

**Editors' Association of Canada/Association canadienne des réviseurs
Minutes of Executive Council Meeting**

June 11–12, 2006

Day One

Sunday, June 11

1. Call to Order

The meeting was called to order at 4:05 p.m. on Sunday, June 11, at 515 West Hastings Street, Vancouver (SFU Harbour Centre). The president, Maureen Nicholson, presided.

Attending:

Susan Davis	Vice-President
Faith Gildenhuis	Past President
Greg Ioannou	Treasurer and outgoing Secretary
Julia Cochrane (agenda items 1 to 13 only)	Secretary
Gillian Watts (agenda items 1 to 5 only)	outgoing Treasurer
Daphne Sams	BC branch representative
Brendan Wild	PP branch representative
Wilf Popoff (agenda items 1 to 5 only)	outgoing SN branch representative
Michelle Boulton	SN branch representative
Jennie Worden (agenda items 1 to 5 only)	outgoing TO branch representative
Alan Yoshioka (agenda items 1 to 19 only)	TO branch representative
Moira White	NCR branch representative
Brian Parsons (agenda items 1 to 16 only)	QAC branch representative
Peter Moskos	Member-at-Large
Tom Vradenburg	Member-at-Large
Lynne Massey	Executive Director
Michelle Ou	Minute-taker

Absent:

Suzanne Aubin	outgoing QAC branch representative
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2. Approval of agenda

Motion: MOVED by Moira White, seconded by Tom Vradenburg, to approve the agenda. CARRIED.

3. Receipt of quarterly reports

Motion: MOVED by Faith Gildenhuis, seconded by Daphne Sams, to receive the quarterly reports. CARRIED.

4. Approval of December 2005 and February 2006 minutes

Approval of December 2005 and February 2006 executive council meeting minutes was deferred to allow members of the council further time to review the minutes.

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

Motion: MOVED by Greg Ioannou, seconded by Tom Vradenburg, to ratify the motions passed on the executive email forum over the preceding quarter. CARRIED.

The motions as passed are as follows.

Informal decision:

On June 1, the national executive council agreed informally to a donation of \$100 to a charity (to be decided) in memory of Michelle Ou's sister.

Motions:

1. On March 13, MOVED by Peter Moskos, seconded by Susan Davis to adopt the Nominations policy, as amended. Passed unanimously.

2. On March 16, MOVED by Greg Ioannou, seconded Peter Moskos, to adopt the Tom Fairley Award policy, as amended. Passed unanimously.

There was a round of applause for outgoing members of the national executive council. Wilf Popoff, Gillian Watts and Jennie Worden left the meeting.

6. Overview of general meeting procedures, expense reimbursement and email forum procedures

Action: Lynne Massey will send the EAC expense form to Julia Cochrane.

7. Assignment of cheque-signing authority

Motion: MOVED by Tom Vradenburg, seconded by Moira White, that Greg Ioannou and Alan Yoshioka be named as signatories to the TD Bank chequing account in addition to the executive director. CARRIED, with one abstention.

8. Motion to change signing authorities on the ING account.

Motion: MOVED by Faith Gildenhuis, seconded by Tom Vradenburg, that Greg Ioannou be named as signing authority to the ING account instead of Matt Godden. CARRIED, with one abstention.

Action: Lynne Massey will change the Internet password for the ING account.

9. Overview of association's activities over the course of the year

Lynne Massey gave the executive council an overview of association's upcoming activities.

- June: Certification study guide sales
- Summer: Launching the association's French website, migrating the editors.ca/reviseurs.ca email addresses to a new email provider, developing a membership list and overhauling EAC's printed materials
- Fall: Gearing up for the first administration of the certification exams on November 18, conference planning for 2007, budget development and developing committee action plans for the coming year
- February 2007: Continuing conference plans (including getting the brochure in the mail), the Nominating Committee starts work and Tom Fairley Award nominations commence
- March/April 2007: Conference registration opens
- April/May/June 2007: National executive council members submit reports for the annual report; office plans for Book Expo and for summer certification test-setting session

10. Proposed meeting dates and locations for the coming year

The following dates and locations were agreed on for council meetings in 2006–07.

- Strategic-planning meeting: September 16–17, Toronto
- Budget meeting: November 25–26, Toronto

- Major-issues meeting: March 3–4, location TBD
- AGM and transition meeting: June 4–5, Ottawa

The strategic-planning meeting in September was subsequently relocated to Ottawa following a cost comparison.

11. Appointment of committee chairs and representatives to outside committees

Motion: MOVED by Tom Vradenburg, seconded by Peter Moskos, to appoint Ruth Wilson and Rosemary Tanner as co-chairs of the Certification Committee, Ken Weinberg as chair of the Website Committee and Stephanie Fysh as EAC's director and delegate to the Book and Periodical Council. CARRIED.

Motion: MOVED by Greg Ioannou, seconded by Faith Gildenhuis, to go in camera. CARRIED.

[In camera discussion 1.]

12. Division of committee reporting responsibilities between members-at-large

Division of committee reporting responsibilities between members-at-large was deferred to Monday to allow Peter Moskos and Tom Vradenburg time to review.

13. Adjournment

Motion: MOVED by Julia Cochrane to adjourn. CARRIED.

The meeting was adjourned at 5:25 p.m.

Monday, June 12: Meeting of the New Council

10 a.m. to 1 p.m.

14. Call to order

The meeting was called to order at 10:12 a.m. on Monday, June 12, at 515 West Hastings Street, Vancouver (SFU Harbour Centre). The president, Maureen Nicholson, presided. Attending: see item 1 above.

14A. Approval of December 2005 minutes (originally item 4 on agenda)

Motion: MOVED by Daphne Sams, seconded by Tom Vradenburg, to approve the December 2005 minutes.

Suggestion: The minutes should specify the policies that were passed in #14: Privacy, Conflict of Interest, Confidentiality, Human Resources.

Motion CARRIED, as amended, with two abstentions.

14B. Approval of February 2006 minutes (originally item 4 on agenda)

Motion: MOVED by Peter Moskos, seconded by Faith Gildenhuis, to approve the February 2006 minutes.

Suggestion: Fix the typos in the minutes.

Motion CARRIED, as amended, with two abstentions.

14C. Business arising from February minutes

Issues that arose during discussion of the February minutes include the need to revisit the idea of asking the Marketing & PR Committee chair to attend a council meeting, as well as the question of preventing partisan communications. Should the national executive council develop guidelines for council and staff communications?

Action: The executive director and the secretary will work together to circulate the executive council action list in a timely fashion.

15. Business arising from annual general meeting

15A. There was discussion about how the membership category changes should be communicated to the membership. The message should go out to the membership next week.

Action: Maureen Nicholson will draft an initial letter to members and post it to the national executive email forum for review.
Branch representatives will communicate with their own membership directly.
Michelle Boulton will cover the subject in an *Active Voice* issue (article to be written by Tom Vradenburg).
The national office will prepare a broadcast to student members.

Motion: MOVED by Peter Moskos, seconded by Tom Vradenburg, to modify EAC's editing experience form to include the following as eligible editorial activities: managing editors, teaching editing, parallel reading, and manuscript evaluation for editing-related purposes.

Friendly amendment: MOVED by Tom Vradenburg to modify EAC's editing experience form to include the following as eligible editorial activities: managing editors, teaching editing, parallel reading (*révision comparative*), revision of translation and adaptation, and manuscript evaluation. Amendment accepted by Peter.
CARRIED, as amended.

15B. The ad hoc membership review committee should have been dissolved at the AGM, now that its recommendations have been adopted. The committee will be inactive for the coming year and will be dissolved at the next AGM.

15C. The council discussed how to distribute *Les Principes directeurs en révision professionnelle*, EAC's French-language professional editing standards.

Action: Lynne Massey will contact the Normes Subcommittee to find out what the next steps should be. There will be an *Active Voice* article and *Les Principes* will be posted to EAC's website when the committee removes the "draft" stamp.

Suggestion: Hold a session on French standards at the Ottawa conference in 2007.

16. Business arising from quarterly reports**President**

It is time to update the current national-level promo materials, including letterhead, membership cards, trade show promos printed on letterhead, certification documents (FAQ, etc.), brochures, membership application (needs a complete overhaul to add a privacy clause, demographic info, etc.), welcome letter, renewal notices, etc. All of these documents are text-heavy, bland, etc.

Suggestion: Buy colour printer for the national office.
The newsletter could be used as a marketing tool if printed and circulated to draw value from non-members, businesses, etc.

The council will focus on marketing at its September meeting and review the updated marketing plan once the new chair has time to work on it.

Past President

Faith Gildenhuis reported difficulty recruiting judges for the Tom Fairley Award.

Suggestion: Move the nomination deadlines up to January (one month earlier) so they don't overlap with the AGM nominations period.
Advertise the call for Tom Fairley Award nominations in *Quill & Quire*.

Action: Lynne Massey will provide the *Active Voice* editors with the 2005 award winner's contact info.
Michelle Ou will finish the press release on the 2005 award winner.

BC

There was a warm round of applause for the Conference Committee for a job well done. In response to a branch question, Lynne Massey reported that *Meeting Editorial Standards* was reprinted last fall and has been in stock for several months, and that *Editing Canadian English* will be reprinted.

Prairie Provinces

Council members were interested in the fact that the branch has its own members-at-large and an education representative. The education representative serves as a liaison between the branch and educational institutions. The position is new, but the branch's intention is for the representative to visit classes.

A motion was passed at the Prairie Provinces branch AGM to "challenge the national executive council to examine the underlying impediments to members becoming voting members of the association." A long-time member was interested in knowing why people aren't becoming voting members. 16% of EAC's membership is voting members, but what was the background to motivate the change?

Noted: It is difficult to get even the existing voting members to actually vote at AGMs and the number of proxies at this year's AGM was quite small, given the importance of the issues on the agenda.

Suggestion: National proxy use could be promoted more at the branch level.
Given the new membership category structure (under which a larger proportion of members will have voting status), perhaps the branches could return to a system in which decision-making at the branch level is restricted to members with voting rights.

Noted: EAC would need a two- to three-year phase-in period for this kind of change, and it would be difficult for small branches.
The national executive council has no authority on this matter because it is a branch issue.

The council thanks the Prairie Provinces branch member for the question and will give it further consideration. Discussion was deferred to the national executive council email forum.

Toronto

The branch has voted to get rid of its book table and will investigate online sales. The branch is also looking into its first podcast and is tracking statistics for *Edition* visits on the website. Toronto also ran a survey using Survey Monkey on seminars/professional development, which generated numerous responses. The branch is currently analyzing the results.

NCR

The branch is having difficulty attracting the interest and participation of francophone members.

Action: Brian Parsons and Moira White will discuss the issue of reaching francophone members.

NCR has also discontinued its book table, selling off its inventory at a discount, which generated higher meeting attendance numbers.

Noted: The branch requests a list of NCR members who attended the 2006 conference, which would be useful for helping to plan the 2007 conference. This could pose a privacy issue. The Conference Committee should add an opt-out check box on the registration form for people who do not want this information collected and disseminated.

Certification

Lynne Massey reported that in 2007, the Certification Committee hopes to run three tests (publishing process, proofreading and copy editing). The test on structural and substantive editing requires further review. The marking guide for PR has been adjusted.

Noted: An executive council member heard a member suggest that certification is bankrupting the organization, and there is concern that EAC is marketing internally, but not externally. Lynne confirmed that the committee has compiled an email list of contacts at universities with editing programs, book publishing organizations, in government, etc. The external group was emailed in January and will be emailed again during the summer.

Action: Greg Ioannou will write an article for *Active Voice* to dispel the myth that certification is bankrupting the association. The article will address the financial side of the program, focusing on what members have to gain and why the association is putting so much energy into this endeavour.

Suggestion: Also run articles geared toward new members and why they should care about certification, volunteering, etc., plus an article on employers who plan to use certification as their standard.

Action: Lynne will send past certification *AV* articles to Michelle Boulton.

Noted: Some council members felt that certification does represent a drain on volunteer resources.

Marketing & PR

Marketing will be a priority in the coming year. Key messages have been developed and are being reviewed.

Mediator

Mediation needs to be promoted more to the membership and the mediator should have more support.

People who become mediators have different backgrounds and require training in different areas. Some experienced mediators have little experience with the association; some people with experience in the association might need more focused mediator training.

Suggestion: The association should make training available for the mediator position, which will require a budget allocation.

The association should also develop a manual for the position.

The mediator is subject to liability so the need for guidelines for this position is critical. Members need messages about what the mediator does and what members should do if they approach the mediator.

Suggestion: Create a Mediator's Corner on the website, including dos and don'ts and how to use the Standard Freelance Editorial Agreement.
Could also take an interactive approach: Peter Moskos, Janis Barr, Joan Irving and Jane Kidner could develop five scenarios for the website on which members would be allowed to comment.

Peter reports much of the final work on mediator training is already prepared and could be accomplished within the current executive council's term. The manual is the project that would require the most time.

Action: Peter will report back at the September meeting with proposed timelines. Susan Davis will help. Peter will try to get everything on paper and circulate it to the executive council for a preliminary review before the September meeting.

17. Budget review

Lynne Massey reported that membership and email address revenues are roughly on target. Salaries, benefits, etc., are running under budget because the national office's administrative position is being staffed part time. Travel expenses are roughly on target.

The association budgeted for more registrants than there were actual attendees at conference 2006, resulting in a roughly \$20,000 shortfall. Venue fees were roughly on target. EAC saved money on translation, design (free), printing (courtesy of Douglas College) and bulk mailing. The conference's projected contribution to association finances was \$29,000, but the actual contribution will be closer to \$15,000.

Upcoming expenditures look to be on target.

Noted: Jean Lawrence (2006 Conference Committee chair) will coordinate with the conference volunteers to discuss what worked and what didn't.
The 2006 Conference Committee has discussed developing a manual.

18. Report from the national office

Lynne Massey reported that properly supporting the certification and conference committees requires a significant time commitment and is difficult to juggle with the other executive director responsibilities. These are tasks that are better handled by another staff member on a lower salary, giving the association more value for its money. The proposed salary range for a full-time event coordinator is \$34,000 to \$35,000. The September to December 2006 salary would be covered by the savings in the 2006 salary budget so far (see item 17 above). Going forward, this would be more difficult financially.

Suggestion: The association should be looking into more sponsorship for the conference and certification.

Noted: Some associations have corporate affiliates and part of their contribution is sponsorship. Event coordinators save associations money in the long term because they already know the structure, have connections, etc. An event coordinator would free up volunteer resources to allow them time to focus on the more important matter: content. Having an event coordinator would also minimize the time lag of volunteers having to wait to hear from national for approval.

Motion: MOVED by Faith Gildenhuis, seconded by Daphne Sams, to hire an event coordinator as of September 1, 2006.

Noted: Hiring staff is the responsibility of the executive director.

Friendly amendment: MOVED by Faith Gildenhuis to approve the expenditure of additional funds to provide for staff restructuring.

Noted: The hiring plan will affect budgeting for 2007 and beyond, but there is no effect on the current budget and therefore no immediate need for a motion.
MOTION WITHDRAWN.

There was a warm round of applause to thank the office staff.

19. Review of strategic plan

Motion: MOVED by Daphne Sams, seconded by Tom Vradenburg, to go in camera. CARRIED.

[In camera discussion 2.]

20. Recruitment for vacant positions

Action: Moira White will speak with Michelle Bosomworth about the Membership Committee chair position.
Tom Vradenburg will speak with Christa Bedwin about migrating to the Membership Committee.
Faith Gildenhuis will liaise with Lynne Massey about the remaining positions.

21. Committee chairs

21A. Training session: participants, venue

The budget for a committee chair training session is \$8,400. Which chairs are likely to attend the session may be determined by what the session will entail. Many of the current chairs are already experienced and will not require basic training.

Suggestion: The committee chairs could be brought together for an exercise on recruitment or succession planning, or they could be invited to the September executive council meeting for strategic planning and to form action plans. The committee chair session could start on the Friday to allow the chairs to familiarize themselves with the committee manual before the council's strategic planning session on the Saturday or Sunday.

The members-at-large and executive director would be involved in the Friday session.
Action: Lynne will figure out the cost of this endeavour.
The Committee Book will go out as part of the invitation to the committee chairs.

22A. *The Committee Book*

Discussion of *The Committee Book* was deferred for another week to give executive council members more time to review. Discussion was deferred to the national exec email forum.

22. Council priorities for the next quarter

- Carry on with collateral revision
- Launch French website
- Develop a plan for a Mediator's Corner on the website (Peter Moskos)
- Move forward with planning for the committee orientation session

- Review the budget
- Recruit for remaining high-priority committees
- Oversee certification as it continues to ramp up
- Wiki implementation plan. Members who attended the partnerships session at the conference expressed the desire to create a wiki on the EAC members' area
Develop a proposal (where they want to start, reasoning behind using a wiki) for the national executive council (Susan Davis)
Find out if a wiki is an option within the content management structure of EAC's existing website (Lynne Massey)
- *Les Principes directeurs en révision professionnelle* – what are the next steps?

23. Adjournment

Motion: MOVED by Daphne Sams to adjourn. CARRIED.

The meeting adjourned at 1:20 p.m.

Secretary

President