Status
1.	Gael to contact Anne G when the privacy policy and guidelines are ready so Anne can share them with branches and twigs. Nov. 29, 2020	Gael Spivak	done
2.	Gael and Greg to discuss writing an Editors Canada handbook based on the ISO standards and to keep Anne Brennan informed for Publications Committee. Oct. 25, 2020	Gael Spivak Greg Ioannou	On hold Put on hold. The standard is not going to be adopted until after the summer.
3.	Heather Buzila to talk to Suzanne Bowness about external communications regarding finances. Oct. 25, 2020	Heather Buzila	N/A Should we still do this?

Action Items, Past Meetings

	Action Item	Person (s) Responsible	Previous Status	NEW STATUS
4.	Anne Brennan to talk to Publications committee about their budget for 2021. Sept. 27, 2020	Anne Brennan	In progress	
5.	Berna Ozunal to talk with Anne Brennan about student critique of ELAP, Proofreading publication.	Berna Ozunal	In progress	In progress
6.	Greg Ioannou to approach Centennial and Humber colleges about partnering with Editors Canada for their students.	Greg Ioannou	In progress. Will continue in September.	Done

	Action Item	Person (s) Responsible	Previous Status	NEW STATUS
7.	Michelle Waitzman to email branches about importance of collecting HST.	Michelle Waitzman	Waiting on transition to new bookkeepers to get input from them re rules.	On hold/ In progress
8.	Heather Buzila to schedule Zoom meeting with Sylvie Collins and Gael Spivak on SQRP.	Heather Buzila	Emailed in June, and Sylvie hadn't heard anything new but is going to reach out to the SQRP. Will schedule meeting later in the summer.	In progress; Sylvie is contacting the former agrément committee members first before approaching SQRP.
9.	Anne to communicate with Michelle Ou on the files for <i>Editing Canadian English</i> and <i>Editorial Niches</i> .	Anne Brennan	Anne has emailed Michelle about the <i>Editorial Niches</i> files. The <i>ECE</i> files are safe on Egnyte.	Done? In progress
10.	Anne Brennan to talk to Gael Spivak on how new plain language standard might tie into a handbook.	Anne Brennan		Delete? In progress
11.	Breanne MacDonald to look into website with Michelle Ou this summer.	Breanne MacDonald		On agenda -- this is a bigger project and we need to decide who this should fall under
12.	Michelle Waitzman to put together a package of financial information for branches and twigs.	Michelle Waitzman	In progress.	In progress. Will provide half-year update when available.
13.	Michelle Waitzman to contact Anne Godlewski to let them know they can share financial info package with the twigs and branches.	Michelle Waitzman	In progress.	In progress. See above.

	Action Item	Person (s) Responsible	Previous Status	NEW STATUS
14.	Janice Dyer to deal with mentorship issues as follows: change the communications (that is, separate call for mentees from call for mentors) clarify the requirements for mentees consistent (members/student affiliates) find proposal from Carolyn Brown, examine it to see if changes necessary, and if so, bring a recommendation for changes to the NEC for review CHANGE TO CAITLIN COOTE	Caitlin Coote		In progress
15.	NEC directors to record actions completed on the Rethink document.	NEC directors	Ongoing	Ongoing
16.	Heather Buzila to provide interim reports on the Rethink document and what has been done and by whom to the regional representatives.	Heather Buzila	In progress	Ongoing
17.	Heather Buzila to keep track of actions that have been taken on the Rethink document and by whom and present the results to the membership at the AGM.	Heather Buzila	In progress	Ongoing
18.	Anne Brennan to investigate the distribution plan for ELAP including the possibility of using UBC (who distribute ECE 3).	Anne Brennan	In progress	Done
19.	Natasha Bood, Breanne MacDonald, and Heather Ross to talk about getting the "Pathways to Success" infographic out to members. CHANGED TO Heather Buzila	Heather Buzila	In progress. Michelle Ou asked for input	In progress

	Action Item	Person (s) Responsible	Previous Status	NEW STATUS
20.	Gael Spivak to look for past archives (ask Ruth Pincoe about the ones stored at McMaster University; ask Lee d'Anjou about the list of early motions) and to search for editors who are also indexers and who might be willing to index the minutes.	Gael Spivak	In progress Received the past AGM minutes (and Michelle Ou put them on the website) and Gael found an indexer. Checked in with her March 8/20 and she now has time to start the project. We originally wanted to index the NEC minutes but that seems out of reach now.	Done
21.	Greg Ioannou to negotiate a partnership agreement with the Editorial Arts Academy.	Greg Ioannou	In progress	N/A
22.	Greg Ioannou and Gael Spivak to look into Heritage Canada grants again.	Greg Ioannou Gael Spivak	In progress	Done
23.				
24.				
25.	Anne Brennan to work with Greg Ioannou to help the ELAP with watermarks and production.	Anne Brennan Greg Ioannou	In progress. Jessica Riches is meeting with a member of Greg's team.	done.
26.				
27.				

Action Items, On Hold

	Action Item	Person (s) Responsible	Status
28.	Patricia MacDonald to put out a call for a video volunteer. Sept. 5, 2020	Patricia MacDonald	On hold
29.	Anne Brennan to set up Zoom meeting with Breanne MacDonald and Greg Ioannou to talk about distributing ELAP as an ebook.	Anne Brennan	On hold
30.	Greg Ioannou to ask Tamra Ross about having the student affiliate status on the ODE and also to change the Aboriginal to Indigenous.	Greg Ioannou	On hold
31.	Natasha Bood to give more detailed financial reports to the NEC directors quarterly.	Natasha Bood	On hold until new bookkeeper begins
32.	Natasha Bood to develop "Member since XXXX" badges for each year that the organization has existed so that members can self-select their own.	Natasha Bood	On hold. Very low on the priority list.
33.	Natasha Bood to look into the possibility of partnering with a French dictionary.	Natasha Bood	On hold until English dictionary is published/launched
34.	Patricia MacDonald and Natasha Bood to talk about the volunteer directory.	Patricia MacDonald Natasha Bood	On hold. Volunteer spreadsheet being developed instead
35.	Natasha Bood to investigate the possibility of a mini-conference put on by branches and twigs, supported by national office.	Natasha Bood	On hold
36.	NEC to review each year the list of possible trademarks to apply for.	NEC	On hold until March, 2020

	Action Item	Person (s) Responsible	Status
37.	Gael Spivak and Natasha Bood to work on a governance poster to show incoming branch and twig coordinators what their responsibilities are and how communications work among various parts of the organization (on hold until more time).	Gael Spivak Natasha Bood	On hold. John Y started; too many other priorities.
38.	Natasha Bood to discuss the status of the Editors Nova Scotia non-members mailing list with Michelle Ou, and to possibly release it to Editors Nova Scotia.	Natasha Bood	On hold until Member 365 sorted out. Part of a larger issue to do with the membership data base.
39.	Natasha Bood to talk to Editors Toronto about partnering on professional development events.	Natasha Bood	On hold
40.	Sue Bowness to develop and test some calls to action and taglines for the dictionary project.	Sue Bowness	On hold until dictionary project is up and running again.
41.	Sue Bowness to connect with the publication chair about marketing and communications for future chapbooks.	Sue Bowness	Done; met to discuss needs and ready to supply marcom liaison when committee moves forward
42.	NEC to review the idea of a 10% discount for a two-year renewal after reviewing the relevant discussion in minutes of 2019 Q1, March.	NEC Directors	On hold
43.	Heather Buzila to contact Michelle Ou about setting up a new email address so that Editors Québec can gradually stop using the email address from QAC.	Heather Buzila	On hold Sylvie Collin wants to discuss this with her branch exec first. June 17: Still nothing from Sylvie.

	Action Item	Person (s) Responsible	Status
44.	Editors Canada president to contact presidents of organizations with whom Editors Canada has partnerships.	Heather Buzila	On hold until new president takes office.
45.	Gael Spivak to look at the revision of branch and twig policies and procedures with respect to changing the time of year that they are required to hold their AGM.	Gael Spivak	On hold until examination of all policies and procedures for revision
46.	Greg Ioannou to contact Tamra Ross about Drupal and our website.	Greg Ioannou	On hold. It will have budget impact.
47.	Michelle Waitzman to talk to Breanne MacDonald (conference chair) and Heather Ross to discuss including membership fees at the conference.	Michelle Waitzman Heather Ross	On hold until 2021 conference. Not being pursued this year. Heather R investigating several options.

Action items, Done

	Action Item	Person Responsible	Status
1.	For Patricia MacDonald to write to committee chairs to let them know they can contact Volunteer Management committee and advertise in enews for volunteers. Nov. 29, 2020	Patricia MacDonald	DONE
2.	Heather Buzila to let Sylvie Collins know Suzanne Bowness has an enthusiastic volunteer on the Communications Committee. Nov. 29, 2020	Heather Buzila	DONE
3.	Heather Buzila to let Sylvie Collins know we don't have any volunteers Sylvie doesn't already know about. Nov. 29, 2020	Heather Buzila	DONE

4.	Anne Godlewski to connect with Gael Spivak to create brief statement about privacy to share with branches and twigs. Oct. 25, 2020	Anne Godlewski	DONE
5.	Suzanne Bowness to connect with chair of career builder committee about marketing and outreach. Sept. 5, 2020	Suzanne Bowness	DONE
6.	Suzanne Bowness to look into free Google advertising and boost on social media. Sept. 5, 2020	Suzanne Bowness	DONE

Appendix E—Website Task Force Report

NEC task force brief: Website task force

NEC task force name	Website
NEC task force supervisor	Breanne MacDonald
Task force leader	TBD
Task force members	<ul style="list-style-type: none"> ● Magalie Allard ● Caitlin Coote ● Kim Brant ● Robin Marwick ● Julie Leroux
Possible other contributors	<ul style="list-style-type: none"> ● Sue Archer (Career Builder committee)
Date struck	January 17, 2021
Deadline	November 2022

Objective

State the intended result	<p>To determine the best way to update the association’s website and lead the process from brief to scope to launch.</p> <p>The current website was built using Drupal 7, which will be end of lived as of November 2022.</p>
Summarize the project	<p>Phase 1: Research and recommendations</p> <p>Research</p> <ul style="list-style-type: none"> ● Determine what will be the best way to move forward with the website project: conversion to Drupal 8, rebuild using a different CMS platform, redesign for accessibility and full responsiveness, etc. <ul style="list-style-type: none"> ● If determination is that it would be best to rebuild, research should include which platform should be used (e.g., WordPress). ● A budget will need to be proposed and may impact the scope of work that can be accomplished.

	<ul style="list-style-type: none"> • Work should include building a functional spec in order to source a developer or company to perform the work via RFP. <ul style="list-style-type: none"> • There are grants for student work programs that should be looked and considered to see if some of the work could be done this way. <p>Recommendations</p> <ul style="list-style-type: none"> • Make recommendations to the communications manager/NEC on how to proceed. <p>Phase 2: Website Build</p> <ul style="list-style-type: none"> • Once a platform/direction has been decided, determine the scope of work and provide direction for the website build. <ul style="list-style-type: none"> • This may include determining priorities if initial scope of work is greater than budget will allow. • An audit of the current website’s contents would need to be done to determine what information needs to be kept and what can be archived (and determine how best to archive).
<p>Strategic priorities from 2017–2021 plan</p>	<p>Represent Canada’s Editors</p> <ul style="list-style-type: none"> • “Become the hub: the source of editors and the definitive representative of Canada’s editors.” <p>Bilingual and Diverse</p> <ul style="list-style-type: none"> • “Offer all services in both languages.” <p>Innovative and Agile</p> <ul style="list-style-type: none"> • “Be the lens through which we act and see.” • “Don’t proceed haphazardly, but use the right tool for the right job.” <p>Communications and Marketing</p> <ul style="list-style-type: none"> • “Members are well-informed about the association.” • “The website is inviting, and it accurately reflects the association.” <p>Membership: Increased and Engaged</p> <ul style="list-style-type: none"> • Engaged members

Project Plan

Deliverable	
Describe the expected deliverable (a report, research, recruitment, etc.)	Phase 1: <ul style="list-style-type: none"> ● Research and analysis of the current situation ● Recommendations to the NEC Phase 2 : <ul style="list-style-type: none"> ● Oversee website build
People	
Office staff	Michelle Ou
NEC members	Breanne MacDonald
Related committees	Career Builder possibly
Other volunteer requirements	n/a
Describe ongoing involvement	n/a
Time and work required	
Budget	
Indicate if budget has been allotted	n/a
Estimate expenses required	To be determined by task force
Estimate expected revenues	n/a
Estimate on-going financial impact	To be determined by task force

Wrap-Up

Summarize the project results	
Was the intended result achieved?	
Was deliverable presented?	

Appendix F—Governance Documents



EDITORS
RÉVISEURS
CANADA

Governance Commenting Form / Formulaire de commentaire sur les textes de gouvernance

Use this form to provide your comments on the Editors' Association of Canada policies, procedures and guidelines. / Ce formulaire est mis à votre disposition pour transmettre vos commentaires au sujet des politiques, des procédures et des lignes directrices de l'Association canadienne des réviseurs.

Notes:

- The policies, procedures and guidelines are listed below in alphabetical order (by the English name).
- The (M) means the document needs a member vote at an AGM to revise it. The (NEC) means revisions can be approved by just the national executive council.
- There is a space at the end to suggest new documents if you think there is a governance gap.

Bon à savoir :

- Les textes de politique, de procédures et de lignes directrices listés ci-dessous suivent l'ordre alphabétique de leurs titres en anglais.
- La mention (M) indique que le texte nécessite un vote des membres effectué en AGA pour sa modification. La mention (CAN) indique qu'une simple approbation du conseil d'administration national suffit.
- Si un élément pour la bonne gouvernance de l'association vous semble manquant, un espace en fin de document a été réservé à la suggestion d'élaboration de nouveaux textes.

Affiliate Policy (M) / Politique d'affiliation (M)			
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN
Affiliate Procedures (M) / Procédures d'affiliation (M)			
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN
			NEC yes / CAN oui
			NEC no/ CAN no
Gael Spivak	Add criteria for student affiliates (proof of student status)	Students must provide proof of student status. This can be any document showing the name of the educational institution, their name and a date (including the year), such as <ul style="list-style-type: none"> • a tuition receipt, • program registration, • a signed letter or email from a professor, or • an unofficial transcript. 	MW, CC, PLM, HB, SB, GI (can letter be email, would program registration also do: YES), AG, BM
Gael Spivak	Add text on what counts as eligibility for student affiliate status	Use what is now on the website and add a line about PD not counting. Website: "Anyone enrolled part-time in an editing or	MW, CC, GI (what counts as an "experienced editor"?), PLM, HB, SB (how long after grad can they remain eligible?)

		<p>editing-related post-secondary program or in full-time post-secondary studies in any discipline.”</p> <p>And add: “or applying for student affiliate status within 3 months of completing one of these programs, can become a student affiliate.”</p> <p>And add: People who are working and taking supplementary courses for professional development do not qualify as students.</p>	other orgs give 6-12 mo), AG, BM	
Gael Spivak	Affiliates receive a free subscription to Active Voice / La Voix active. (It's in 8 spots in the procedure document.)	Remove: no longer doing Active Voice	MW, CC, PLM, HB, SB, GI, AG, BM	
Gael Spivak	member discounts on publications	Remove publications. Justification (from a lengthy NEC discussion): “Moving forward, it wouldn't be a bad thing to have a set policy that association-developed publications be priced according to development costs (as per real world publishing) and members pay that price (or slightly lower), and non-members pay a premium price.”	MW, PLM, HB, SB, GI, AG, BM	
Gael Spivak	Affiliate students are also allowed to volunteer for the association, a benefit that is not permitted to other affiliates.	Add “including in leadership positions in branches and twigs, and national committees., except for...” [Anything? Do we want to limit this, like for branch chair or treasurer positions? If so, based on what	MW (but not branch positions that have legal/financial responsibilities), CC, PLM, HB, SB, GI, AG, BM	

		<p>reasoning that is not ageist or elitist?].</p> <ul style="list-style-type: none"> - Actually, the bylaw prevents students running for certain positions. - Clarify that in the procedure. <p>Note that the Membership Procedures says that "standing for elected positions" is a "rights of membership."</p>	<p>Do signing officers have to be members? MW check policy, Gael check bylaw. No, they do not but the bylaw says certain bench positions can be held ONLY by members.</p>	

Awards and Scholarship Policy (NEC) / Politique d'attribution des prix et des bourses d'études (CAN)				
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
Awards and Scholarship Procedures (NEC) / Procédures d'attribution des prix et des bourses (CAN)				
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
			NEC yes / CAN oui	NEC no/ CAN no
	This was an NEC motion in August: Editors Canada	Reasoning for these 3 NEC changes:	MW, CC, PLM, HB,	

	<p>stop giving cash prizes for the runners-up of the Tom Fairley award and will award a cash prize to the winner only, beginning with the 2021 award.</p>	<p>The awards are meant to be funded entirely by donations and we've struggled to get enough donations to cover the awards for several years now (though the Karen Virag Award received a substantial donation from the Edmonton twig so that award is funded for the next few years). In the past, we have made up any shortfall in donations from the association's general funds, which we are not supposed to do.</p>	<p>SB, GI, AG, BM</p>	
	<p>This was an NEC motion in August: The Karen Virag Award, that "The award recipient will also receive a plaque in a presentation ceremony at the annual conference." be changed to "The award recipient will also receive a certificate in a presentation ceremony at the annual conference."</p>		<p>MW, CC, PLM, HB, SB, GI, AG, BM</p>	
	<p>This was an NEC motion in August: that "The recipient of the Lee d'Anjou Volunteer of the Year Award will receive a commemorative plaque, which will be presented at the annual Editors Canada conference." be changed to "The recipient of the Lee d'Anjou Volunteer of the Year Award will receive a commemorative certificate, which will be presented at the annual Editors Canada conference."</p>		<p>MW, CC, PLM, HB, SB, GI, AG, BM</p>	

Gael Spivak	Judges section of the Tom Fairley Award (page 2): "Whenever possible, no more than two of the three judges should be resident in the same geographic area."	"Whenever possible, no more than two of the three judges should live in the same geographic area."	MW, CC, PLM, HB, SB, GI, AG, BM	
Gael Spivak	Each year, the Editors Canada national executive council appoints a scholarship coordinator. The scholarship coordinator is normally the past president of the association. If the past president is unable to serve, the national executive council may appoint another association member as scholarship coordinator.	We've been having the awards coordinator do this. Should we change the procedure to reflect this, or leave as it for flexibility (and the past president can delegate this each year to the awards coordinator)?	PLM (I would update), HB (update), SB, BM, GI, AG	
Gael Spivak	Add text about no self-nominations to the Karen Virag Award	Self-nominations are not allowed.	MW, CC, PLM, HB, SB, GI, AG, BM	
Gael Spivak	Add text about no self-nominations to the Lee d'Anjou Volunteer of the Year Award and President's Award for Volunteer Service	Self-nominations are not allowed.	MW, CC, PLM, HB, SB, GI, AG, BM	

Branch Officers and Signing Officers Procedures (NEC) / Il n'y a pas de version en français disponible de ce texte.			
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN

Michelle Waitzman	This procedure needs to be expanded to include more financial information.	Write a new procedure (or a policy and procedure)	Agreed. It is already in progress. DONE.
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Branch and Twig Policy (M) / Politique des sections et des ramifications (M)			
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN
			NEC yes / CAN oui
			NEC no/ CAN no
Gael Spivak	twig coordinators	Can we just start calling them twig chairs? It's so hard to say and write "branch chairs and twig coordinators." I don't see any reason to distinguish between the roles this way.	(Or suggest something else.) MW, CC, PLM, HB, SB, GI, AG, BM
Gael Spivak	Branch officers, who are appointed under section 6.01(f) of Bylaw No. 1 (2014), submit quarterly and annual financial reports to the national executive council on behalf of their branches.	We don't require quarterly reports anymore, so update the text to be more flexible. "Branch officers, who are appointed under section 6.01(f) of Bylaw No. 1 (2014), must submit the following: <ul style="list-style-type: none"> • reports and financial reports as required by the national executive council (NEC) • annual financial reports to the NEC." 	CC, SB MW: Check with Natasha/boo kkeepers first, PLM (what MW said), HB, GI, BM (to me, financial reports are not the same as the quarterly reports, even though they had been submitted together in the past -

				make this a separate thing entirely?)
Branch and Twig Procedures (M) / Procédures des sections et des ramifications (M)				
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
			NEC yes / CAN oui	NEC no/ CAN no
Gael Spivak	The activities of the twig will be coordinated by two twig coordinators, (Coordinator appears several times in the document.)	Change to twig chairs. As above: It's so hard to say and write "branch chairs and twig coordinators." I don't see any reason to distinguish between the roles this way.	MW, CC, PLM, HB, SB, AG, BM, GI	
Gael Spivak	Branches: "Every year, each branch must elect an executive of at least four people that performs at a minimum the functions of chair, treasurer, secretary and marketing/public relations."	Add "People on the executive must be members or student affiliates of Editors Canada." Cannot be affiliates, according to the bylaw	CC, PLM, HB, SB, AG, GI	MW (if we limit roles for affiliates this needs to change), BM (agree with MW)
Gael Spivak	Twig governance: "The coordinators must be members of the association."	Change to members or student affiliates	MW (and change to "chairs"), CC, PLM, HB, SB, AG, GI	BM (depends on if we limit roles for affiliates - should be the same as rules for branch chairs, no?)

				GS: I don't see why. The only thing preventing us from letting affiliates be on branch execs is the bylaw.
Gael Spivak	<p>Through the regional directors of branches and twigs, each branch and twig must submit</p> <ul style="list-style-type: none"> a quarterly report of its activities, including a financial report, to the national executive council, and an annual report to the membership to be included in the annual report of the association. 	<p>We don't require quarterly reports anymore, so update the text to be more flexible.</p> <p>Each branch and twig must submit the following:</p> <ul style="list-style-type: none"> reports as required by the national executive council (NEC), including financial information an annual report to the membership to be included in the annual report of the association. 	CC, SB, AG (as above)	MW (as above), PLM, HB, BM (same comment as above - make financial report a separate thing?), GI
Gael Spivak	When a branch or twig is dissolved, each of its members chooses which other branch or twig to join. After all debts (if any) are paid, the money follows the EAC members in good standing to whatever branch or twig they choose, or by default to the parent branch.	<p>Change EAC to Editors Canada members or student affiliates</p> <p>remove parent branch</p>	MW (and remove text after , "choose"), CC, PLM, HB, SB, AG (why remove "parent" clause, MW? Which branch would these members default to, if this term is removed?), BM (agree about	

			removing parent branch - there's no official designation, correct?), GI	
Gael Spivak	<p>Each branch and twig must call a minimum of four membership meetings a year, one of which must be an annual general meeting of the branch or twig that</p> <ul style="list-style-type: none"> • includes executive/coordinate elections (as appropriate), and • is held before the national annual general meeting. 	<p>Was going to use this: "Change to by July 1" but the bylaw says before the national AGM.</p> <p>Elizabeth d'Anjou asked the NEC about changing this requirement for the Kingston Twig, saying it is too hard to have their AGM before the national one.</p> <ul style="list-style-type: none"> • Can't this be done by Zoom? • Several items follow, in sequence, after the national AGM. Is having one twig doing this at a different time disruptive? • How do we word this to make sure the other branches and twigs continue to do it before the AGM (and we really do need branches, especially, to do theirs before the national AGM). <p>The bylaw requires AGMs to be done before the association AGM.</p>		<p>MW (can we leave the procedure as is and have Kingston ask for an exception if/when they need to?), PLM (What is the reason Kingston is having trouble with this?), HB (I agree with Michelle; this shouldn't be changed based on one twig), SB (seems like this needs further chat), AG (agree w/MW), BM (I don't think we should change for 1 twig, but also don't see why it HAS to happen before the AGM, especially when the conference can happen any time between mid-May to end of June, in theory.</p>

				Could it just be before July 1?), GI
Gael Spivak	Remove "parent branch" from the procedure. The term "parent branch" means pretty much nothing in terms of governance, except for in the case of dissolution of a twig.		MW, CC, PLM, HB, SB, BM (unless we're officially designating parent branches, which isn't currently done, right?), GI	AG (There's just one instance of "parent branch" in this doc, and it's used in the dissolution context. Why remove?) Because it does not exist or mean anything.

**Certification Policy (NEC and certification steering committee) /
Politique sur le programme Editors Canada certification (CAN et Comité directeur du programme Certification)**

Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN

**Certification Procedures (NEC and certification steering committee) /
Procédures du programme Editors Canada certification (CAN et Comité directeur du programme Certification)**

Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN

Confidentiality Policy (M) / Politique de confidentialité (M)				
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
			NEC yes / CAN oui	NEC no / CAN no
Gael Spiva k	personal information protected by the federal Personal Information Protection and Electronic Documents Act.	We actually are not bound by that legislation (but good privacy practices should follow the same principles). Change it to: "personal information as defined in the federal Personal Information Protection and Electronic Documents Act." OR (now that we have a new privacy policy) personal information as defined in the Editors Canada privacy policy and guidelines.	MW (refer to our policy), CC (our policy), PLM (policy), HB (policy), SB, AG (new policy), BM (policy), GI	
Gael Spiva k	Editors Canada will comply with all relevant provisions of the Personal Information Protection and Electronic Documents Act with respect to collecting, using, storing and disposing of confidential information.	We are not bound by that legislation (but good privacy practices should follow the same principles). Change it to: Editors Canada will follow robust privacy principles (defined in the Personal Information Protection and Electronic Documents Act) when collecting, using, storing and disposing of confidential information. OR (now that we have a new privacy policy) Editors Canada will follow the privacy principles defined in its privacy policy and guidelines when collecting, using, storing and disposing of confidential information.	MW (refer to our policy), CC (our policy), PLM (policy), HB (policy), SB, AG (new policy), BM (policy), GI	

Confidentiality Procedures (M) /

Procédures de confidentialité (M)				
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
			NEC yes / CAN oui	NEC no / CAN no
Gael Spiva k	twig coordinators	If changing this the twig chairs (see my comment under the Branch and Twig Policy), change all in this document.	MW, CC, PLM, HB, SB, AG, BM, GI	
Gael Spiva k	NEC <i>in camera</i> minutes are securely stored at the national office, separate from regular meeting minutes.	Change to "by" not "at" (they are not physically stored at the office; they are stored electronically, by the office).	MW, CC, PLM, HB, SB, AG, BM, GI	

Conflict of Interest Policy (NEC) / Politique de gestion des conflits d'intérêts (CAN)				
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
			NEC yes / CAN oui	NEC no / CAN no
Gael Spiva k	twig coordinators	If changing this the twig chairs (see my comment under the Branch and Twig Policy), change all in this document.	MW, CC, PLM, HB, SB, AG, BM, GI	
There is no procedure document for this policy. / Il n'existe pas de texte de				

procédures pour cette politique.			
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Consultation Policy (M) / Politique de consultation (M)				
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
			NEC yes / CAN oui	NEC no/ CAN no
Gael Spivak	twig coordinators	If changing this to twig chairs (see my comment under the Branch and Twig Policy), change all in this document.	MW, CC, PLM, HB, SB, AG, BM, GI	
There is no procedure document for this policy. / Il n'existe pas de texte de procédures pour cette politique.				

Copyright Policy (NEC) / Politique sur le droit d'auteur (CAN)				
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
Gael Spivak	One of the new directors had concerns about bylined products being produced by volunteers, so this policy and procedure are being revised.		N/A	
Copyright Procedures (NEC) / Procédures de mise en candidature à l'échelle nationale (CAN)				

Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN
			N/A

Honorary Life Membership Policy (M) / Politique d'attribution du statut de membre honoraire à vie (M)			
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN
	There should be no changes to this set of documents because they were just approved in June 2020		N/A

Honorary Life Membership Procedures (M) / Procédures d'attribution du statut de membre honoraire à vie (M)			
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN
	There should be no changes to this set of documents because they were just approved in June 2020		N/A (but the evaluation committee may be bringing a motion to the AGM).

Honorary Life Membership Procedures: Appendix B / Procédures d'attribution du statut de membre honoraire à vie : Annexe B			
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN
	There should be no changes to this set of documents		N/A

Gael Spivak	It's time to remove this in the title "(Replacing Rules and Regulations No. 3: Membership Categories in the Association, October 2006)"		MW, CC, PLM, HB, SB, AG, BM, GI	
Gael Spivak	voting (in branch-level or national-level votes)	Add "twig"	MW, CC, PLM, HB, SB, AG, BM, GI	
Gael Spivak	Benefits of membership include the following (additional fees may apply): ... use of online services: branded email address, Interactive Voice (or equivalent), job board, member logo, hotlines access to insurance packages free subscription to Active Voice / La Voix active	Remove Interactive Voice. Remove hotlines? (Does anyone have a hotline anymore?) Remove "access to insurance packages" (insurance has been so problematic, and we've had a task force looking at this for a long, long time). Remove mention of Active Voice, as we are no longer producing it.	MW, CC, PLM, HB, SB, Agreed to this: GAEL: new note We could just refer to a number of services and discounts. This is a member-voted procedure. We do not want text that changes every few years. Add link to URL wording.	AG (I agree with all but "hotlines" - Toronto and Quebec still list hotlines on their webpages, and BC has a hotline coordinator) BM (could we make this generic entirely? Something like access to currently available services, etc. as listed on <webpage>? to avoid constantly updating this list (e.g., CMOS should be on here if we're listing stuff...)), GI: Reword to make it really generic. "Benefits of membership change from time to time, and may include..."

**Membership Fee Relief Policy (NEC) /
Ce texte n'est pas définitif; il n'existe donc pas de version en français disponible de ce
texte.**

Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN

**Membership Fee Relief Guidelines (NEC) /
Ce texte n'est pas définitif; il n'existe donc pas de version en français disponible de ce
texte.**

Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN

**National Nominations Policy (NEC) /
Politique de mise en candidature à l'échelle nationale (CAN)**

Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN

**National Nominations Procedures (NEC) /
Procédures de mise en candidature à l'échelle nationale (CAN)**

Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
			NEC yes / CAN oui	NEC no/ CAN no
Gael Spivak	<p>This text is not in line with <i>Robert's Rules of Order</i> on nominations: "A member of the national nominating committee may stand</p> <ul style="list-style-type: none"> • as a candidate for election to the national executive council, or • as a candidate for appointment as a branch officer, or • as a candidate for appointment as chair of a national committee. <p>In such a case, the member is expected to withdraw from the national nominating committee and be replaced by another representative of his or her branch."</p>	<p>Robert's Rules section 46:12 says this: "Members of the nominating committee are not barred from becoming nominees for office themselves. To make such a requirement would mean, first, that service on the nominating committee carried a penalty by depriving its members of one of their privileges; and second, that appointments or election to the nominating committee could be used to prevent a member from becoming a nominee."</p> <p>We should remove that line in the procedure: "In such a case, the member is expected to withdraw from the national nominating committee and be replaced by another representative of his or her branch."</p>	MW, CC, PLM, HB, SB, AG, BM, GI	

Partnership Policy (NEC) / Politique de partenariats (CAN)			
Your name / Votre nom	Comment (include the text you are referring to) / /	Proposed change / Changement proposé	NEC observations / Observations du CAN

	Commentaire (veuillez inclure le texte auquel vous faites référence)			
			NEC yes / CAN oui	NEC no/ CAN no
Gael Spivak	twig coordinators	If changing this to twig chairs (see my comment under the Branch and Twig Policy), change all in this document.	MW, CC, PLM, HB, SB, AG, BM, GI	
Partnership Guidelines (NEC) / Lignes directrices sur les partenariats (CAN)				
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
			NEC yes / CAN oui	NEC no/ CAN no
Gael Spivak	twig coordinators	If changing this to twig chairs (see my comment under the Branch and Twig Policy), change all in this document.	MW, CC, PLM, HB, SB, AG, BM, GI	

Politique du Programme d'agrément en révision linguistique (CAN) / [French only]		
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé
Procédures du Programme d'agrément en révision linguistique (CAN) / [French only]		
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé

Privacy Policy (NEC) / Politique de protection des renseignements personnels (CAN)			
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN
Gael Spivak		The entire document needs to be updated to fix incorrect text (the association is not required to follow the Personal Information Protection and Electronic Documents Act, for example). And we need to expand on privacy principles (and why it's a good idea to follow them). It also needs a procedure document.	New policy and guideline approved by the NEC on Nov 29, 2020
There is no procedure document for this policy. / Il n'existe pas de texte de procédures pour cette politique.			

Volunteer Policy (NEC) / Politique de bénévolat (CAN)				
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
			NEC yes / CAN oui	NEC no/ CAN no
Gael Spivak	Applicability	Add student affiliates.	Yes: MW, CC, PLM, HB, SB, AG, BM, GI	

	This policy applies to all association members who volunteer for the association.			
	Volunteer involvement is open only to members (as a benefit of membership).	Add student affiliates.	Yes: MW, CC, PLM, HB, SB, AG, BM, GI	
Volunteer Guidelines (NEC) / Lignes directrices sur le bénévolat (CAN)				
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
			NEC yes / CAN oui	NEC no/ CAN no
Gael Spivak	Volunteers are drawn from among the members of the association.	Add student affiliates. But only in that one spot because the text goes on to explain why student affiliates can volunteer.	MW, CC, PLM, HB, SB, AG, BM, GI	
Gael Spivak	twig coordinators	If changing this to twig chairs (see my comment under the Branch and Twig Policy), change all in this document.	MW, CC, PLM, HB, SB, AG, BM, GI	
Gael Spivak	Where honoraria are proposed for branch or twig volunteers, the honorarium requests <ul style="list-style-type: none"> • are reviewed and approved by the branch executive, • form part of the annual budget of the branch... 	Add "twig."	MW, CC, PLM, HB, SB, AG, BM, GI	
Volunteer Expense Reimbursement Procedures (NEC) / Procédures de remboursement des dépenses des bénévoles (CAN)				

Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé	NEC observations / Observations du CAN	
			NEC yes / CAN oui	NEC no/ CAN no
Gael Spivak	Travel by airplane	<p>Volunteers must not use a travel agent for booking flights because of the expense this incurs.</p> <p>Cheapest option that lets you cancel or change.</p> <p>Breanne's point re: reimbursed.</p>	<p>MW, CC, PLM, HB, SB (some agents don't charge fees? also add that assn will pay for lowest fee ie coach), AG</p>	<p>BM (unless we reword - must not IF it incurs additional expense or travel agent fees aren't reimbursed or something. And sorry, now that I'm looking at it again, should we say something about avoiding non-cancellable/changeable flights?)</p> <p>GI: I routinely find the best price I can, then call Flight Centre to see if they can beat that price. They usually can.</p>
Gael Spivak	Expense reimbursement requests will be approved once received and, whenever possible, will be paid in	<p>Update to reflect that we are moving to e-transfers?</p> <p>Wording (WORK ON THIS): If the director cannot afford paying and being reimbursed, talk to</p>	<p>MW (change to "paid within 60 days?"), CC, PLM, HB, SB, AG (if adding a "paid by" date, we should specify when the count begins -- eg,</p>	<p>GI: I'd love to see provision for payment of expenses in advance when the member needs it.</p>

	the next month-end cheque run.	the ED. Anything about this not being allowed?	from date of request? date when expense incurred?), BM	Repeatedly in the past I've loaned NEC members the money for their travel expenses.
Gael Spivak	<p>Complete the Expense Reimbursement form, attach all receipts and mail it to the national office. Original receipts must be provided.</p> <ul style="list-style-type: none"> • If a purchase was made electronically, a printed copy of the receipt must be included. • If all expenses were paid electronically, the form and PDF copies of receipts may be submitted by email to the national office. 	<p>Don't we allow electronic submission now (scanned receipts)?</p> <p>Retain original receipts for 6 years?? volunteers can choose to keep receipts. Natasha says PDF should be ok.</p>	<p>MW (I think scans are OK but originals should be retained), CC, PLM, HB, SB, AG (I've forwarded a small number of expense requests, and all receipts were electronic; this makes sense given how uncertain in-person work arrangements will turn out related to pandemic restrictions) (MW: If need to retain, perhaps specify how long), BM (I've never submitted paper, only scans), GI</p>	

Workplace Harassment Policy (NEC) / Politique sur le harcèlement au travail (CAN)		
Your name / Votre nom	Comment (include the text you are referring to) / Commentaire (veuillez inclure le texte auquel vous faites référence)	Proposed change / Changement proposé
Workplace Harassment Procedures (NEC) / Procédures en matière de harcèlement au travail (CAN)		
Your name / Votre nom	Comment (include the text you are referring to) /	Proposed change / Changement proposé

	Commentaire (veuillez inclure le texte auquel vous faites référence)	

Suggest new policies and procedures/guidelines if you perceive a gap.

/

Suggestion de nouvelle politique ou de nouveau texte de procédures ou lignes directrices en cas d'élément manquant observé

Your name / Votre nom	Document type	What gap will it address?	Proposed wording, if any	NEC observations / Observations du CAN
Michelle Waitzman and Gael Spivak	Financial policy and/or procedure	More guidance for the executive director and stronger NEC oversight for budgeting, bookkeeping, contracts, financial reporting, etc.,	Expand on the Branch Officers and Signing Officers Procedures.	Agreed. This is already in progress. The new policy and procedure were approved by the NEC on Nov 29, 2020
Anne Godlewski	Privacy Procedures		Just adding this here based on comment in the Privacy Policy section	It's already done: we have the new policy and procedure now.

Appendix G—Student Career Builder Facebook

STUDENT RELATIONS COMMITTEE CAREER BUILDER FACEBOOK SERIES

In November 2020, the student relations committee launched a five-week series in the Editors Canada Student Affiliates Facebook group designed to promote the Career Builder document. Group members discussed questions posed by the committee based on the Career Builder’s steps. Questions had two focuses: networking and training. Participants were entered into a draw to win a free Level 1 mentorship. What follows is contest data, participant data, a summary of the discussion and recommended next steps for the committee and Editors Canada.

CONTEST DATA

- 41 participants
- 307 comments over 25 days, ranging from 2 to 35 per post (committee members not included)
- Top commenters (10 reached double digits):
 1. commenter 1 (73)
 2. commenter 2 (25)
 3. commenter 3 (25)
 4. commenter 4 (20)
- Posts with most engagement:
 1. Becoming a freelance editor often means setting up your own business. Have you taken any courses or webinars to help you do so? Which ones have been helpful to you? What have you learned about setting up your own business that you weren’t aware of before? Have you started setting up your own website? (35 comments)
 2. Are you learning more about how to run your own business, how to market your business, how to use social media as part of your business, etc.? Have you fully set up a website? (25 comments)
 3. Have you decided yet on a particular niche (fiction, non-fiction, academic, legal, children’s fiction, memoirs, graphic novels...) and type of editing (developmental/structural, stylistic, copy, proofreading)? Or are you interested in remaining more of a generalist for the time being? (22 comments)
 4. Are you taking courses beyond basic grammar and punctuation to improve your skills in Editors Canada’s four editorial disciplines—copy editing, structural editing, stylistic editing and proofreading? If so, where? Which discipline do you enjoy most? (20 comments)

- Other observations about posting: Most comments appeared during business hours. Fridays had noticeably less engagement, with the exception of the last day of the contest. Posts made in the morning EST had a better chance of engagement.

PARTICIPANT DATA

Membership

Out of 13 respondents, 11 were student affiliates (SAs), one was a full member and one a non-member. (This was the first question. Note that other questions had different response rates.)

Reasons for Joining Editors Canada

1. Networking (10)
2. Discounts—Editors Canada membership, conference, *Chicago Manual of Style* online, webinars (8)
3. Professional development—webinars, volunteer opportunities (8)
4. Other—credibility, job posting required an editing association membership, Online Directory of Editors, needed it to apply for Claudette Upton scholarship

Volunteering

Out of 16 respondents, 10 volunteer with Editors Canada as follows:

- standards committee
- training and development committee
- student relations committee
- communications and marketing committee
- publications committee
- equity, diversity and inclusion task force
- conference
- local events
- branch/twig executive

Other Editing-Related Memberships

Out of 12 respondents, 3 had other memberships—American Copy Editors Society (ACES), Council of Science Editors (CSE), Society of Children’s Book Writers and Illustrators (SCBWI) and Canadian Society for Children’s Authors, Illustrators and Performers (CANSCAIP).

SUMMARY OF THE DISCUSSION

TRAINING

SAs are at various stages of their training, mostly at Simon Fraser University (SFU) and Ryerson University, with a small number at University of Victoria, Queen's University and George Brown College. Favourite types of editing varied; some indicated their favourite changed over time.

For more advanced training, they're taking courses on plain language, SEO, Google analytics, indexing, Word, InDesign, developmental editing, accounting and taxes, bookkeeping and business planning.

Gaps Identified in Training Programs

- Advanced Word features for editing
- Fiction-specific material in the SFU program
- Fiction focus in the Professional Editorial Standards

Most Helpful Webinars

- Social Media Marketing
- Business Planning for Freelancers
- Getting Work with the Online Directory of Editors
- Finding Work: Tips for Students and New Editors
- From Digital to Dollars with Social Media Marketing

Mentorship

Many are considering mentorship but are waiting until they're prepared before they pursue it. They note that they'll need to have questions and goals in place.

Certification

Out of 6 respondents, all said they have considered certification. All acknowledged that they need more work experience first.

NETWORKING

Networking is great for learning and making friends; many note a friendly and welcoming community.

Challenges

- Online meetings—can't take any more Zoom, not good timing, don't remember, not comfortable
- Social media—imposter syndrome, prescriptive people, snarky comments, answer already provided so don't bother commenting

- Time management—balancing social media learning and marketing with actual editing work
- General—not sure what the opportunities are, conference success based on having a plan of whom to approach, welcoming community but slow to take the plunge, snarky people on Editors Association of Earth forum (EAE), casual connections but no ongoing relationships yet

Social Media/Blogs

SAs follow Radical Copyeditor, EAE, Chartered Institute of Editing and Proofreading (CIEP), ACES, ESL Editors and Louise Harnby. A few said they will comment on discussion forums. Many are lurkers.

Online Meetings/Other Editing Conferences

Out of 12 respondents, 5 attend online meetings (Vine and branch/twig meetings).
Out of 6 respondents, 2 attend other conferences (SCBWI and CANSCAIP).

Niches

- Academic
- ESL textbooks
- Fiction
- Sci-fi/fantasy fiction
- Memoir
- Young adult
- Self-help
- How-to
- Nonfiction
- Nonfiction self-publishing
- Non-profit
- Business/corporate
- Legal
- Marketing

Volunteering

Volunteering with Editors Canada is valuable for making editing connections. Outside of Editors Canada, SAs volunteer with non-profits, community groups and a start-up magazine. They've challenged themselves by editing a grant proposal and writing/editing/designing a community association newsletter.

ENGAGEMENT

Our top two posts confirm student affiliates' priority: building a business. The discussion included webinars, social media strategy, business-building courses and LinkedIn. They were eager to share their websites and give recommendations and encouragement.

NEXT STEPS: STUDENT RELATIONS COMMITTEE

- Support SAs in building their businesses
- Support networking opportunities
- Share resources for professional development (webinars, Word, website building, time management)
- Explore lack of engagement in online meetings
- Explore ways for SAs to access experienced editors outside of mentorship

NEXT STEPS: EDITORS CANADA

- Maintain SA discounts
- Revise Professional Editorial Standards to include fiction editing
- Expand webinar offerings:
 - Word for editors: overview of features with tips sheet to refer to later (does it already exist?)
 - Getting started with building a website (choosing a platform, template, host)

Appendix H—Google AdGrants Proposal

Date December 10, 2020
Version 3

Prepared by:

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Background

Google AdGrants gives not-for-profit organizations \$10,000 per month to spend on advertising campaigns in Google Ads. As a not-for-profit, Editors Canada qualifies for this \$10,000 grant. Although efforts were made a few years ago to create campaigns, the account has been underused, but this is a great resource that Editors Canada could use to much greater effect.

Google AdGrants ads appear only in Google search results, below the paid ads. Each ad has four lines of text, including a headline that links to the Editors Canada website. We can run multiple ad campaigns simultaneously, and the campaign(s) will stop automatically once we hit \$10,000, restarting again each month.

To be effective, campaigns should focus on one goal, and each campaign can run multiple ads. Campaigns must be keyword-targeted and mission-driven (for example, join the association) and may not be used to sell products. The keywords we chose must relate well to the ads, and the ads must relate to the Editors Canada website. We can also target by geographic location and by language.

Google uses algorithms to determine how to optimize individual ads. This means that over time, the reach of each ad should increase as Google determines, for example, when is the best time of the day to run each ad.

Challenges

The biggest limitation for Editors Canada in using Google AdGrants is not in understanding the Google Ads interface or in creating new campaigns. Rather, the limitation is maintaining consistent and sustainable oversight over the account and the campaigns, and having a person with account access and time to monitor the account. This person must have sufficient time to dedicate to the effort, must understand how to read the metrics provided by Google, and must have guidance to ensure the campaign goals continue to align with strategic goals. Given that Editors Canada is a volunteer-run organization and people's capacity to volunteer may shift frequently, it would be prudent to name a secondary person who is also familiar with the Google Ads account and the campaign goals.

The second challenge is that the AdGrants is an ever-evolving program. As the program changes, the Editors Canada account may fall out of compliance (for any number of reasons). This is not a huge issue, but the account needs to be monitored regularly to resolve any issues of compliance quickly.

Editors Canada's Google Ads Goals

This proposal recommends Editors Canada uses the Google AdGrants funding to focus on three goals:

- Goal #1: Promote membership growth and retention
- Goal #2: Promote the benefits of hiring a professional editor
- Goal #3: Promote our revenue-generating products and services

Goals #1 and #2 align with strategic priorities set out in the Editors Canada Strategic Plan 2017–2021, and also align with Editors Canada’s strategic priority to improve communications, both internally and externally. Goal #3 supports the first two goals and helps with organizational sustainability.

In the Editors Canada AdGrants account, there exists currently one campaign, which runs two ads: “Join Editors Canada” and “Joignez-vous.” This campaign addresses Goal #1, so it therefore makes sense that we revive it rather than create a new one. Later, we can create new campaigns to address Goals #2 and #3.

Goal #1: Promote Membership Growth and Retention

To ensure sustainability of the association into the future, Editors Canada needs to promote membership growth, both for the revenue generated by membership fees and for the human resources to help run Editors Canada. Note that the current ads in this campaign do not focus on retention, so that would be a focus for subsequent ads.

To improve our existing “Join Editors Canada” and “Joignez-vous” ads, Google has provided recommendations (with an estimated percentage improvement in our optimization score for each):

- Removing redundant keywords (2.8%)
- Set up conversion tracking (17.8%)
- Add structured snippets (5.4%)

The first recommendation—removing redundant keywords—is very simply done with a moderate expected increase to optimization.

The second recommendation—setting up conversion tracking—involves including a “tag” on the Editors Canada website that will allow Google Ads to track the number of times people see the ad and then act on buying a membership. This would require involvement with the web developer but would provide the greatest increase to optimization. It would also give Editors Canada a much better impression of whether the ads are successful or if they need to be improved.

The third recommendation—adding structured snippets—adds additional customizable information to our ads. This information is added to the ads or campaign, so it is relatively simply done for a moderate increase to optimization.

This proposal suggests implementing these recommendations as a first step.

Once those recommendations have been implemented and we can measure their success, subsequent ads in this campaign could focus on:

- Clearly and consistently communicating association news and member benefits
- Expanding outreach to student affiliates about the benefits and services available to them
- Reinforcing that Editors Canada is a national, bilingual association
- Expanding outreach to francophone members
- Clearly communicating volunteer opportunities and the link to professional development
- Providing links to our social media accounts, for those not ready to commit to a membership
- Promoting subscriptions to The Editors’ Weekly blog

- Promoting webinars as professional development to all communications professionals
- Promoting the annual conference

Target audiences

Primary audiences:

- editing, publishing, and communications students (external)
- creator and publishing groups (external)
- existing student affiliate members (internal)
- partners (external)

Secondary audiences:

- existing members (internal)
- employers (external)
- general public (external)

Key dates

2020

End-December Provide monthly report (as baseline)

2021

Before end-January Implement Google recommendations

End-January Provide monthly report

Provide draft ads for Goal #1 campaign

End-February Provide monthly report

Implement new ads for Goal #1 campaign

End-March Provide monthly report

End-April Provide draft campaigns for Goals #2 and #3

Provide monthly report

End-May Implement new campaigns for Goals #2 and #3

Provide monthly report

Eng-June Provide monthly report

Evaluation

Initially, the baseline monthly report will provide a snapshot evaluation of the current campaign. Monthly reports will be generated at month's-end to determine if we are achieving our goals. The Editors Canada Strategic Plan does not outline specific membership growth or retention goals. A safe, but not ambitious, goal would be to at least match annual attrition rates plus 5%. Editors Canada comprised 1,097 members in 2019, so a 5% increase would mean 55 new members.

Given that Google algorithms need to learn how to optimize our ads, we should expect monthly membership increases to start slowly and grow as the months progress.

Next Steps

The following actions are the proposed next steps:

- Determine an annual membership growth goal for the remainder of 2020-2021 fiscal year (or approve the 5% increase)
- Implement the three Google recommendations to the existing ad campaign
- Provide monthly reports on the success of the revived ads
- Draft (for approval) additional ads in the existing campaign to address Goal #1
- Draft (for approval) two campaigns to address Goals #2 and #3

