

Editors' Association of Canada/Association canadienne des réviseurs

Minutes of Executive Council Meeting

February 25–26, 2006

Day One

Saturday, February 25

1. Call to order

The meeting was called to order at 10:09 a.m. on Saturday, February 25, in the association national office at 502-27 Carlton Street in Toronto. The president, Maureen Nicholson, presided.

Attending:

Susan Davis	Vice-president
Faith Gildenhuis	Past president
Greg Ioannou	Secretary
Gillian Watts	Treasurer
Daphne Sams	BC branch representative
Brendan Wild	PP branch representative
Wilf Popoff (left after agenda item 16)	Sask branch representative
Jennie Worden	TO branch representative
Suzanne Aubin	QAC branch representative
Moira White (arrived after agenda item 5)	NCR branch representative
Peter Moskos	Member-at-large
Tom Vradenburg (left after agenda item 13)	Member-at-large
Lynne Massey	Executive director
Michelle Ou	Communications coordinator

2. Approval of agenda

Agenda was amended to include items on the PPB tenth anniversary celebration, certification test-setting and the launch contest for the new website.

Motion: MOVED by Susan Davis, seconded by Tom Vradenburg, to approve the agenda as amended. CARRIED.

3. Receipt of quarterly reports

Motion: MOVED by Faith Gildenhuis, seconded by Tom Vradenburg, to receive the quarterly reports. CARRIED.

4. Approval of December 2005 minutes

Approval of the December 2005 minutes was deferred to discussion via the council email list.

5. Ratification of motions proposed and voted on via the email forum

Motion: MOVED by Greg Ioannou, seconded by Faith Gildenhuis, to ratify the following motion that was approved via the email forum: that EAC accept the CBA's invitation to join its coalition to remove GST from books. CARRIED.

Lynne has no specific information on the success of this initiative; as far as she knows, none of the political parties undertook to completely remove GST from books.

6. Business arising from quarterly reports

President

Maureen Nicholson wrote and circulated two of four draft policies.

Vice-president

The report to members on the December council meeting is pending. Greg Ioannou noted that writing these reports is logically a job for the secretary rather than the vice-president.

Action: Susan Davis will complete the December report.
Responsibility for writing future meeting reports to members will reside with the secretary.

Treasurer

Action: Gillian Watts will report to the national annual general meeting with pie charts, including figures by program, as last year.

BC

Daphne Sams voiced concern about trying to improve communications with members, especially those in the lower mainland. More planning will be required when the new executive is elected in June.

The conference newsletter (*West Coast Editor*) is scheduled to be produced in advance of the conference date, and will be available to non-members in both hardcopy (not mailed) and pdf format. Daphne and Wilf Popoff discussed the possibility of a joint issue with *Active Voice*. Maureen Nicholson pointed out that printing could be handled by Douglas College in BC, which already prints *West Coast Editor*.

The BC branch has loaned the national organization \$2000 in support of certification. The loan is repayable in five years.

Prairie Provinces

The Manitoba Editors' Association (MEA) has made a tentative inquiry about holding joint seminars with EAC members. This could be a good way to provide EAC's Manitoba members with a professional development opportunity, but EAC has no administrative support structure in Manitoba to organize this. No further action is required at this point; EAC will wait to see if MEA is seriously interested. One option might be to host a certification seminar in Winnipeg, since MEA members have expressed interest in certification.

Action: Brendan Wild will take all suggestions back to the Prairie Provinces branch and report back on the executive email list.
Lynne Massey will give Leigh Patterson a list of current Manitoba EAC members.

Noted: Lynne reported that the national office stock of EAC leaflets and application forms is almost depleted, and that the brochures will be updated with new content and redesigned to be branded with the new website. In the meantime, she had emailed promotional flyers to PPB and BC to print and distribute at events.

QAC

The national executive council welcomed QAC branch chair Suzanne Aubin back to the table. Suzanne reported that the QAC executive had met for the first time in several months, that the branch plans to hold

elections in May, and that a seminar series was underway involving cross-promotion with the University of Montreal. Suzanne also reported that the QAC branch has been exploring the possibility of having its paid branch administrator take on bookkeeping responsibilities.

Saskatoon

Wilf Popoff reported that it has been a challenge getting people who take part in Saskatoon workshops to join EAC. Membership numbers have dropped recently, but this was probably part of the usual holiday-season drop.

Suggestion: Increase meeting fees from \$5.
At the meetings, focus more on what non-EAC members are missing.

Toronto

Jennie Worden informed the council that there is a member attrition issue.

Action: Jennie will circulate the branch communications guide.

NCR

Moira White reported that there is no chair for the 2007 conference yet, but she will be meeting with Jennifer Latham soon to discuss what's needed.

Action: Lynne Massey will send some conference budget figures to Moira.

Certification

The Certification Committee is focusing this year on setting the Proofreading, Copy Editing and Elementary Knowledge of the Publishing Process tests. The outlook is for the substantive test to be delivered in 2008. Piloting of the Proofreading and KP tests that were set in 2005 is tentatively scheduled for April 1 in Toronto.

A council member wondered whether the test fee for non-members was high enough. Lynne said the fees were set to discourage people from taking out memberships just to take advantage of one-time member pricing, which could contribute to membership churn. Another council member questioned the plan to offer a discount to people signing up for both the KP and proofreading tests (the two tests that will be ready this year), given that KP is necessary for any form of certification. The discount was initially to be offered to people committed to taking all four tests but only two will be ready this year.

Suggestion: Provide discounts on two of CE, Proofreading and Substantive, but not KP.
Keep discounted pricing this year, or change the discount to a \$50 early-bird fee, but offer no discount in subsequent years.
Publish the costs of the certification initiative in *Active Voice* to offset any concerns that people may have about the cost of taking the tests. Include cost comparisons with other accreditation and certification programs. Remind people of the long-term benefits of the investment.
Use material from the introductory section of the KP study guide volume as an article.
Delegate the on-site supervision and logistics to others who aren't already busy with the work of the committee.

Action: Wilf Popoff will ask the Certification Committee for an article for AV.
Lynne will report council feedback to the Certification Committee.

Conference

The conference committee asked how much promotional material should be translated into French. At present, there are no French sessions scheduled to be offered.

Consensus: Set up a basic French conference web page. Only general information and registration materials should be translated. The French version of the new website is a higher priority for the translation funds.

Action: Moira White/NCR will provide an English/French statement for the Vancouver conference brochure that invites people to join us in Ottawa in 2007 when there will be French-language programming.

Marketing/PR

Suggestion: Focus more on this committee next year.
Ask the marketing chair to attend the June executive council meeting.
Broadening this idea: invite local committee chairs to attend meetings that are in their cities.

Mediator

Two council members suggested that information about the mediator's services isn't visible enough on the website.

Suggestion: Include a rolling item on the members' home page to highlight this and other EAC services.

Newsletter

The *Active Voice* editors plan to launch a readership survey in the next issue. Faith Gildenhuis was concerned that a survey is premature.

Suggestion: Concentrate on producing AV and revisit the survey in a year's time.
Use online survey tools, such as Survey Monkey and the discussion board polling feature – poll often, use surveys less frequently.
The branch newsletter chairs could act as an advisory board (via teleconferencing), providing input for the AV editors about improving the newsletter.

Les Normes

The French editorial standards are projected to go out for member ratification in 2006.

6.1 Motion to change signatories for ING account

The signatories on the ING account are currently Lynne Massey and Matt Godden. The signatories should be changed to reflect staffing changes.

Motion: MOVED by Faith Gildenhuis, seconded by Jennie Worden, to change the signatories to "Executive director" and "treasurer." CARRIED, with one abstention.

6.2 Requests for extra budgetary allocations (*was 6.2 Request for travel subsidy from PPB*)

Motion: MOVED by Greg Ioannou, seconded by Tom Vradenburg, to allocate up to \$1000 to cover Rosemary Tanner's transportation expenses to attend the Prairie Provinces branch's tenth anniversary celebration. CARRIED.

Costs of Rosemary Tanner’s trip might be partially covered by the existing certification budget because of planned test-setting in BC a week or so later.

Motion: MOVED by Greg Ioannou, seconded by Peter Moskos to allocate up to \$500 to cover costs of sending two BC branch members to attend a literary info-fair in Victoria.
MOTION WITHDRAWN.

The Victoria trip would serve as a conference promotional/branch outreach trip, but the conference component can be covered by the existing conference budget and the branch outreach component should be covered by the branch.

Motion: MOVED by Faith Gildenhuis, seconded by Tom Vradenburg to allocate up to \$5000 to the Certification Committee to cover the costs of an expanded test-setting session in 2006. The committee made the request (offset by a \$2000 loan from the BC branch) to cover the expenses related to moving from a five- to three-day plan and a more complex copy editing test. CARRIED, with one abstention.

Suggestion: The CE test-setters could provide feedback to the Standards Committee about the specifics of the standards.

7. Website launch

7.1 Rollout plans, including French website

Consensus: Target launch date for the French website is March 27.

Action: Lynne Massey will find out about the French discussion board interface.

7.2 Purpose and procedures for Ask National

The “Ask National” section of the discussion board is where members can ask questions about national policies, services and activities. Most questions will likely be about schedules and procedures; staff can handle these. Questions about the reasons for particular decisions or policies should be answered by an executive member. Procedure: Staff will monitor this thread and answer most questions. When a posting requires an executive response, Lynne will forward it to the exec readers and one of them will write a response.

Action: Staff will add description blurbs to the different sections of the discussion board.

7.3 Staff postings to the email and Web-based forums

Motion: MOVED by Faith Gildenhuis, seconded by Greg Ioannou, to give staff access and posting rights to the email forum and the discussion board. CARRIED.

Suggestion: Staff should be permitted to post factual clarification.
EAC should develop guidelines to avoid partisan communications.

7.4 Online survey tools

Action: Staff will look into polling functions and survey tools (e.g., Survey Monkey) and report back to the executive council with recommendations.

Noted: Implementing Survey Monkey would require a budget allocation.

8. Certification: KP study guide

Council members reviewed the draft study guide volume on Knowledge of the Publishing Process. Reaction to the cover was unenthusiastic: the image resembles clipart and the logo looks lost.

Suggestion: Redesign the cover so it's more in line with the new website.

The concept “introduced no new errors” may be too technical a term; clarification might be helpful. The section on how to prepare for the KP test is very general and should be expanded. It should refer people to specific sections in the Chicago or New York style guides or *Words into Type*, or steer people toward suggested reading lists and taking courses in production.

Suggestion: Repeat information from pages seven and eight in part one.
Use information from the How to Prepare handout.
Amplify the “how to prepare” sections in the CE, Proofreading and Substantive style guides.
Branches may look into offering sessions teaching markup using Acrobat.

Action: Lynne Massey will check how detailed the “how to prepare” sections of the CE, Proofreading and Substantive study guides are.

9. Update on Tom Fairley Awards submissions

There were 10 submissions for the 2005 Tom Fairley Award, covering a wide range of genres.

Suggestion: Medium-term considerations include electronic submission of award nominations and supporting documentation, as well as separate awards for genre/type of editing. EAC could publish a mini profile of the people who enter the competition (this raises confidentiality issues, though).
Branches could potentially offer their own awards.
The judges could develop and announce a shortlist to create additional interest and draw attention to the diversity of eligible projects.
The committee could produce a kit on how to prepare an entry.

10. Policy development: branch formation

Faith Goldenhuys circulated the draft policy for council review. Several suggestions were noted.

Suggestion: Faith will take the council's recommendations back to the committee, circulate the revised version to the executive and then ask for member feedback on the discussion board. The Member Communication Committee will monitor the discussion, analyze the feedback and report back to the council.

New website contest

Lynne Massey distributed the short-story contest entries. Council members agreed to disallow all entries that exceeded the 400-word maximum, review the remaining entries and submit their shortlist selections on Sunday.

11. Adjournment

The meeting was adjourned for the day at 4:40 p.m.

Day Two

Sunday, February 26

12. Call to order

The meeting was called to order at 10:08 a.m. on Sunday, February 26, in the association national office in Toronto. The president, Maureen Nicholson, presided. Attending: see item 1 above.

13. Membership review

Tom Vradenburg circulated the Membership Review Committee's draft proposal for revising EAC membership categories. Council members asked whether the "retired members" category would be mandatory or opt in/opt out; they were unanimously against the idea of a mandatory retirement category.

Council members also discussed the names of the levels of membership in the draft proposal (novice, regular and senior): they imply levels of skill.

Suggestion: Change level names to member, voting member and member emeritus (membre, membre votant and membre emeritus)

Consensus: Drawing on the proposal, council members proposed the following scale of membership fees: Student member \$80, member \$160, voting member \$160, member emeritus \$40, honorary life membership \$0.
Student membership applications should be submitted with a faculty member's signature. The student membership may be renewed for two additional years, of which one could be a transition year. These years do not have to be consecutive. If the years are broken up, another faculty signature is required with the subsequent student membership application. A member is only eligible for student membership for three years altogether, whether consecutive or broken up.

The concept of corporate membership raised several questions, including how to deal with in-house turnover and whether or not corporate members would be eligible for voting status. Further discussion is required.

Action: Tom Vradenburg will report back to the Membership Review Committee. If the committee agrees with the council's suggestions about the membership categories proposal, they will revise the draft and circulate it to the executive council before circulating it to members for feedback. The Member Communication Committee will be asked to monitor the discussion on Interactive Voice and analyze all feedback. The Membership Review Committee will tweak the proposal in response to member feedback, if needed.

14. Committee manual progress

The second draft is complete.

Action: The committee will submit the manual to Maureen Nicholson, Faith Gildenhuis and Lynne Massey for review. Michelle Ou will format and copy edit the text. Once approved by the committee and the council, the manual will be published online in an easy-to-print HTML format (including a detailed table of contents), announced with a broadcast to members. Publication is scheduled for April 2006.

15. Volunteering for the association

15.1 Nomination process for 2006-07

Council members reviewed the draft nominations policy and discussed whether it would be a conflict of interest for a member of a nominating committee to be nominated.

Suggestion: Members of a nominating committee who are themselves nominated should step down from the committee.

Action: Maureen Nicholson will revise the policy as per the discussion and circulate it. The policy will be posted on the website in time for this year's recruitment process. The *Active Voice* editors will publish something about nominations in the April issue. Branch representatives will promote the positions to the membership. Branch representatives should be wary of implying that anyone who is asked to stand is being endorsed, or that they will stand uncontested. Lynne Massey will remove the word "slate" from the list of candidates in the AGM documents because it is inaccurate. The committee mandates will be published on the website.

15.2 Training session for committee chairs

Suggestion: Hold a town hall session or an open-house lunch session on Saturday at the conference with a focus on volunteering and professional development skills. Host a separate workshop session in August or September for committee chairs. Focus on the training manual this year, with a clearer focus on actual training next year. Combine a training session with the September national executive council meeting. Use the new committee manual as a text for the session. Invite chairs to attend the strategic planning part of the meeting and then carry on the training. Not necessarily an annual event. Change "training session" name, because "training" implies that the session will precede committee action.

Action: Faith Gildenhuis will report on a possible training session coinciding with the national executive council meeting in September. Peter Moskos and Susan Davis will prepare a one-page agenda of the September training session for the June NEC meeting.

15.3 Use of the website to support involvement

Action: Lynne Massey will coordinate completing the volunteer section of the website.

16. Other business

Council reviewed reimbursement eligibility for the June AGM.

Noted: Council members who are staying on the executive council for another term are reimbursed for accommodation for three nights. Council members who will not stand for another term are eligible for accommodation for two nights. Successors are eligible for accommodation for two nights. Transportation costs are reimbursed in all cases, under the usual policy.

Motion: MOVED by Greg Ioannou, seconded by Moira White, to have the certification study guides covered by Access Copyright rather than a more restrictive MES-type permissions arrangement. CARRIED.

Greg Ioannou reported that an EAC member had posted a message to the email forum about her recent difficulty claiming coverage on EAC's health insurance plan. In the past, the EAC president or past president had approached the insurance company on the member's behalf.

Consensus: The insurance package rates are unattractive and the service is not great. EAC needs to speak with the broker to discuss the terms of the policy, the claims procedures and promotional arrangements.

Action: Lynne Massey will ask the member with the claims problem if she would like EAC to discuss her specific case.
Greg Ioannou will contact a member of the Insurance Institute to look into this.

17. Council priorities for the next quarter to 2006-06-11

- Launch of French website
- Revised nomination policy to be returned to the council for review
- Nominations
- AGM preparations
- Completion of committee manual
- Completion of membership proposal, member consultation on the proposal, prepare motion for AGM
- Revised branch formation policy to be returned to the council for review
- Review certification PR study guide volume
- Conference promotion
- Peter Moskos to ask mediator to develop policy on her position
- Gillian Watts to remind branches to submit financial statements

Noted: Council members are concerned that there will be no Certification Committee representation at the conference.

Suggestion: Perhaps Rosemary Tanner could staff a Q&A table at the lunch breaks.

Council members selected the shortlist for the website launch short story contest: entry numbers 2, 5, 7, 10 and 13.

18. Adjournment

Motion: MOVED by Greg Ioannou to adjourn. CARRIED.

The meeting adjourned at 3:01 p.m.

Secretary

President