



EDITORS
RÉVISEURS
CANADA

Reports

Directors

2018 Q1 Meeting

Halifax, NS
March 3-4, 2018

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President, Gael Spivak

Quarterly report to the national executive council for meeting of March 3- 4, 2018 (Q1)

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

- Helped get a contract signed with the plain language lawyer.
- Worked with that lawyer to review the new draft freelance agreement.
- Kept the NEC focused on our priorities and our projects.

- Challenges:
 - Not much uptake on the 40th anniversary task force.
 - For the second time, we were not selected for the master of library science practicum, to help us with all our working records. I will now put this idea in the parking lot.
 - Note that this was not about the Editors Canada archives at McMaster. It was about getting expertise in day-to-day records management, especially with the challenges we face as a member-run organization (high turnover).

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. • Build awareness 	<ul style="list-style-type: none"> • Had a conversation with contacts at PWAC (Toronto) about working together. Emailed a few more times but getting no response. • Not much more going on for new partnerships. • Represented Editors Canada on social media, welcoming potential members

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)
		<ul style="list-style-type: none"> • Create a student centre (building for the future). 	<p>and students.</p> <ul style="list-style-type: none"> • Helped the student committee to start working on contacting schools, to get Editors Canada members into classrooms to speak. • Wrote key messages for millennials and Gen Z based on public opinion research. • The career builder document (draft 2) is now with Stacey and is being incorporated into the infographic.
Innovative and Agile	Try new things	<ul style="list-style-type: none"> • Seek outside expertise, find out what other organizations are doing and build on other people's innovations. <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). 	<ul style="list-style-type: none"> • We were not selected for this, again. It's time to move this into the parking lot.
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 revised the draft harassment policy and procedure to take the advice of the HR editor and sent it to the NEC for review. We will discuss it at the March meeting. • I also helped draft the new Branch Officers and Signing Officers Procedures. • The corporate

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)
			calendar is mostly filled out and working well! <ul style="list-style-type: none"> Helped the VP start the 2017 annual report.
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 	<ul style="list-style-type: none"> We have some new videos. Stacey will be updating the NEC on where all the videos are at.
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"> Invited the coordinators of three twigs to the Q1 meeting to talk about ideas and challenges. Helping the director and volunteer mgmt chair get the volunteer directory re-started. This is stalled again due to multiple new urgencies. Worked with the director and chair of publications, as well as the past-president, on clarifying the role of the publications committee. Sorted out all the projects on the go and made a document for the chair to track projects. Encouraged and supported volunteers (including branch and

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)
			twig leaders), and suggested solutions to problems when warranted. <ul style="list-style-type: none"> Working on the President's Awards.

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.
- President's Award and AGM.

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
 - Standard Editorial Agreement template ready for NEC approval
 - First draft of annual report completed and sent to NEC for comment
 - Anne Louise found a new chair for the awards committee! Yay!
 - Fixed broken links for conference handouts for 2016 and 2015 (and maybe more by the time you read this report!)

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.	
Bilingual and Diverse		<ul style="list-style-type: none"> • Provide better resources and support for local groups. 	

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)
		<ul style="list-style-type: none"> Make the membership list opt-out rather than opt-in. 	
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. 	In the process of fixing conference handout links on website. 2015 and 2016 done. Support for twigs has been difficult this year due to staff stress.
Membership: Increased and Engaged		<ol style="list-style-type: none"> Create a welcome package. Reach out to the non-engaged (including asking why people don't renew). 	

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

- Continue to support the president
- Finish the annual report
- Fix more broken links

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 March 3-4, 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
 - Planned the Q1 meeting in Halifax, including arranging venue, hotel and food; also put out RFPs and arranged site visits for potential 2019 conference venues
 - With the recording secretary, got caught up with all the previous year's NEC meeting minutes, which are now posted on the website
 - Offered help and support to 2018 conference committee, particularly with sponsorship; have not been taken up on the offer, but am more than willing to still help if committee requests it
 - Would like to see better communication from the conference committee to ensure everything is on track, on schedule, and on budget, and would welcome requests for help or additional support
 - Researched live-streaming options for the conference, and with the NEC have decided to do a test run at this year's conference using Zoom (rather than jumping into paid registration for streaming)
 - Have been looking into possible cost-saving options for simultaneous interpretation and will present them at the Q1 meeting
 - Have started preparing to plan the 2019 conference and plan to reach out to local members while in Halifax about volunteering

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"> • We will be live-streaming the AGM again at this year's conference, as well as doing a test of streaming the keynotes and potentially a session or two

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)
			<ul style="list-style-type: none"> Looking into alternatives that will allow us to still offer simultaneous interpretation but at a better cost vs. benefit ratio
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 This is working to change the culture to one of "How can we do this?" 	<ul style="list-style-type: none"> See above
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)

- Completing revisions and updates to the conference handbook and creating a place on Google Drive for it to live, along with templates and estimators; trying Trello as a possible tool to organize volunteers for 2019
- Supporting the 2018 conference, keeping in mind the key priorities for this quarter: programming, website, sponsorship, marketing; improving communication to make sure everything stays on track
- Beginning planning for 2019 conference, including reaching out to local members and starting to build volunteer pool
- Organize and run the AGM and any live-streamed test sessions (or recruit volunteers to do so)
- Ensuring NEC meeting minutes are uploaded to the website on a more regular basis

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 March 3-4, 2018

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

2. Note successes, accomplishments and challenges from the past quarter
 - Winter 2018 issue of Active Voice (digital edition only) was published by end of February
 - Recruited several people to the nominating committee
 - Recruited a chair and a member for the awards committee
 - Challenge: finding bilingual judges for the Tom Fairley award

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)
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"> • Solicited articles in French for <i>Active Voice</i>.
Innovative and Agile	Try new things; don't be afraid to fail.	<ul style="list-style-type: none"> • Work to change the culture to one of "How can we do this?" 	<ul style="list-style-type: none"> • Decided on a blog-style format for <i>Active Voice</i> partly to save time (no design, layout or copy fitting needed) and volunteer resources.
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"> • Sent an information/fundraising letter to 100 book and magazine publishers inviting them to submit nominations to and donate to the Tom Fairley Award. • Decided on a blog-style format for <i>Active Voice</i> partly to make it easier to share articles with various networks, including potential member, clients and related partner

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)
			organizations.
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"> Recruited people who have not been highly involved to take on volunteer roles. Stayed active on social media, promoting the value of membership.

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

- Research organizations for francophone editors in Canada (and connect with them).
- Recruit candidates for the 2018–19 NEC and committee chair positions (national positions are all filled, as last year's people will stay on for another year)
- Prepare and publish the spring issue (digital only) of Active Voice
- Make sure that the process for the 2018 awards/scholarships runs smoothly

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

- None at this time

Branches and Twigs (East) Director, David Johansen
Quarterly report to the national executive council for meeting of March 2018

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

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"> • Branch Zoom meeting in February. • Twig Zoom meeting in March • Working with new members in Barrie to establish a new twig
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. • Invitation received to attend an open house held by the Undergrad. Student Association in Translation at Concordia University - a repeat of last year.
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 meetings will be held on a regular basis throughout the year according to the discussion last year.
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 	<ul style="list-style-type: none"> • Zoom helps to create a good atmosphere for open discussion. • Ensure members are aware of and using the toolkits.

Strategic Priority	Outcome	Actions	Update
		via Zoom as many 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. • More information required on encouraging volunteers.

3. Priorities for the next quarter

- Continue to liaise closely with the director west.
- Monitor the usage of the branch and twig toolkits and publicise the content.
- Establish procedures for updating the toolkits.
- Liaise closely with all branches and twigs, in particular with the Toronto branch.
- Assist in establishing the Barrie twig

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

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

Regional Director West, Lisa Ng

Quarterly report to the national executive council for meeting of Q1

1. List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)
 - BC Branch
 - Saskatchewan Branch
 - Calgary Twig
 - Edmonton Twig
 - Manitoba Twig
2. Note successes, accomplishments and challenges from the past quarter
 - I successfully established connections with most branches and twigs in the West. Branch leaders and twig coordinators started to email me with questions whenever they need help and resources.
 - We had our first nation-wide Zoom meeting for branches and twigs in November 2017 and we are having one before the NEC Q1 meeting. It was encouraging to see branch and twig leaders getting to know each other, exchanging ideas and opinions.
 - We started sending bulletins to branches and twigs as way of diffusing news and tightening communication across the nation.

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: the source of editors	<ul style="list-style-type: none">• Building awareness of unity—that branches and twigs work as a team to represent the association.	<ul style="list-style-type: none">• Increase contact with branches and twigs. Get frequent updates about their activities and sharing them with others.• Planning to join the round-table discussion (via Zoom) with branches and twigs during the conference.
Bilingual and Diverse	Broaden reach geographically, with more local groups	<ul style="list-style-type: none">• Expand branch and twig outreach.	<ul style="list-style-type: none">• Follow up on the potentiality of Vancouver Island twig and look into other

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)
	and more contacts for remote groups		possible interests in twig formation, such as Lethbridge and Regina.
Innovative and Agile	<p>Try new things; don't be afraid to fail.</p> <ul style="list-style-type: none"> • Come up with new ideas to help branches and twigs attract members 	<ul style="list-style-type: none"> • Zoom meetings were our innovation. We already had two meetings and we plan to continue this quarterly routine. 	<ul style="list-style-type: none"> • Encourage branches and twigs to share their logistics of hosting events so others can benefit and get inspired (e.g., Edmonton has ideas about diffusing local job opportunities ; Manitoba is planning on forming a monthly study group; BC has an excellent history in building partnership with other organizations, etc.) • Get branches and twigs to look into the possibilities of live-streaming local meetings so more members can benefit from their local groups.
Communications and Marketing	<ul style="list-style-type: none"> • Members are well-informed about the association. • Members have effective communication channels among themselves. 	<ul style="list-style-type: none"> • We created periodic bulletins to inform branches and twigs on the latest association policies and news that directly affect the functionality of branches and twigs. • We launched the branch and twig toolkits in December. 	<ul style="list-style-type: none"> • We need to update the branch and twig toolkits and fill in the missing info. • There were often questions regarding distribution of membership and webinar fees; these should be included in the toolkits.
Membership: Increased and Engaged	Help others by being a part of the community.	<ul style="list-style-type: none"> • Tried to engaged branches and twigs to work as a community through regular 	<ul style="list-style-type: none"> • Think of ways to increase traffic on the branch and twig FB page.

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)
		communication.	

3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
 - To maintain liaison with branches and twigs through regular Zoom meetings, emails and phone calls.
 - To encourage more interaction between branches and twigs via email forum or Facebook posts.
 - To update the branch and twig toolkits.
 - To help organize and participate virtually in the round-table discussion.

4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**
 - None

Communications and Marketing Director, Stacey Atkinson
Quarterly report to the national executive council for meeting of March 3-4, 2018

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* (Anne Louise Mahoney)
 - *Editors' Weekly* blog (Anna Williams)

2. Note successes, accomplishments and challenges from the past quarter
 - We successfully re-envisioned *Active Voice*, and Anne Louise Mahoney took the helm as managing editor to create our first-ever blog-style AV digital version, launched in February.
 - We completed the 2016 Membership Survey Report, thanks to the dedicated work of Susan Chambers.
 - *Editors' Weekly* blog continued to operate smoothly.

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"> • 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 ○ Videos • Update the metadata tags on our national website. 	<ul style="list-style-type: none"> • Ongoing • To begin shortly.

3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
 - Ensure we share the 2016 Membership Survey Report with the membership.
 - Support the communications and marketing committee and chair and senior communications manager.
 - Make time to further explore advertising opportunities for the association.

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

Professional Standards Director, Tania Cheffins

Quarterly report to the national executive council for meeting of March 3-4, 2018

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

2. Note successes, accomplishments and challenges from the past quarter
 - Standards Communications Taskforce completed the update of the Thesis Editing Guidelines to PES 2016
 - From the taskforce: We submitted the first of a series of blog posts about the new PES to The Editors' Weekly -- it should be posted on February 27. We're planning a series of six to eight posts, with one coming out every other month. We're thinking about various ideas, including ways to engage people at the conference in June, funding a print version of PES, and creating a Twitter account, but nothing is firm yet.
 - Leadership of the Standards Communications Taskforce transferred to Amy Brown (from Elizabeth d'Anjou)
 - New chair was found & voted in for the Comité Agrément/Principes
 - The Professional Standards Coordinator office position has officially been made part-time rather than full-time

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"> • CSC to have booth at our conference. • New test prep guides will be ready for sale there.
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"> • Standards Communications Taskforce established to increase recognition and use of Professional

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)
		<ul style="list-style-type: none"> ○ Consider international audience for certification tests. ● Help editors interpret our standards for different areas of editing. 	Editorial Standards 2016 both within the association and in the wider communications world.
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. 	<ul style="list-style-type: none"> ● Standards Communications Taskforce established to increase recognition and use of Professional Editorial Standards 2016 both within the association and in the wider communications world.

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

- Guide volunteers to complete update of the Thesis Editing Guidelines
- Ensure smooth transition for new chair of the Comité Agrément/Principes
- Ensure the certification program continues to run smoothly in the absence of a full-time Professional Standards Coordinator

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 Ozunal

Quarterly report to the national executive council for meeting of March 3–4, 2018

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

- Training and development committee
- Mentorship committee

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

TRAINING AND DEVELOPMENT COMMITTEE

- We have two hosts now, but we do need to train some more so we have a strong pool of back-up support for the hosts
- Tech issues have been minimal but new tech standards have to be implemented for those presenting
- Webinars so far in 2017–18 far have been quite successful and profitable; I look forward to seeing financials at the meeting
- Ongoing issues with branches asking us to reschedule webinars they say overlap with their local programming (despite doing an extensive check-in and cross-reference before scheduling)
- Tech and search engine issues with editors.ca promotion of webinars (see Actions below)
- The six-member committee and the director are brainstorming and planning new ways to deliver and promote training and development content to our members

MENTORSHIP COMMITTEE

- Since the program launch, we have had 24 mentors sign on, and 14 mentees apply, with 11 mentorships held or planned to date
- Did a targeted outreach to potential francophone members through Quebec branch; only one potential mentor has responded
- Some difficulties getting the program off the ground: two applicants ineligible, some deterred by fee, committee too small and committee members not following through enough
- Many of the mentees are novices and many of the mentors are senior, so we are definitely helping to reach these members
- The committee has six members as of March 2018; calls have been made for new volunteers

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)
Bilingual and Diverse	Offer services in both official languages	<ul style="list-style-type: none"> • Need to find Francophone experts and professionals to deliver webinars in French 	<ul style="list-style-type: none"> • We have reached out to Quebec branch; In progress
	Have a better balance for francophone members	<ul style="list-style-type: none"> • Begin a Google Drive doc that lists past webinar presenters and potential presenters 	
	Provide better resources and support for local groups	<ul style="list-style-type: none"> • Create a printable webinar schedule sheet for local groups to print and distribute at their meetings, and are discussing ways to use webinars to help promote local seminars. 	<ul style="list-style-type: none"> • In progress
	Expand international outreach	<ul style="list-style-type: none"> • Attracting international webinar presenters increases international awareness. 	<ul style="list-style-type: none"> • We have had one UK and two U.S. presenters so far this season
Innovative and Agile	Come up with new courses, training, webinars	<ul style="list-style-type: none"> • Seek outside expertise; see what other organizations are doing • Begin a Google Drive doc to-do and to-try list for T&D 	<ul style="list-style-type: none"> • I have been looking at ACES offerings • I have lots of notes and suggestions from others to compile into one centralized doc
Communications and Marketing	See page 11 of the strategic plan.	<ul style="list-style-type: none"> • Meta tags: The webinars page needs to be updated with proper meta data tags to set the title, description, and photo used in social media links or our listings will default to the presenter photo 	<ul style="list-style-type: none"> • Tamra said she could help with the web/tech issues; also ask office of their capabilities and coordinate efforts perhaps also with communications

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)
		<p>that best matches Facebook’s preferred size and format</p> <ul style="list-style-type: none"> • The entire site lacks meta description tags. While some meta tags are optional, the meta description for major site pages is vital because it sets the description of the site in search engine listings. • For at least the home page, EC should develop a descriptive tag of 160 characters or less with the key data in the first 70 characters, which provides an accurate synopsis of the EC site and the core brand messaging. NEC should create the short tagline that will advertise the association on Google because of its strategic nature. • The tag needs to be in a meta description tag in the site header. Ideally all major site pages, such as the training page, should also have a page description describing that page’s content. • List webinars by topic or otherwise displayed in a search-friendly manner. 	committee
		<ul style="list-style-type: none"> • <i>Tips for a Successful Webinar</i> e-book we produced last year? Will it be translated and distributed? Need to 	<ul style="list-style-type: none"> • In progress

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)
		inquire about translating webinar tip book	
Membership: Increased and Engaged	Solicit input for webinars	<ul style="list-style-type: none"> Add a year-round call for submissions and topics on the website and announce through newsletter 	<ul style="list-style-type: none"> In progress

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)
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"> Did a targeted outreach to potential francophone members through Quebec branch. Only one potential mentor has responded.
	Become the hub: the source of editors and the definitive representative of Canada's editors.	<ul style="list-style-type: none"> Create a student centre (building for the future) 	<ul style="list-style-type: none"> Many webinars are introductory level, building a catalogue of training materials that can be packaged and resold to students

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

TRAINING AND DEVELOPMENT COMMITTEE

- Need more hosts trained either within committee or need to recruit new members who are willing to be trained – esp. Francophone volunteer (another call in a newsletter is in order)
- Create Google Drive documents as indicated above and invite collaboration and input from committee and NEC
- Planning out approach to next year's webinars and possible new formats (live web panels, module training like Lynda.com, web Q&A, PD retreat, etc.)

MENTORSHIP COMMITTEE

- Until we have a solid committee in place with members who are committed to this, we can't plan for expansion or promotion/communications
- We can evaluate past and current mentorships to see where we can improve
- We can do a free webinar on mentorship though to explain and promote it as it exists while also calling for volunteers

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

TRAINING AND DEVELOPMENT COMMITTEE

- One of the biggest problems is lack of Francophone volunteers and participation...other than reaching out to the branches there and specific individuals, what else can be done? What is the problem?

MENTORSHIP COMMITTEE

- One of the biggest problems is a lack of Francophone volunteers and participation...other than reaching out to the branches there and specific individuals, what else can be done? What is the problem?

Volunteer Relations Director, Patricia MacDonald

Quarterly report to the national executive council for meeting of March 3-4, 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 February 17, there are 351 members in the FB group, up from 323 in October. There is regular activity in the group.

Improving access to member services task force

- The member survey on access to services has been translated and will be sent out to members soon. This will determine our next steps.

Mediator

- Suzanne Purkis received no requests for mediation this quarter.

Member services committee

- We have several enthusiastic committee members who have started focusing on the welcome kit. Sections have been assigned for writing.

Volunteer management committee

- We have recruited several new members to take on the writing and editing of the volunteer handbook. Chapters are in the process of being assigned to volunteers.

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

Strategic Priority	Outcome	Actions	Update
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	(in the strategic plan)	(from the list in the plan or others that you have determined will meet the intended outcomes)	(what you have done to advance those actions)
Represent Canada's Editors	<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"> • Still working on it. • The task force has prepared a survey to be sent out to members. The survey will assess how easy/difficult it is for members to access our services.
Bilingual and Diverse	<ul style="list-style-type: none"> • Have a better balance of services for francophone members. 	<ul style="list-style-type: none"> • Recruit francophone volunteers to make this happen. 	<ul style="list-style-type: none"> • Still working on it.
Innovative and Agile	<ul style="list-style-type: none"> • Try new things. 	<ul style="list-style-type: none"> • Help set up the 40th anniversary task force to research new and exciting ways we can celebrate this milestone. 	<ul style="list-style-type: none"> • Contacted Project Management Volunteers to see if we can find a volunteer project manager to lead the task force. Worked with two PMV personnel to draft an ad to be posted for recruitment.
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 is putting the welcome kit together, and revising the welcome letter will be part of that process. • Will get in touch with Michelle about this once things are more settled in the new office. • Found a volunteer to

			lead the group that is updating the website. <ul style="list-style-type: none"> • I have been posting job opps from Facebook to the listserv.
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 the improving access to member services task force to analyse the survey results and develop a proposal.
- Help get the 40th anniversary task force up and running.
- Recruit more francophone volunteers.

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

- Help with recruiting francophone volunteers. Suggestions are welcome!
- What is the best way to exec read the volunteer handbook? The committee wants to submit chapters as they are finished.

Executive Director, John Yip-Chuck

Quarterly report to the national executive council for meeting of March 3 and 4, 2018

1. List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)
 - National office staff
2. Note successes, accomplishments and challenges from the past quarter
 - Spent a lot of time looking for a new office space within or under budget.
 - Agrément and certification tests implemented successfully by part-time staff member.
 - Launched new membership software member365 in January.

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

3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)
 - Establish staff and daily functions at new office to full capacity.
 - Work with auditor, treasurer, and bookkeeper to produce a smooth and efficient audit of 2017 books.
 - Maintain control on spending and try to reduce expenditures to help the association break even by fiscal year end.
 - Try to finalize dictionary project contracts and crowdfunding campaign.
 - Begin building dictionary editorial and promotional teams.
 - Continue to support Active Voice revitalization and MPES revision team.
 - Prepare plan and strategy for ongoing short-staff situation.
 - Oversee implementation of new Member365 software and increase functionality of the software for various purposes.
4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)
 - Nothing at this time