

**Editors' Association of Canada/Association canadienne des réviseurs
Minutes of Executive Council Meeting
November 25–26, 2006**

Day One

Saturday, November 25

10 a.m. to 4 p.m.

1. Call to order

The meeting was called to order at 10:11 a.m. on Saturday, November 25, in the association national office at 502–27 Carlton Street in Toronto. The president, Maureen Nicholson, presided.

Attending:

Susan Davis (agenda items 1 to 12 only)	Vice-president
Faith Gildenhuis (agenda items 3 to 14 only)	Past president
Julia Cochrane	Secretary
Greg Ioannou	Treasurer
Daphne Sams	BC branch representative
Brendan Wild	PP branch representative
Michelle Boulton (agenda items 3 to 14 only)	SN branch representative
Alan Yoshioka	TO branch representative
Moira White (agenda items 1 to 12 only)	NCR branch representative
Peter Moskos	Member-at-large
Tom Vradenburg	Member-at-large
Lynne Massey	Outgoing executive director
Marta Horban	Incoming executive director
Michelle Ou	Minute-taker

Absent:

Brian Parsons	QAC branch representative
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Guests:

Ken Weinberg (agenda item 6 only)	Website Committee chair
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Motion: MOVED by Greg Ioannou, seconded by Tom Vradenburg, to offer a motion of condolence for Brian Parsons's wife. CARRIED.

2. Approval of agenda

Motion: MOVED by Moira White, seconded by Daphne Sams, to approve the agenda. CARRIED.

Council members conducted a round of introductions and welcomed the incoming executive director, Marta Horban, to the table.

3. Approval of September 2006 minutes of national executive council meeting

Motion: MOVED by Tom Vradenburg, seconded by Daphne Sams, to approve the minutes of the September 2006 national executive council meeting. CARRIED.

4. Review of action points from September 2006 national executive council meeting

Council members discussed the action points arising from the September 2006 national executive council meeting that were still outstanding.

Actions: Lynne Massey will report back to the national executive council with precise figures for the number of certification study guide volumes sold.
Brendan Wild will contact the PP treasurer to remind him to submit outstanding financial statements to national.

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

There were no motions proposed on the email forum over the past quarter.

6. Receipt of quarterly reports and business arising

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

Past president

Council members discussed advising the Nominating Committee to develop a list of desired assets for committee chairs because the positions require specialized knowledge and/or skills.

Noted: The members-at-large do not sit on the Nominating Committee.

Action: An ad hoc committee, comprising Lynne Massey, Faith Gildenhuis, Tom Vradenburg and Peter Moskos, will collaborate and develop a list of desired assets for committee chairs.

Noted: The ad hoc committee needs to complete the list of desired assets between January and March 2007 to give the national executive council time to review it in time for the 2007 nominations period.

There was a round of thanks to Greg Ioannou for resolving the Nelson sub-contracting issue; the resolution was a direct result of discussion posted by association members on the email discussion forum.

BC

The branch aims to have a budget in place for January 2007, but reports having difficulty with its financial record-keeping.

Action: Daphne Sams will report back to the BC branch that the national executive council is very concerned that reporting requirements to national and the government have not been met.

Noted: NCR has designated one person to take care of the branch's accounting instead of leaving the task with a newly elected treasurer every year.
Saskatoon also requires support for its treasurer.

Suggestion: The national executive council could produce a treasurer training manual and guidelines.

Toronto

The branch is looking into the possibility of purchasing a photocopier to be shared between the Toronto and national offices.

Noted: The national office's lease is up in September 2007 and the office may be relocated.

Action: National office staff will look into purchasing a colour copier, scanner, fax, duplex printer.

The NCR and BC branches are interested in working with Toronto on a book resource web page; the aim is to develop a web page with click-through links to online retailers that would generate some revenue for the association.

Action: The branch representatives will meet at lunch on Sunday to discuss possible members to approach for the book resource page committee.

QAC

Council members discussed how to reach Atlantic Canada members and encourage them to interact.

Noted: Remote membership is on the Membership Committee's agenda. In the past, an Atlantic Canada member has worked on membership outreach, acting in an unofficial capacity.

Suggestion: QAC should decide whether this Atlantic Canada member gets a mandate.

Action: Julia Cochrane and Karen Schell (QAC administrator) will start the discussion on how to encourage activity among Atlantic Canada members.

Executive director

In keeping with the new membership categories that came into effect on October 1, 2006, national office staff manually upgraded members with three consecutive years of membership in the association to voting status. Lynne Massey reports that just under 50% of the association's membership now has voting status.

The national office aims to have a PDF membership list on the members' area of the website before the March 2007 national executive council meeting; the update schedule for the list is to be determined.

Certification

Lynne Massey reports that approximately 50 people wrote the certification tests (there were 58 registrants but several subsequent cancellations, most due to illness).

All test-takers will receive a feedback form by email about a week after their test date. The Member Communication Committee will collect and compile the feedback to ensure that it is analyzed at arm's length from the Certification Steering Committee, the national executive council and the office staff. The feedback form will include questions about the general test experience, about each test, about overall impressions and about how useful the study guide volumes were, as well as a request for feedback on questions not posed on the form itself.

The Certification Steering Committee will hold a teleconference in the coming week, after which they will post a response on Interactive Voice to the post-test discussion that has taken place there. The committee will take all member feedback into account in their review of the test results once those become available.

Suggestions: In future, the KP test could include an indication, right at the beginning, of the total number of points possible, so that test-takers can see the relative weight of each question and judge how to allocate their time.
Invigilated tests could be offered without time limits.
Develop standards for test sites.
For future administrations, provide the feedback form and a self-addressed, stamped envelope with the test, and/or use online surveys to collect feedback.
Develop a consolidated report on the certification feedback (both positive and negative) and post it on Interactive Voice as a sticky.

Noted: The Certification Steering Committee has been working on some adjustments to the copy editing test in response to the advice of the testing consultant who advised the committee in 2005. These changes will require corresponding revisions to the draft copy editing volume of the Study Guide.

Consensus: The council asks the Certification Steering Committee to stick to its plan to administer the CE test in November 2007, and to determine what resources are necessary to make that happen.

Membership

The committee is getting started, developing timelines and looking at membership review as a model. The committee reports that it may not have a plan for remote membership or volunteer recognition in place in time for the 2007 AGM in Ottawa, but it may have some suggestions and cost projections for the national executive council by then.

Noted: Any developments for the AGM would have to be submitted to the NEC for review at its March 2007 meeting.
There may be some crossover between the Membership Committee and Marketing & PR Committee action plans. The executive director is responsible for monitoring any overlap.

Newsletter

The *Active Voice* editors submitted a proposal for returning to a printed version of the association's national newsletter, to be used as a marketing tool and distributed to the membership on a quarterly basis.

Website

Committee chair Ken Weinberg outlined the coming year's action plan, which includes building a committee in the new year and using additional tools and resources to drive traffic to the website and make it more user-friendly. Many of these resources (RSS feeds, usability testing, focus groups) are available free of charge or at a low cost.

Suggestions: Make website training/usability testing available at the conference in a dedicated room with access to computers and the Internet, or in a wireless area.
Set up a wiki to share information, to shift responsibility for some of the website content from the staff to the membership.

Action: Susan Davis will post links to useful social media information for the executive council on Interactive Voice.

The Website Committee is currently made up of the chair, and the executive director and the president as ex officio members.

Suggestions: The committee should also include francophone representation (the English-language website is being developed faster than the French), the branch webmasters, the list monitor, Michelle Ou (national office staff) and Internet novices.

Noted: On Monday, the Toronto branch will host its first webcast. The webcast has chat window capability and can be interactive. The branch is using a provider that supplies the service free of charge.

Council members discussed the feasibility of mining the email forum for information that would be useful for Interactive Voice users.

Suggestions: Allow members to rate posts on Interactive Voice (e.g. “7 out of 10 members find this post useful”).
Solicit feedback from people who are not using the technology to find out why.
Include a condition in the email forum guidelines that states that anything posted to the list may be published elsewhere (i.e., Interactive Voice).

Noted: Any amendments to the email forum guidelines must be ratified at the AGM.

Action: Susan Davis will work toward a proposal for the AGM.

7. Strategic plan

Council members reviewed the EAC Strategic and Tactical Plan 2007–2013.

Action: Maureen Nicholson will simplify and prepare a copy of the plan for distribution to the membership (online or in hard copy) at the beginning of 2007.

Noted: The strategic plan will be sent to the membership as an update/progress report. It is not meant to be a solicitation for feedback. However, feedback should be welcome and there should be a system in place for handling it.

8. Budget (initial)

8a. Other discussions arising from the budget review (initial)

Online Directory of Editors

Suggestions: Upgrading the Online Directory of Editors (ODE) should be a short-term priority because it has been promised to the membership.

Members should receive advance notice that the association will begin charging for ODE entries.

The association should start charging for directory entries in 2007.

The membership list should be made available before ODE charges are introduced.

The initial fee payment date for ODE listings should be the same for all members, after which renewals can be linked to membership renewal dates. (The initial fee would be prorated according to the length of time before each member’s next renewal date.)

Enlist a professional indexer to help revise the ODE media/genres, editorial skills and subject lists (there are areas of overlap and the list structures work better in a book, with cross-references, than for online searching).

Develop an editorial skill taxonomy that could be used throughout the website.

Motion: MOVED by Faith Gildenhuis, seconded by Greg Ioannou, to raise the planned fee for an online directory listing to \$75. CARRIED.

Action: Susan Davis will consult with Ken Weinberg, Alan Yoshioka and her database development team about upgrades to the ODE and report back to Marta Horban by December 1.

Noted: The target launch date for the updated ODE is just before the 2007 AGM in Ottawa.

9. Adjournment

Motion: MOVED by Greg Ioannou to adjourn. CARRIED.

The meeting adjourned at 4:32 p.m.

Sunday, November 26
10 a.m. to 3 p.m.

10. Call to order

The meeting was called to order at 10:05 a.m. on Saturday, November 25, in the association national office at 502–27 Carlton Street in Toronto. The president, Maureen Nicholson, presided.

11. Budget (continued)

11a. Other discussions arising from the budget review (continued)

Editors.ca/Revisuers.ca email addresses

At present, the association pays for bundled email addresses. Prices may be lower now, or a new provider might even offer unlimited email addresses at no charge.

Suggestion: Investigate pricing for email addresses.

Noted: Some members have complained about the functionality of editors.ca email addresses. This will probably change when the association switches over to a new email provider.

Tom Fairley Award

Council members discussed the costs associated with operating the Tom Fairley Award, as well as the possibility of establishing new achievement awards, recognizing that the vast majority of Tom Fairley Award winners are substantive editors.

Suggestions: Increase the administration fee associated with the Tom Fairley Award.
 Approach airlines to sponsor the transportation of the Tom Fairley Award winner to the banquet.
 Develop a copy editing award (a nice synergy if launched in the same year as the copy editing certification test).
 The Tom Fairley Award could recognize copy editing and substantive editing in alternating years (submissions would have to cover a two-year period).
 Start up a “golden typo” or “tarnished typo” award. There would be no cost involved and it would drum up publicity for the association.

Noted: Donations to the Tom Fairley Award go into the endowment fund and not the award’s operating costs.

Certification

Suggestion: Charge a fee for people who would like to receive a critique of their certification tests.

Professional Standards

Suggestions: Investigate the possibility of corporate sponsors (e.g. Oxford University Press, Nelson, Gage) for the revision of *Professional Editorial Standards*.
 Sponsors could be acknowledged in the new publication.
 Look into online collaboration tools, such as wikis and Google Docs & Spreadsheets, for the Professional Standards Committee (projected Professional Standards Committee travel expenses in 2008 will be high).

Mediator

Peter Moskos reports that the current mediator is enthusiastic about professional development training, but is not necessarily prepared to commit to developing the proposed “Mediator’s Corner” of the association website that would provide more information about the service, or the proposed mediation scenarios for the Interactive Voice discussion forum to get members thinking about practices (good and

bad) and how to deal with clients. Council members would like to see a return on investment for funds dedicated to mediator training.

Suggestions: The council could ask the past mediators to handle the proposed scenarios on Interactive Voice.

Action: Peter will inform the current mediator that the association is willing to pay for training, but the council still wants to see mediation scenarios on Interactive Voice as a future project.

Newsletter

Council members discussed the feasibility of returning to a print version of *Active Voice*. The editors aim to have the first print edition ready to be mailed with conference materials in March 2007.

Suggestions: Investigate the possibility of corporate sponsorship and of including paid advertisements in *Active Voice* to offset the printing and distribution costs. Potential sponsors and advertisers may be more interested now that the newsletter is available to the general public.
Develop an advertising policy in time for the March national executive council meeting. The staff project manager could look for sponsors and advertisers.
Approach a current Toronto member who is also a former business manager to look into advertisers.
Allow members to advertise.
Add web click-through ads to the electronic version of the newsletter.
Charge a subscription fee for non-members.

Marketing & PR

Council members noted the expenses associated with EAC's participation in the annual Book Expo trade show and discussed ways of increasing the return on this investment, as well as general marketing ideas.

Suggestions: Give the staff project manager clear direction for approaching potential sponsors at Book Expo.
Collect newsletter subscriber info at Book Expo.
Shift the costs of printing a new stock of letterhead to purchasing a new colour printer for the national office (which could print promotional materials as well).
Do away with printed brochures. Focus on postcards pointing people to the website for membership applications, etc.
Ask the Marketing and PR or Website Committee to investigate online marketing possibilities (monitor trends, look into Google advertisements, etc.).

National executive council meetings

Consensus: Hold the March 2007 council meeting in the Vancouver area, June in Ottawa, September in Montreal and November in Toronto.

Suggestion: Hold the BC meeting at Bowen Island Lodge.

After adjustments, the 2007 budget shows a deficit of approximately \$20,000.

Suggestions: Investigate branded merchandise (t-shirts, mugs, etc.) through online customized merchandise developers and retailers, such as Café Press.
There is a potential cost-sharing opportunity through the joint purchase of a new colour printer with the Toronto branch office.
Look for *Active Voice* advertising and sponsorships.

Investigate professional standards sponsorships.
 Consider web click-throughs for book sales.
 Consider smaller online stores with national coverage, such as AbeBooks.com, for click-throughs.

Action: Marta Horban will look into Café Press and web link click-throughs as potential sources of revenue for the association.

Motion: MOVED by Greg Ioannou, seconded by Tom Vradenburg, to adopt the 2007 budget as amended, including a 5% dues increase and incorporating returning to a printed *Active Voice*. CARRIED.

Motion: MOVED by Greg Ioannou, seconded by Tom Vradenburg, that the EAC national executive council appoint Marta Horban and Greg Ioannou as the sole Authorized Individuals to transact on EAC's ING Direct Business Investment Savings Account effective December 1, 2006, replacing Matthew Godden and Lynne Massey. CARRIED.

Motion: MOVED by Greg Ioannou, seconded by Daphne Sams, that Marta Horban be named as signatory to EAC's TD Canada Trust business chequing account effective December 1, 2006, in addition to Greg Ioannou and Alan Yoshioka, and replacing Lynne Massey. CARRIED.

Motion: MOVED by Greg Ioannou, seconded by Faith Gildenhuis, that the EAC national executive council pass the corporate resolution as stated on TD Canada Trust form 592014(0306). CARRIED.

12. Policy development

12a. Draft volunteer involvement operational policy review

Suggestion: Send “Operational Policy @@: Volunteer Involvement” to the Membership Committee for review. The committee should consider potential methods of volunteer recognition and report back to the national executive council in time for the March 2007 meeting.

12b. Candidates for appointed committee chairs: description of qualifications

Dealt with under item 6, past president's report.

12c. Development of a draft “Member of” EAC logo for use on individual member websites

Suggestions: Build the current year (2007–2008 or 2007/2008) into the logo.
 Change the font of draft logo #1 to better tie into the fonts used in the original logo.

Consensus: Council members preferred draft logo #1 and draft logo #2.

12d. Draft certification policy review

Suggestions: Tighten up the language in the policy for clarification.
 Remove “Holders of CPEs may, however, be required to show ongoing maintenance of skills.” If the association decides to test for ongoing maintenance of skills in the future, it will have to publicize that decision well ahead of time.
 Add a designation date to each CPE awarded (like a university degree).

Action: Maureen Nicholson, Lynne Massey and Marta Horban will consolidate the council's feedback on the draft policy and report back on the national executive council's email forum.

12e. Executive travel expenses: request to broaden categories for reimbursable expenses

Consensus: \$0.40/km is a reasonable amount for council members who need to submit mileage costs in lieu of other ground transportation costs (e.g., where the member lives a long way from the airport and taxi fares would be high). Reimbursement for mileage costs will be granted at the executive director's discretion and should be cleared in advance. Council members are not reimbursed for mileage costs exceeding the cost of train fare on the same route.

12f. Other policy issues

Consensus: Council members have no objection to Lynne Massey serving in a volunteer capacity on the Professional Standards Committee after stepping down as executive director.

Noted: Lynne Massey is awarded one year's free voting membership in EAC, effective January 1, 2007.

13. Council priorities for the next quarter

Coordinating the Tom Fairley Award is a priority for the past president.

Greg Ioannou will start looking into the feasibility of a "tarnished typo" award.

14. Other business

Action: Greg will investigate the Saskatoon bookkeeping situation to determine what national can do to support the treasurer.

Noted: In the coming executive year, Susan Davis will not run for president, Peter Moskos will not continue on the executive council in any capacity and Tom Vradenburg will not continue as member-at-large.

Suggestion: Build limits for the number of years a member can serve on the executive council.

Noted: Emeritus members are allowed to sit on the national executive council.

14. Adjournment

Motion: MOVED by Greg Ioannou to adjourn. CARRIED.

The meeting adjourned at 3:01 p.m.

Secretary

President