

**Editors' Association of Canada  
Association canadienne des réviseurs**

**National Executive Council**

**Q3 Planning – Directors**

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September 19, 2021



**EDITORS  
RÉVISEURS  
CANADA**

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## **President (and Past President): Heather Buzila**

**Planning document for the Q3 meeting, September 19, 2021**

### **1. What activities (actions) are you planning in the coming year?**

- Begin to implement the recommendations submitted by the Equity, Diversity, and Inclusion (EDI) Task Force in June 2021
- Start looking into the logistics of creating a new strategic plan for Editors Canada
- Along with my duties as president, fulfill the duties of past president
- Work with the vice president so that she learns the role of president and can take over that role in July 2022
- Support and oversee the Student Relations Committee, Career Builder Committee, the Francophone adviser, and the EDI adviser
- Provide guidance and support to all directors as needed

### **2. Priorities for the next quarter**

- Begin working on the EDI task force recommendations
- Update the org chart on the website
- Plan and run NEC meetings, including inviting branches and twigs to attend as timing permits
- Support directors as needed

### **3. Requests or questions for the national executive council**

- None

### **4. Budget request**

- None

## **Vice-President: Maria Frank**

**Planning document for the annual budget meeting of September 19, 2021  
/ Document de planification pour la rencontre sur le budget annuel du September 19, 2021**

**1. What activities (actions) are you planning in the coming year? (Please fill in the table.)  
/ Quelles activités (mesures) pensez-vous prendre dans l'année à venir? (Veuillez remplir le tableau.)**

- Provide support to the president as needed
- Shadow the president and learn about the president's roles and responsibilities
- Provide support to the awards coordinator as needed
- Lead the execution of the annual report for 2021

**2. Priorities for the next quarter / Priorités pour le prochain trimestre**

- Support the president as needed
- Shadow the president and learn about the president's roles and responsibilities
- Support the awards coordinator as needed

**3. Requests or questions for the national executive council / Demandes ou questions pour le Conseil d'administration national**

- None at this time

**4. Budget Request / Demande de budget**

Translation costs for annual report should be part of national budget. Will need normal costs for awards included in national budget.

## **Treasurer: Breanne MacDonald**

### **Quarterly report to national executive council for meeting of September 19, 2021 / Rapport trimestriel en vue de la réunion du conseil d'administration national du 19 septembre 2021**

- 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)**
  - Website taskforce
  
- 2. Note successes, accomplishments and challenges from the past quarter**
  - As conference advisor, recruited chairs for the 2022 conference and got planning underway.
  - Met with previous treasurer to go over role and responsibilities.
  - Got up to speed with Plooto payment system.
  - Continued to advise the website taskforce.
  
- 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)**
  - Recruit members for the finance sub-committee and arrange meeting(s) to develop the 2022 budget.
  - Continue to support the 2022 conference.
  - Continue to support the website taskforce.
  - Continue to get up to speed with the treasurer's role.
  
- 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)**
  - If any committees have not submitted budgets for 2022, please reach out to them; we will need this info for October/November when putting together the 2022 budget.

## **Secretary: Marcia Luke**

- 1. List the groups or individuals that report through you / Énumérez les groupes ou les individus qui se rapportent à vous**
  - Conference committee
  - Mentoring committee
  
- 2. Note successes, accomplishments and challenges from the past quarter**
  - Passing motions for the start of the 2021-2022 year
  - Requested and Compiled Q3 Reports
  - Prepared list of requests for Q3 Meeting
  
- 3. State priorities for the next quarter / Priorités pour le prochain trimestre**
  - None at this time
  
- 4. Your own requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national**
  - None at this time

## Director of Branches and Twigs: Anne Godlewski

### Planning document for the annual budget meeting of September 19, 2021

#### 1. Priorities for the next quarter

- Update and/or revise the branch and twig toolkits
- Communicate reminders and updates to chairs regularly and answer questions promptly
- Schedule Zoom meetings for chairs for next three quarters
- Attend branch and twig meetings when possible

#### 2. Requests or questions for the national executive council

- For discussion (I realize these are large topics): Many branches and twigs maintain websites/blogs that are separate from the editors.ca website, and at least two twigs allow their local members to post their profiles for free on these websites. Four branches still appear to operate a similar service (as s“hotlines”) for their local editors, and these are even mentioned as benefits of membership ([regular](#) and [student affiliate](#)). Questions for discussion: a) Do such services constitute a conflict of interest, given that we offer the ODE, which brings in revenue? b) Should we let branches and twigs continue to develop and maintain their own websites or should we offer space on the editors.ca to encourage consistency across all branch and twig sites? If branches and twigs continue to maintain their own websites, should we develop guidelines or rules for what branches and twigs can do with their own websites?
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#### 3. Budget Request

None

## Director of Communications: Suzanne Bowness

### Planning document for the annual budget meeting of SEPTEMBER 2021

What activities (actions) are you planning in the coming year?

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
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>• Educate human resource departments about Editors Canada.</li> <li>• Create new profile-raising campaigns to follow up on #HireAnEditor</li> <li>• Educate new target groups about Editors Canada (ie libraries, self-publishers)</li> <li>• Advertise via Google ads, investigate other channels</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	<p>Work to implement EDI suggestions and publicize initiatives that other committees take on</p> <p>Research other groups to connect with that we can help in their EDI initiatives</p>	<ul style="list-style-type: none"> <li>• Implementation of EDI initiatives</li> <li>• Outreach to other groups on EDI</li> </ul>
Communications and Marketing / Communications et marketing	Ensure that communications are consistent and integrated early into association initiatives	<ul style="list-style-type: none"> <li>• Create guidebook for committees on how to integrate communications planning early and</li> </ul>



	<p>Improve LinkedIn presence and activity</p> <p>Assess other social channels to ensure consistency and regular updates</p> <p>External: communicate with employers about the benefits of hiring a professional</p>	<p>when to connect with Marcom</p> <ul style="list-style-type: none"> <li>• Create social media guides and templates</li> <li>• Create campaigns for target groups that would benefit from knowing more about Editors Canada</li> <li>• Create follow-up to #Hireaneditor campaign</li> </ul>
<p>Membership : Increased and Engaged / Membres plus nombreux et plus actifs</p>	<p>Create interaction plan for members in various categories (student, new members)</p> <p>Support member surveys and action on feedback</p>	<ul style="list-style-type: none"> <li>• Reach out to members on social, liaise with committees to publicize their member outreach</li> </ul>

**1. Priorities for the next quarter / Priorités pour le prochain trimestre**

- Work with Marcom committee chair to set priorities, build team and move projects ahead (Google Adwords, LinkedIn page renewal, library/schools outreach)
- Consult with other committees to determine quarter projects and priorities
- Develop and circulate communications primer for committees to encourage greater connection and consistency in campaign planning
- Revisit and edit association crisis communications document
- Create social media guides and templates for committees and branches/twigs
- Revisit and provide interim update to current Communications Strategy document until next Strategic plan can be created
- Other regular tasks (Giving Tuesday, webinars flash sale, ongoing blog development)

**2. Requests or questions for the national executive council / Demandes ou questions pour le Conseil d'administration national**

- Status of Strategic Plan and Communications Plan development

**3. Budget Request / Demande de budget**

Funds available for advertising?

## Director of Professional Standards: Arija Berzitis

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

1. Standards committee
2. Certification steering committee (CSC)

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

### Standards committee

- co-chairs Berna and Becky continuing
- two new committee members added: Greg Ioannou and Arija Berzitis
- work reviewing Preamble and Fundamentals sections of the current Professional Editorial Standards should be complete by end of Sept.
- next is review of Structural Editing PES
- chair (Berna) has opted to join Editors Canada Equity, Diversity, and Inclusion (EDI) Task Force to minimize duplication of effort

### CSC

- Prepping of the 2021 certification exams almost complete
- Proofreading and Structural Editing exams will take place in November 20 under auspices of new remote-proctoring/exam-hosting partner Uxbridge
- Work on Foundational Skills test is complete

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

### Standards committee

- continuing to liaise between publications and CSC as we work through the standards and follow through on standards labelling and versioning system

- I would like to sit in on the EDI Task Force to learn more about that important topic
- explore tools and practices that can help the committee with their work

## CSC

- explore PDF markup using free version of Adobe Acrobat AC and Reader

I'd actually like to sit for the Proofreading exam

- connect with Training and Development to monitor certification prep exams in the fall leading up to November (structural editing and proofreading specifically)

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 Publications: Kaitlin Littlechild

### Planning document for the annual budget meeting of September 19, 2021

1. What activities (actions) are you planning in the coming year? (Please fill in the table.) / Quelles activités (mesures) pensez-vous prendre dans l'année à venir? (Veuillez remplir le tableau.)

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Represent Canada's Editors / Représenter les réviseurs du Canada	Become the authority on editing: certification, standards, training	<ul style="list-style-type: none"> <li>• Continue to market <i>Edit Like a Pro: Proofreading</i></li> <li>• Complete <i>Edit Like a Pro: Structural Editing</i></li> <li>• Coordinate with handbook committee and writers to develop first draft of Inclusion handbook</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	Broaden appeal to all types of editors	<ul style="list-style-type: none"> <li>• Explore ability of bilingual volunteer for French translation of handbook project</li> </ul>
Innovation and Agile / Innovation et agilité	Get things done	<p>Create and build momentum on <i>Edit Like a Pro: Structural Editing</i></p> <ul style="list-style-type: none"> <li>• Meet with publications committee monthly</li> <li>• Meet with handbook committee every 6 weeks to assess progress on first draft of Inclusion handbook</li> </ul>
Communications and Marketing / Communications et marketing	<p>External: Our targeted communication activities reach potential members, clients, and employers</p> <p>Internal: Members feel consulted in issues important to them</p>	<ul style="list-style-type: none"> <li>• Promote <i>Edit Like a Pro: Proofreading</i></li> <li>• Coordinate with relevant groups/committees to ensure consistency in language for Inclusion handbook</li> </ul>

<p>Membership : Increased and Engaged / Membres plus nombreux et plus actifs</p>	<p>Engaged members who :</p> <ul style="list-style-type: none"> <li>• Volunteer</li> <li>• Go to meetings</li> <li>• Contribute to a publication</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit members through marketing of <i>Edit Like a Pro: Proofreading</i></li> <li>• Engage members in the writing of Inclusion handbook and <i>Edit Like a Pro: Structural Editing</i></li> </ul>
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**2. Priorities for the next quarter / Priorités pour le prochain trimestre**

- Review files for *Edit Like a Pro: Structural Editing* and create workplan
- Write Introduction for Inclusion handbook
- Identify and address any remaining issues with *Edit Like a Pro: Proofreading* (address reported issues with files, clarify difference between ELAP resource and certification prep).

**3. Requests or questions for the national executive council / Demandes ou questions pour le Conseil d'administration national**

- None

**4. Budget Request / Demande de budget**

Is there a cost for launching the *Edit Like a Pro* resources?

## Director of Training & Development: Błażej Szpakowicz

### 5. Plans for the coming year

- For the 2021–22 season, T&D experimentally tried to approach people to present webinars on subjects we want to see covered; this has not worked out, with a number of names who expressed interest dropping out or going silent. We will instead shortly be posting a call for webinar proposals, highlighting specific topics of interest to the association. We expect to have a schedule for 2022 planned by Nov/Dec.
- We have a wide range of topics that we hope to see covered during the upcoming season, including fiction editing, science/medical editing, diversity, and the revised Plain Language and Professional Editorial standards (depending on when those are adopted).
- We are working with the appropriate association members on accessibility questions/options and topics.
- We plan to expand marketing for the webinars, e.g., more social media. Especially true for French webinars, which we hope can attract new members (thanks to concrete benefits in the form of more French-language professional development material). We plan to reach out to new audiences for these (e.g., French universities via program coordinators; translators). We intend to reapply for the Heritage Canada grant in May, to continue to build the French webinar program.
- We will have more webinar sales. Another Black Friday sales is likely (the first was a huge success), as are smaller targeted sales (e.g., for Plain Language Day on Oct 13).
- We will investigate improvements to the webinar website once the overall Editors Canada website overhaul is complete.

### 6. Priorities for the next quarter

- The fall webinar season is largely complete, with 4–5 English webinars and 6–7 French webinars either already scheduled or nearly ready to go. We will likely add a couple more English ones (one by Greg Ioannou, and we're approaching several other potential presenters).
- French webinars are doing very well (arguably better than English); French webinar coordinator Karel Malkoun has done a sterling job corralling presenters. As noted, we plan to market them more strongly to expand the audience and hopefully grow our membership.
- We have recruited several new English hosts, who will be trained in the coming weeks.

### 7. Requests or questions for the national executive council

- None.

### 8. Budget request

- None.

## Director of Volunteer Services: Leah Morrigan

### Planning document for the annual budget meeting of September 19, 2021

1. What activities (actions) are you planning in the coming year? (Please fill in the table.) / Quelles activités (mesures) pensez-vous prendre dans l'année à venir? (Veuillez remplir le tableau.)

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Represent Canada's Editors / Représenter les réviseurs du Canada	See page 8 of the strategic plan. / Voir la page 8 du plan stratégique.	<ul style="list-style-type: none"><li>• I have been happily telling my business network about my membership and director position at EC. This has resulted in increased business for me and awareness about editing in general and (the existence of) EC, which proves that by simply telling people about editing, their interest is ignited.</li></ul>
Bilingual and Diverse / Bilinguisme et diversité	See page 9 of the strategic plan. / Voir la page 9 du plan stratégique.	<ul style="list-style-type: none"><li>• ?</li></ul>
Innovation and Agile / Innovation et agilité	See page 10 of the strategic plan. / Voir la page 10 du plan stratégique.	<ul style="list-style-type: none"><li>• After my first interview with The Vine (Lenore), there was interest about my background in business and media and talk about me doing a webinar about image and editing (I have two small businesses : the first is an image consulting business, editing, the second). The link between the two is that they are</li></ul>



		<p>both about presentation – one is visual, the other is textual). I am happy to share my knowledge with the membership.</p> <ul style="list-style-type: none"> <li>• Implement and maintain a can-do attitude for the greater good of the organization.</li> </ul>
<p>Communications and Marketing / Communications et marketing</p>	<p>See page 11 of the strategic plan. / Voir la page 11 du plan stratégique.</p>	<ul style="list-style-type: none"> <li>• Discussions at The Vine meetings suggest an interest to bring in speakers from the business world for insights into and how we can apply that information to our organization.</li> <li>• Help promote EC online.</li> </ul>
<p>Membership : Increased and Engaged / Membres plus nombreux et plus actifs</p>	<p>See page 12 of the strategic plan. / Voir la page 12 du plan stratégique.</p>	<ul style="list-style-type: none"> <li>• Changed the volunteer welcome email to be a little more dynamic (punctuation : an exclamation mark can do wonders to inspire people!).</li> <li>• Have been mentioning The Vine and its value to new members and how it can benefit them (i.e., networking, support, etc.).</li> <li>• Would like to help implement an online platform for member chats (i.e., Slack). Discussions around this topic have included chat groups for communities of practice</li> </ul>

		(i.e., proofreaders, in-house editors, etc.) or regional groups.
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**2. Priorities for the next quarter / Priorités pour le prochain trimestre**

- Create a LinkedIn task force to promote EC/editing on this business platform.
- Continue to look for member benefits and communicate these to the membership (i.e., 15 Reasons to Join Editors Canada).
- Help change the public image of editing with new strategies, promotions, and visuals : I have ideas for marketing and member services to promote EC, in line with the strategic plan which states that we need to be careful not to sound stuffy, condescending, or boring. I believe it is time to modernize the image of editing and make clear communication sexy and accessible!

**3. Requests or questions for the national executive council / Demandes ou questions pour le Conseil d'administration national**

- ?

**4. Budget Request / Demande de budget**

I have absolutely no idea.