



EDITORS
RÉVISEURS
CANADA

Director Reports

2017 Q4 Meeting

Toronto, ON
November 4-5, 2017

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President, Gael Spivak

Quarterly report to the national executive council for meeting of November 4-5, 2017 (Q4)

- 1. List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)**
 - Student relations committee
 - HR committee

- 2. Note successes, accomplishments and challenges from the past quarter**
 - We were not selected for the master of library science practicum, to help us with all our working records. That's unfortunate but I will keep trying. Note that this is not about the Editors Canada archives at McMaster University. It's about getting some expertise in day-to-day records management, especially with the challenges we face as a member-run organization (high turnover).
 - Drafted the 40th anniversary task force brief (to share with the NEC at this meeting).
 - Helped get input from experienced editors to the new draft of the freelance agreement.
 - With Anne Louise, found a plain language lawyer for Editors Canada.
 - Created a poll to do the ED's annual review, solicited input (from the NEC and staff), and will do the review the weekend of the Q4 meetings.
 - Kept the NEC focused on our priorities and our projects.

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the hub	<ul style="list-style-type: none"> • Find synergy with other organizations. <ul style="list-style-type: none"> ○ I will continue to look for ways to partner with others. • Create a student centre (building for the future). <ul style="list-style-type: none"> ○ Helping (with Greg) the student relations committee with the career builder document. 	<ul style="list-style-type: none"> • Had a conversation with Karen Luttrell (PWAC, Toronto) about working together. She is in touch with TO branch, and she put me in touch with various people on the national board. Waiting to hear more from PWAC. • The career builder document (draft 2) is now with Stacey.
Innovative and Agile	Try new things	<ul style="list-style-type: none"> • Seek outside expertise, find out what other organizations are doing 	<ul style="list-style-type: none"> • We were not selected for this (they had 82 projects

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		<p>and build on other people's innovations.</p> <ul style="list-style-type: none"> ○ I've applied to get some master of library science students to help us with all our working records (office, NEC). 	<p>for the 33 students to choose from).</p> <ul style="list-style-type: none"> • They offered to present the project as a volunteer opportunity to all their students. No bites on that, either. • I'll try again in the next term.
Innovative and Agile	Agile	<ul style="list-style-type: none"> • Make sure policies and procedures support the ability to be responsive and act quickly <ul style="list-style-type: none"> ○ I will work with the ED on the harassment policy and procedure. 	<ul style="list-style-type: none"> • I arranged to have an HR editor review it and give us advice, and I've reviewed it and commented. It's with the ED now and he will review it when he has time (office is short-staffed).
Communications and Marketing	Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none"> • Plan for communicating with potential members, clients (employers) and related partner organizations. <ul style="list-style-type: none"> ○ Helping with student comms ○ Helping plan some videos (I hope!) 	<ul style="list-style-type: none"> • We have some new videos. Just sharing with the NEC now, so they may not appear for a while yet.
Membership: Increased and Engaged	Engaged members	<ul style="list-style-type: none"> • Improve volunteer recognition and experience. <ul style="list-style-type: none"> ○ Will support any work in this regard, especially the volunteer directory 	<ul style="list-style-type: none"> • Helping the director and volunteer mgmt chair get the volunteer directory re-started. • Revised the planning and reporting templates and emails again in response to volunteer feedback.

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

- Get the 40th anniversary task force going.
- With the office, talk to the plain language lawyer (sign contract with him).

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)

- None

Vice President, Julia Cochrane

Quarterly report to the national executive council for meeting of November 4 and 5, 2017w

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

2. Note successes, accomplishments and challenges from the past quarter
 - Supported the president
 - Did a share of the executive reads
 - Helped with the Standard Editorial Agreement template
 - Helped with the nomination letter for the Fairley Award
 - I feel like I didn't accomplish a whole lot, given the short time between meetings!
 - I didn't receive a report from the Awards committee

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	There are many things in all these areas that really resonate with me. I'd like to help with several of them, but my major weakness is leadership. I'll put some of the items from the strategic plan in the Actions column.	This area doesn't fit me very well—I'm too scared of public speaking and making phone calls.	Represent Canada's Editors
Bilingual and Diverse		<ul style="list-style-type: none"> • Provide better resources and support for local groups. 	Bilingual and Diverse

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		<ul style="list-style-type: none"> • Make the membership list opt-out rather than opt-in. 	
Innovative and Agile			Innovative and Agile
Communications and Marketing	Increase communication among branches and twigs so we're not always reinventing the wheel.	<ul style="list-style-type: none"> • Provide better support to twigs especially—we need a listserv or facebook group just for us. • Improve the website. 	Communications and Marketing
Membership: Increased and Engaged		<ol style="list-style-type: none"> I. Create a welcome package. II. Reach out to the non-engaged (including asking why people don't renew). 	Membership: Increased and Engaged

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

- Get the Standard Editorial Agreement done
- Find a new Awards committee chair
- Continue to support the president

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)

- None

Secretary, Breanne MacDonald

Quarterly report to the national executive council for meeting of November 4-5, 2017

- 1. List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)**
 - Conference committee
 - Recording secretary

- 2. Note successes, accomplishments and challenges from the past quarter**
 - Drafted the 2018 conference budget and am working to update the sponsorship package and speaker proposal form
 - Began work revising and updating the Conference Handbook
 - Worked with the recording secretary to stick to a more formal schedule for action items and meeting minutes, and was able to post action items within two weeks following previous NEC meeting
 - Looked into options for the 2019 and 2020 conferences, including a partnership (though still to be formalized) with the Editorial Freelancers Association for another international conference in 2020

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors			
Bilingual and Diverse	Broaden reach geographically, with more local groups and more online benefits for remote groups	<ul style="list-style-type: none"> • Build off last year's online AGM to continue to improve access to national and local events for remote members • Help to provide better resources and support for local groups 	<ul style="list-style-type: none"> • Have included the tech needs in the AV quote in order to have AGM online and let us live-stream one room of sessions at the conference • Still need to determine logistics and price for live-streaming conference sessions
Innovative and Agile	Try new things	<ul style="list-style-type: none"> • Look into ways of making the conference sessions accessible to remote members/members who cannot attend 	<ul style="list-style-type: none"> • See above

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		<ul style="list-style-type: none"> This is working to change the culture to one of "How can we do this?" 	
Communications and Marketing			
Membership: Increased and Engaged	Engaged members who attend meetings and attend the AGM	<ul style="list-style-type: none"> Tasks above should help to increase digital options for votes and meetings 	<ul style="list-style-type: none"> See above

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

- Making sure all minutes to date are uploaded to the website and getting the NEC Google Drive into better shape
- Completing revisions and updates to the conference handbook and creating a place on Google Drive for it to live, along with templates and estimators
- Supporting the 2018 conference, keeping in mind the key priorities for this quarter: keynotes, website, sponsorship, speakers
- Gauging interest for holding the 2019 conference in an eastern city by surveying Nova Scotia and Newfoundland twig mailing lists
- Exploring pricing and logistics for live-streaming sessions at the 2018 conference

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)

- None at this time

Past President, Anne Louise Mahoney

Quarterly report to the national executive council for meeting of November 4-5, 2017

1. List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)
 - External liaison
 - Nominations

2. Note successes, accomplishments and challenges from the past quarter
 - Partnership created with the Association of Registered Graphic Designers (RGD)
 - *Active Voice/Voix active* (2017 edition) has been published
 - Volunteers were found for various tasks

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the hub	<ul style="list-style-type: none"> • Find synergy with other organizations by creating partnerships 	<ul style="list-style-type: none"> • Communicated with RGD to work out a partnership agreement
Bilingual and Diverse	Work on a gradual shift in culture to be a truly bilingual association	<ul style="list-style-type: none"> • Offer equivalent services in French 	<ul style="list-style-type: none"> • Found volunteers to translate texts into French so they can be released at the same time as English texts
Innovative and Agile	Get things done	<ul style="list-style-type: none"> • Act on opportunities as they arise 	<ul style="list-style-type: none"> • Encourage the NEC to proceed even when something isn't perfect
Communications and Marketing			
Membership: Increased and Engaged	Increase retention and engagement	<ul style="list-style-type: none"> • Reach out to the non-engaged 	<ul style="list-style-type: none"> • Seeking volunteers who haven't been involved before (such as by searching the online directory for people with particular skills or expertise)

3. State priorities for the next quarter
 - Research organizations for francophone editors in Canada (and connect with them).
 - Continue our momentum in communications with partnering organizations.

4. Your own requests or questions for the national executive council
 - None at this time

Branches and Twigs (East) Director, David Johansen

Quarterly report to the national executive council for meeting of November 2017

1. List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)
 - Branches - Toronto, Ottawa-Gatineau, QAC
 - Twigs - KWG, HH, Kingston, Nova Scotia, Newfoundland and Labrador

2. What activities are planned for the coming year?

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors	Become the hub.	<ul style="list-style-type: none"> • Respond to local queries and issues as they arise. • Maintain a calendar of events where EC can be represented. 	<ul style="list-style-type: none"> • Keeping branches and twigs informed.
Bilingual and Diverse	Broaden the reach.	<ul style="list-style-type: none"> • Hold roundtables for francophone and bilingual editors. • Continue to attend the meetings of the Association of Linguistic Services Managers. • Ensure a high percentage of documents are produced bilingually. 	<ul style="list-style-type: none"> • Bilingual hosts appointed. • QAC represented at the consultation.
Innovative and Agile	Try new things.	<ul style="list-style-type: none"> • Continue to promote the use of Zoom as a way of improving communication between branches, twigs and the executive. 	<ul style="list-style-type: none"> • Zoom has been suggested for regular communications between branches and twigs and a survey has been conducted and results sent to branches and twigs.
Communications and Marketing	Talk to members.	<ul style="list-style-type: none"> • Publish the findings of the branch/twig finance task force. • Launch the branch and twig toolkits. • Plan visits to appropriate branches and twigs for liaison purposes. • Attend either in person or via Zoom as many 	<ul style="list-style-type: none"> • Zoom helps to create a good atmosphere for open discussion. • Ensure members are aware of the toolkits.

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		local meetings as is practical.	
Membership: Increased and Engaged	Promote membership everywhere.	<ul style="list-style-type: none">• Create a welcome package.• Obtain feedback from lapsed members.	<ul style="list-style-type: none">• Discuss ways of getting more information from members.

3. Priorities for the next quarter

- Continue to liaise closely with the new director west.
- The final report of the finance task force for branches and twigs has been completed.
- Launch the branch and twig toolkits and publicise the content.
- Liaise closely with all branches and twigs, in particular with the Toronto branch.

4. Your own requests or questions for the national executive council

- None other than the actions requested by the branches and twigs

5. Budget request

\$3,000 for visits to branches and twigs, as appropriate

Regional Director (West), Lisa Ng

Quarterly report to the national executive council for meeting of [DATE]

- 1. List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)**
 - BC Branch, Saskatchewan Branch, Calgary Twig, Manitoba Twig, Edmonton Twig.
 -

- 2. Note successes, accomplishments and challenges from the past quarter**
 - A short bulletin was sent to the branches and twigs after the September NEC meeting to inform them of the important points discussed in our meeting.
 - A survey was conducted to investigate the options of regular Zoom meetings with branches and twigs.
 - I contacted BC branch chairs to talk about the issue of potential Vancouver Island twig, and talked to the potential Vancouver Island leader about the impacts of the twig formation. Although there is no schedule for the twig formation, everyone is now well informed. I encouraged the two parties to talk to each other to investigate the options of collaborating.
 - I contacted Calgary twig coordinator to set up an in-person meeting to find out more about their activities and issues concerning the twig.

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the hub	<ul style="list-style-type: none"> • Become the centre of resources for branches and twigs 	<ul style="list-style-type: none"> • Through regular emails and calls, chairs and coordinators now begin to contact me for information whenever required.
Bilingual and Diverse	Broaden reach geographically	<ul style="list-style-type: none"> • Provide better resources for local and remote groups 	<ul style="list-style-type: none"> • Through regular contacts and updates, linking western groups to the national level.
Innovative and Agile	Innovative	<ul style="list-style-type: none"> • Try new things 	<ul style="list-style-type: none"> • Used Monkey Survey to investigate options of Zoom meetings. • Initiated meetings (virtual & in-person)

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			with branches and twigs.
Communications and Marketing	Members feel consulted and informed	<ul style="list-style-type: none"> • Provided better support to branches and twigs 	<ul style="list-style-type: none"> • Through bulletin, emails and phone calls to inform branches and twigs about potential issues that would affect them.
Membership: Increased and Engaged	Engage members and encourage increase membership	<ul style="list-style-type: none"> • Allow this to happen organically 	<ul style="list-style-type: none"> • Encourage the formation of Vancouver Island twig; provide insights on how the new twig could be an opportunity for increasing membership and for providing more benefits to existing BC members (e.g., joint events and seminars).

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

- Continue conversations with BC and Vancouver Island leaders.
- Liaise individually with the five western groups.
- Try to have a conversation with Manitoba twig (they have not submitted a report in the last quarter and this quarter, and they have not responded to my email).
- Have the first Zoom meeting with branches and twigs.

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)

- Nothing for now.
-

Communications and Marketing Director, Stacey Atkinson

Quarterly report to the national executive council for meeting of November 4-5, 2017

1. **List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)**
 - Communications and Marketing Committee (Susan Chambers)
 - *Active Voice* (Carol Harrison)
 - *Editors' Weekly Blog* (Anna Williams)

2. **Note successes, accomplishments and challenges from the past quarter**
 - *Active Voice* was shared (PDF, mail) with all members the week of October 23.
 - NEC approved the *Communications and Marketing Strategy 2017-2021*.
 - We made progress on the 2016 Membership Survey Report—second draft due soon with a final draft due by end of November.
 - *Editors' Weekly* blog continued to operate smoothly.
 - We held an “advertising” meeting on Oct. 27 to explore options—discussions will continue in a breakout group during this NEC November meeting.

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).

Strategic Priority	Outcome	Actions	Update
Communications and Marketing	<p><i>External</i></p> <ul style="list-style-type: none"> • The website is inviting, and it accurately reflects the association. • Our targeted communication activities reach potential members, clients and employers. <p><i>Internal</i></p> <ul style="list-style-type: none"> • Members feel consulted on issues important to them. • Members are well-informed about the association. • Members have effective communication channels among themselves. 	<ul style="list-style-type: none"> • Create a communications and marketing strategy • Strengthen the C&M committee by creating project teams with project leaders and by supporting the chair. Projects include: <ul style="list-style-type: none"> ○ Website “join” page update ○ Infographic ○ Wall calendar ○ Member survey report ○ Videos 	<ul style="list-style-type: none"> • NEC approved the strategy at the September meeting. • Ongoing

3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
 - Support the communications and marketing committee and chair and senior communications manager.
 - Create a video-release strategy

4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**
 - Nil

Standards Director, Tania Cheffins

Quarterly report to the national executive council for meeting of November 4-5, 2017

1. **List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)**
 - Certification Steering Committee
 - Agrément/Principes Committee
 - Standards Communications Task Force

2. **Note successes, accomplishments and challenges from the past quarter**
 - The CSC is ready to launch computer-based testing in November.
 - Sales of the new test prep guides have been steady.
 - The Agrément committee held the second sitting of the general exam in two locations.
 - Sandra Gravel, chair of the Agrément committee, is stepping down. New members have been recruited, but a new chair has yet to be confirmed.
 - The Standards Communications Task Force is official. Report from the chair (Elizabeth d'Anjou):
Our priorities will be
 - to begin our series of blog posts on the Editors' Weekly showing how the standards relate to different kinds of editing. We plan a series of about 10 posts over the next year or so, and will use primarily social media to publicize them both in Canada and outside it
 - to continue to work with the office to try to find a sponsor for printing the new standards
 - to connect with other editing orgs and make sure their boards and influential members know about, and have copies of, our standards
 - new task, below

We will also be taking on the extra, somewhat related, task of updating the Guidelines for ethical editing of theses to match the updated standards; a recent FB discussion showed that these are now out of sync (the guidelines reference the standards by number, and the number and specific division of several standards have changed). This will be mostly an administrative task, pretty easily done by our TF, which knows the standards very well.

The Guidelines are ready for a more extensive update, but that's beyond our purview. It's getting fairly urgent to update them so they at least match the standards and are usable, so we'll do that ASAP and leave the content-related update to another task force.

(***NOTE that I've been getting some emails forwarded from people interested in a bigger update, either helping with it or finding out when it's ready. Please don't forward these to me; I really can't take on that project; we're just working on the update to match the new standards.)

Note, for interest: when I spoke to member Laura Edlund about working on the update to MPES, she happened to mention that she was just using the new standards recently to help her create some checklists for editing processes at the very young publishing company she's now employed by (based in Nunavut!). I was so pleased that they had enough of a presence that she thought to use them that way!

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Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the authority on editing: certification, standards, training	<ul style="list-style-type: none"> • Set up booths at events: <ul style="list-style-type: none"> ○ Booth at our conference, so that test prep guides and MPES can be sold. ○ Continue to sponsor ACES (I believe Elizabeth is willing to continue to volunteer here). 	<ul style="list-style-type: none"> • Both CSC and the association will have tables at our conference.
Bilingual and Diverse	Offer services to English and French editors outside of Canada.	<ul style="list-style-type: none"> • Have our standards and certification recognized outside the association. • Expand international outreach. <ul style="list-style-type: none"> ○ Consider international audience for certification tests. • Help editors interpret our standards for different areas of editing. <ul style="list-style-type: none"> ○ Get Communications Standards Task Force up and running. 	<ul style="list-style-type: none"> • Communications Standards Task Force is official.
Communications and Marketing	Members are well-informed about the association. Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none"> • Plan for communicating with potential members, clients (employers) and related partner organizations. <ul style="list-style-type: none"> ○ Ensure certification is being marketed appropriately. • Plan for communicating standards. 	<ul style="list-style-type: none"> • Communications Standards Task Force has a plan and is beginning to execute it.

- 3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
 - Follow up on next steps in Foundations Editing project.
 - Assess the results of the first computer-based tests and determine any changes/work needed to improve the process for next year.
 - Ensure a smooth transition to the new chair of the Agrément/Principes committee.

- 4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**
 - n/a

Training & Development Director, Berna

Quarterly report to the national executive council for meeting of Nov. 4 and 5

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

- Tamra Ross, Training and Development committee chair
- Carolyn Brown, Mentorship committee chair

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

TRAINING AND DEVELOPMENT

- We've organized, coordinated, and launched our 2017-18 program of about 20 webinars
- Our first webinar on macros had 60+ participants and our second had 11 which is about break-even
- There were delays caused by some concerns and issues that needed to be resolved relating to overlapping content between webinars and seminars delivered at the branch level
- We have a good-sized T&D committee now, six members – our recruitment efforts worked, and I am happy to report a few of them are interested in hosting and have started training

MENTORSHIP

- Difficult and slow recruiting for the amount of work involved
- Have made some progress

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).

TRAINING AND DEVELOPMENT

- Research and explore other online editing programs for benchmarking and sourcing talent
- Think about and start developing a plan with the committee for how to develop a successful webinar program moving forward

MENTORSHIP

- Get better informed on status and needs of this committee

TRAINING AND DEVELOPMENT COMMITTEE

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	See page 8	<ul style="list-style-type: none"> • Become the authority on editing: certification, standards, training. 	<ul style="list-style-type: none"> • The new webinar season has the broadest range of training yet with topics for both developing and experience editors. • Webinars make training and development available to all members in the country and those residing outside Canada.
Bilingual and Diverse	See page 9	<ul style="list-style-type: none"> • Offer all services in both languages. 	<ul style="list-style-type: none"> • We have a French webinar coming up, but we need more. The goal is to provide at least one French webinar a

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		<ul style="list-style-type: none"> • Broaden reach geographically, with more local groups and more online benefits for remote groups. Offer services to English and French editors outside of Canada. 	<ul style="list-style-type: none"> • month (not counting EAC's own promotional content). • Growth of the webinar program extends training opportunities beyond the very limited reach of local offerings. • Today we hosted our first webinar by a presenter who is overseas. It is quite feasible to begin marketing EC webinars overseas as well.
Innovative and Agile	See page 10	<ul style="list-style-type: none"> • Try new things; don't be afraid to fail. • Come up with new courses, training, webinars. • Get things done. 	<ul style="list-style-type: none"> • The webinar program was fully reviewed over the summer as we consider lessons learned from the pilot year. • A presenters' manual was created to address the major issues we saw with presenters and new standards have been applied to webinar proposals. • This season aims to improve on the pilot year with more diversity of content, better messaging on the website (including a new levelling system to indicate the challenge level of the content). • We are also taking a stronger role in preparing presenters and alerting them to our standards. • This year we will be adding content throughout the year if we have an opportunity to add webinars of value to members.
Communications and Marketing	See page 11	<ul style="list-style-type: none"> • Members feel consulted on issues important to them. 	<ul style="list-style-type: none"> • Webinar evaluations are not being filled out in sufficient numbers, but we are now plugging them directly within the webinars and looking at other ways to make them more inviting.
Membership: Increased and Engaged	See page 12	<ul style="list-style-type: none"> • Increase our membership to 2,000 • Increase retention. 	<ul style="list-style-type: none"> • In consultation with the office the webinar discount for members has been increased, providing extra incentive for people to sign up. • The committee's recommendation to provide bonus pay to presenters for high signups has been adopted. Presenters will be gently reminded that if they do a little of their own marketing they can increase their turnout. Because many presenters bring their own audience, this should help us broaden our reach.

MENTORSHIP COMMITTEE

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the authority on editing	<ul style="list-style-type: none"> • Provide mentoring (part of professional development) 	<ul style="list-style-type: none"> • Represent Canada's Editors
Bilingual and Diverse	Offer all services in both languages Broaden reach geographically...	<ul style="list-style-type: none"> • Ensure francophone representation on the committee and among mentors • Offer mentorship at a distance (online or by telephone) 	<ul style="list-style-type: none"> • Bilingual and Diverse
Innovative and Agile	Come up with new courses, training, webinars	<ul style="list-style-type: none"> • Mentorship program is a new professional development initiative 	<ul style="list-style-type: none"> • Innovative and Agile
Communications and Marketing	Members are well-informed about the association Our targeted communications reach members, potential members	<ul style="list-style-type: none"> • Continuing communication to members about the new program 	<ul style="list-style-type: none"> • Communications and Marketing
Membership: Increased and Engaged	Engaged members (particularly novice editors and senior editors)	<ul style="list-style-type: none"> • The program is a major benefit that should attract members and will increase membership value for novice editors who could benefit from mentoring and senior editors who can offer mentoring 	<ul style="list-style-type: none"> • Membership: Increased and Engaged

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

TRAINING AND DEVELOPMENT

- Continue monthly meetings with committee to maintain regular communication
- Finalize the remaining details of a few webinars that have not yet been published to the website
- Research and explore other online editing programs for benchmarking and sourcing talent
- Figure out ways to improve French offerings and content

MENTORSHIP

- Become better informed to support this committee

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)

TRAINING AND DEVELOPMENT

- Figure out the admin details of the \$50 honorarium given to each host for each webinar

MENTORSHIP

- n/a

Volunteer Relations Director, Patricia MacDonald

Quarterly report to the national executive council for meeting of November 4-5, 2017

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

- Facebook group (members-only) monitor
- Improving access to member services task force
- List monitor
- Mediator
- Member services committee
- Volunteer management committee

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

FB group monitor

- As of October 25, there are 323 members in the FB group, up from 250 one year ago.

Improving access to member services task force

- The task force has held regular meetings since July and is about to send out a member survey.

Mediator

- Report from Suzanne Purkis: In October 2017, I had one new mediation case. The member edited a short story for an overseas client. She had a contract but did not ask for a deposit. After delivering the work, the client said he would send payment via his bank, which was not what they had agreed to (he was supposed to use PayPal). His payment never arrived and he stopped responding to her emails. I attempted to contact him three times, but received no response. The member did not have any alternate contact information for the client, so the case was not successfully resolved.

Member services committee

- We have four brand new members and have set the welcome kit as our priority.

Volunteer management committee

- Work has begun again on the volunteer handbook and volunteer directory. Woot!

Editors' Association of Canada/Association canadienne des réviseurs

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors			
Bilingual and Diverse	<ul style="list-style-type: none"> • Work on a gradual shift in culture to be a truly bilingual association. • Broaden reach geographically, with more local groups and more online benefits for remote groups. 	<ul style="list-style-type: none"> • Recruit francophone volunteers to make this happen. • Supervise the task force for improving access to member services. 	<ul style="list-style-type: none"> • Working on it! • We've had five meetings and are generating good ideas. I hope to have a proposal in place for the new year.
Communications and Marketing	<ul style="list-style-type: none"> • Members are well-informed about the association. 	<ul style="list-style-type: none"> • Work with Michelle and Caitlin to revise welcome letter received from the office and the branch or twig. • Work with Michelle to revise other documents sent from the office. 	<ul style="list-style-type: none"> • The member services committee has just started the process of putting the welcome kit together, and revising the welcome letter will be part of that process. • Will get in touch with Michelle about this.
Membership: Increased and Engaged	<ul style="list-style-type: none"> • Engaged members who volunteer 	<ul style="list-style-type: none"> • Work on recruiting new volunteers and retaining the old. 	<ul style="list-style-type: none"> • Anne Louise and I are working together to recruit new volunteers.

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

- Work with John and Michelle to get the volunteer directory project going again.
- Work with Michelle to see what other office documents need revision.
- Recruit more francophone volunteers.

4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)

- We need to determine a budget for development of the volunteer directory.

Executive Director, John Yip-Chuck

Quarterly report to the national executive council for meeting of November 4 and 5, 2017

- 5. List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)**
 - National office staff

- 6. Note successes, accomplishments and challenges from the past quarter**
 - Completed 2018 draft budget with treasurer
 - A staff member went on leave in September. We had to find a temporary replacement and help her come up to speed to keep agrément and certification tests on track, among other member services.
 - Was not able to initiate regional meeting concept—this might evolve into regional one-day mini-conferences.

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the authority on editing	<ul style="list-style-type: none"> • Initiate Canadian dictionary project 	<ul style="list-style-type: none"> • Responded to dictionary publisher proposals • Continued gathering research on dictionary market to build business case

- 7. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
 - Maintain control on spending and try to reduce expenditures to help the association break even by fiscal year end.
 - Try to finalize dictionary project contract and business plan.
 - Begin building dictionary project crowd funding, editorial, and promotional teams.
 - Complete final draft of workplace harassment document for NEC review.
 - Support Active Voice revitalization and MPES revision team.
 - Prepare plan and strategy for ongoing short-staff situation.
 - Oversee implementation of new Member365 software.
 - Support certification committee with Foundations business case.
 - Support student liaison committee with key contacts list for educational institutions.

- 8. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**
 - Nothing at this time