



EDITORS  
RÉVISEURS  
CANADA

## Reports

## Directors

Q4, November 17 and 18, 2018

Toronto, ON

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## President, Gael Spivak

### Quarterly report to national executive council for meeting of November 17–18, 2018 (Q4)

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

- student relations
- 40th anniversary task force
- equity statement (supporting Fazeela)

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

- Doing lots of support work for my committee and task force, plus some others.
- Lots and lots of continued work from the AGM.
- I've been stressing the importance of getting Editors Canada speakers into schools. This is critical work and the student relations committee is now focusing on this.
- The equity statement went to members in the September e-news update. Fazeela has received several emails of support for it and, so far, no revision requests.
- Feeling pretty challenged by people not following up on emails I send. And projects starting and then sputtering out.

**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	Members are well-informed about the association.	<ul style="list-style-type: none"><li>• Provide better support to branches and twigs: participating in an orientation session for new branch and twig leaders</li></ul>	<ul style="list-style-type: none"><li>• The orientation seemed to work quite well. I recommend that this become an annual meeting.</li></ul>
	The website is inviting, and it accurately reflects the association.	<ul style="list-style-type: none"><li>• Forming a working group of members with programming skills to help the office update the website.</li></ul>	<ul style="list-style-type: none"><li>• Formed working group and handed it over to comms manager and comms director. They have access to the list of broken or outdated links, so they can start to work on it.</li></ul>

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

- Support the VP with consulting members on the honorary life membership policy and procedures.
- Support communication about the new thesis and paper editing guidelines to universities and what the guidelines mean and don't mean (on action items from September but I can't do this until they are online).
- Add warning info about suspicious client practices to the set-up page for the Online Directory of Editors (based on the revision we did for the job board)
- Would like to resurrect the FAQ list that the office wanted the NEC to do.

**4. Requests or questions for the national executive council**

- Can we agree to a practice for NEC emails when we are consulting (when we want to make a decision together, even if it does not need a vote)?
  - If we agree with a proposal, can we reply with a simple "I agree" (or similar)?
  - I think it's better to get a bit more email than to not hear back at all.
  - It's ambiguous if people don't reply. It can mean "Sure, no problem" or "I like this but I totally forgot about it after I read it" or "I haven't actually read this email."

## Secretary, Breanne MacDonald

### Quarterly report to national executive council for meeting of November 17-18, 2018

- List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
  - Conference committee
  - Recording secretary
- Note successes, accomplishments and challenges from the past quarter / Notez vos succès, vos réalisations et vos défis du dernier trimestre**
  - Researched and planned the Q4 NEC meeting
  - Continued to post minutes for review and facilitate online voting
  - Was able to give the job board task back to the office
  - Applied for the Access Copyright Foundation Events Grant for the 2019 conference
  - Continue to work on 2019 conference, including research into an event management platform/app and putting together the 2019 budget
  - Struggling to work ahead on the conference as planned, but believe we are still in decent shape if we can get the call to proposals out soon and start working on sponsorship
  - Conducted 2020 site visits and am close to a decision on a venue for the next international conference

**Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités.**

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors / Représenter les réviseurs du Canada			
Bilingual and Diverse / Bilinguisme et diversité	Broaden reach geographically, with more local groups and more online benefits for remote groups.	<ul style="list-style-type: none"><li>• Continue to book Zoom meetings for committees and branches/twigs; promote this as an option for branches/twigs to reach wider audience for their own meetings</li></ul>	<ul style="list-style-type: none"><li>• This is an ongoing task</li></ul>

Strategic Priority	Outcome	Actions	Update
Innovative and Agile / Innovation et agilité			
Communications and Marketing / Communication et marketing			
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	Help others by being a part of the community	<ul style="list-style-type: none"> <li>Continue to facilitate Zoom meetings</li> </ul>	<ul style="list-style-type: none"> <li>This is an ongoing task</li> </ul>

**3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**

- Choose and secure a venue for the 2020 conference
- Have minutes and reports up to date on the website by the end of the year
- Continue work on the 2019 conference

**4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**

- none at this time

## Past president, Anne Louise Mahoney

### Quarterly report to national executive council for meeting of November 17-18, 2018

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

- External liaison
- Nominations
- Awards (interim only; usually VP oversees this committee)

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

- Preparing for the Giving Tuesday fundraising campaign (date: Nov. 27) with Michelle Ou
- Creating a nomination form to replace the letter of nomination for the Tom Fairley award (so everyone provides the same information, in a fillable PDF)
- Updating the Fairley award submission guidelines (based on input from previous judges) so judges receive what they need (and not extra materials) and so submissions are now electronic only (saves time and money – no more shipping boxes around the country)
- Challenge: Awards committee chair has a lot on their plate this fall and is less involved right now

**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	Become the hub: the source of editors and the definitive representative of Canada's editors.	<ul style="list-style-type: none"><li>• Pursue partnerships that help us spread the word about what we do.</li></ul>	<ul style="list-style-type: none"><li>• No update</li></ul>
Bilingual and Diverse	Work on a gradual shift in culture to be a truly bilingual association.  Broaden appeal to all types of editors.	<ul style="list-style-type: none"><li>• Research organizations for francophone editors in Canada and reach out to them.</li><li>• Connect with Indigenous editors and find ways to help each other.</li></ul>	<ul style="list-style-type: none"><li>• No update</li><li>• I have contacted Rhonda Kronyk of the Indigenous Editors' Circle to start the conversation.</li></ul>

Strategic Priority	Outcome	Actions	Update
Innovative and Agile	Try new things. Get things done.	<ul style="list-style-type: none"> <li>Be open-minded when new ideas come up, but also realistic. Be creative to offer new things while staying within our budget.</li> </ul>	<ul style="list-style-type: none"> <li>We are partnering with Giving Tuesday for the first time! Costs involve staff time but not extra expenses.</li> </ul>
Communications and Marketing	Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none"> <li>Figure out what we do well and where we can do better, given the resources we have available.</li> <li>Market our awards and scholarship more widely (especially on social media?) and increase donations.</li> </ul>	<ul style="list-style-type: none"> <li>Tom Fairley award submissions will now be electronic only, saving time and shipping costs.</li> <li>Giving Tuesday fundraiser should accomplish these goals. Michelle Ou will post on social media frequently on Nov. 27 to ask for donations and raise awareness about our awards and scholarship.</li> </ul>
Membership: Increased and Engaged	Increase engagement among members.	<ul style="list-style-type: none"> <li>Use online tools (Zoom, blog, etc.) to keep the association present and relevant, and members engaged.</li> </ul>	<ul style="list-style-type: none"> <li>No update.</li> </ul>

### 3. State priorities for the next quarter

- Continue to explore partnerships with the Indigenous Editors' Circle.
- Research francophone organizations that are potential partners.
- Respond to requests for partnerships, if any.
- Promote our awards and scholarship to increase donations and awareness.
- Oversee the awards and scholarship nominations and judging processes.
- Start the nominations process for the NEC/committees/national positions for the 2019–20 term: recruit more committee members and find more creative and effective ways to encourage nominations and engagement

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

- None at this time



## Regional Director of Branches and Twigs West and East, Heather Buzila

### Quarterly report to national executive council for meeting of November 17 and 18, 2018

#### 1. List the groups or individuals that report through you.

- All branches and twigs

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

- Scheduled first series of Zoom meetings with all branches and twigs (to be held Nov. 3, 4, and 10)
- Finished updating the branch and twig toolkits and sent them out for translation
- Established a rapport with the eastern twigs and branches

#### Status update on any activities you, as director, want to accomplish.

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors	Become the hub	<ul style="list-style-type: none"> <li>• Regularly communicate, share information, and answer questions with and for twigs and branches using email and Zoom.</li> </ul>	<ul style="list-style-type: none"> <li>• I communicate regularly with all twigs and branches and respond to their requests in a timely and efficient manner.</li> <li>• I have scheduled the first series of Zoom meetings with twigs and branches before the Q4 meeting so I can bring their questions and concerns to the NEC.</li> </ul>
Bilingual and Diverse	Bilingual	<ul style="list-style-type: none"> <li>• Work with translators to have the updated branch and twig toolkits translated and put online.</li> </ul>	<ul style="list-style-type: none"> <li>• The toolkits are currently out for translation.</li> </ul>
Innovative and Agile	Try new things; don't be afraid to fail	<ul style="list-style-type: none"> <li>• Help create and implement a strategy for welcoming and engaging new members, including supporting documents (how-to instructions, welcome package)</li> </ul>	<ul style="list-style-type: none"> <li>• I haven't worked on this action from my Q3 report, but I believe that taking over the role of eastern director of branches and twigs fulfils this outcome.</li> </ul>

Strategic Priority	Outcome	Actions	Update
Communications and Marketing	Internal and external	<ul style="list-style-type: none"> <li>• Work with the eastern director of branches and twigs to create and record a video for branch executive and twig coordinators.</li> <li>• Ensure the local group pages on the website are up to date with executive/coordinator information and social media/website links</li> </ul>	<ul style="list-style-type: none"> <li>• I sent the updated toolkits to Margaret Shaw on October 4, along with a suggested outline for the introductory videos, but I haven't heard back from her. I sent her a follow-up email on October 26.</li> <li>• I have emailed all the branches and twigs about making sure their local editors.ca web pages are up to date and correct. Many of them have contacted me to ask how to do this, and I have directed them to Michelle Ou.</li> </ul>
Membership: Increased and Engaged	Engaged members who volunteer, talk about Editors Canada, and attend meetings	<ul style="list-style-type: none"> <li>• Help create and implement a strategy for welcoming and engaging new members, including supporting documents (how-to instructions, welcome package)</li> <li>• Increase volunteer recognition (e.g., mail certificates and/or thank-you letters in May or June).</li> <li>• Develop (in collaboration with branch executive and twig coordinators) a twig/branch survey to address disinterest in volunteering; send accompanying letter detailing variety of ways people can be a part of Editors Canada.</li> </ul>	<ul style="list-style-type: none"> <li>• It seems like there is already a survey in place, so there is no need for me to create another one.</li> <li>• I have attended my local twig meetings to promote Editors Canada.</li> </ul>

**3. State priorities for the next quarter.**

- Work with twigs and branches to develop a strategy and supporting documents for welcoming new members in order to attract and retain new members.
- Look into ways of recognizing volunteers; ask branches and twigs for input.

**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, Virginia St-Denis

Quarterly report to national executive council for meeting of November 17-18, 2018.

### 1. List the groups or individuals that report through you.

- Communications and Marketing Committee
- Active Voice
- Editors Weekly
- Volunteer Webmasters

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

- The restructured Communications and Marketing Committee had an initial meeting on Nov. 5. Virginia, Gael, Tania, John and Michelle discussed assumptions and confirmed a plan for moving forward, including membership (directors or their designates and project-lead volunteers), focus of quarterly meetings and scope of work of project-lead members and their support volunteers. A call for project-lead committee members is being made in the November e-news. Individual volunteers working on the review of the Join section of Editors.ca are being invited to join the committee as that project lead as Cheryl O'Shea will be stepping down from that position.
- A formal production schedule has been finalized with all members of the Active Voice team, including who is expected to do what when. We are moving toward a Feb. 7 mail date. The NEC should expect an executive read of all content the week of Nov. 26.
- Editors Weekly has been going out regularly without any support from the director, that's to the work of Anna Williams.
- Most, if not all, of the identified website fixes have been made by Amy Haagsma. Instead of emailing the person requesting the change, the tracking system is turning into a discussion board, which is becoming cumbersome.

Status update on any activities you, as director, want to accomplish.

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors / Représenter les réviseurs du Canada		<ul style="list-style-type: none"> <li>• Build awareness.               <ul style="list-style-type: none"> <li>○ I would create a list Editors Canada communications channels (see Q3 report for details).</li> <li>○ I would create social media cheat sheets, including:                   <ul style="list-style-type: none"> <li>▪ Using Facebook Events and Live.</li> <li>▪ Using online polls.</li> <li>▪ Getting the most out of LinkedIn.</li> </ul> </li> </ul> </li> </ul>	Due to other, higher priorities, work has not gone beyond the information-gathering stage for any of these actions.

Strategic Priority	Outcome	Actions	Update
		<ul style="list-style-type: none"> <li>• Encourage members to provide content.                             <ul style="list-style-type: none"> <li>○ Communications channels list</li> </ul> </li> <li>• Educate human resource departments about Editors Canada.                             <ul style="list-style-type: none"> <li>○ LinkedIn cheat sheet</li> </ul> </li> <li>• Use training to promote the association.                             <ul style="list-style-type: none"> <li>○ LinkedIn cheat sheet</li> </ul> </li> </ul>	
<b>Bilingual and Diverse / Bilinguisme et diversité</b>	<b>Diverse</b> <ul style="list-style-type: none"> <li>• Broaden reach geographically, with more local groups and more online benefits for remote groups.                             <ul style="list-style-type: none"> <li>○ Facebook Events and Live cheat sheet</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Provide better resources and support for local groups.                             <ul style="list-style-type: none"> <li>○ Communications channel list</li> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> </ul> </li> <li>• Expand international outreach.                             <ul style="list-style-type: none"> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> <li>○ LinkedIn cheat sheet</li> </ul> </li> </ul>	Due to other, higher priorities, work has not gone beyond the information-gathering stage for any of these actions.
<b>Communications and Marketing / Communication et marketing</b>	<b>Internal</b> <ul style="list-style-type: none"> <li>• Members feel consulted on issues important to them.                             <ul style="list-style-type: none"> <li>○ Online polls cheat sheet</li> </ul> </li> <li>• Members are well-informed about the association.                             <ul style="list-style-type: none"> <li>○ Communications channels list</li> <li>○ Facebook Events and Live cheat sheet</li> <li>○ LinkedIn cheat sheet</li> </ul> </li> <li>• Members have effective communication channels among themselves.                             <ul style="list-style-type: none"> <li>○ Communications channels list</li> </ul> </li> </ul> <b>External</b> <ul style="list-style-type: none"> <li>• Our targeted communication activities</li> </ul>	<ul style="list-style-type: none"> <li>• Use social media better.                             <ul style="list-style-type: none"> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> <li>○ LinkedIn cheat sheet</li> </ul> </li> <li>• Provide better support to branches and twigs.                             <ul style="list-style-type: none"> <li>○ Communications channels list</li> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> </ul> </li> <li>• Plan for communicating with potential members, clients (employers) and related partner organizations.                             <ul style="list-style-type: none"> <li>○ LinkedIn cheat sheet</li> </ul> </li> </ul>	Due to other, higher priorities, work has not gone beyond the information-gathering stage for any of these actions.

Strategic Priority	Outcome	Actions	Update
	reach potential members, clients and employers. <ul style="list-style-type: none"> <li>○ LinkedIn cheat sheet</li> </ul>		
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	Engaged members, who do some of the following: <ul style="list-style-type: none"> <li>● Talk about Editors Canada to others.                             <ul style="list-style-type: none"> <li>○ LinkedIn cheat sheet</li> </ul> </li> <li>● Go to meetings.                             <ul style="list-style-type: none"> <li>○ Facebook Events and Live cheat sheet</li> </ul> </li> <li>● Interact on social media.                             <ul style="list-style-type: none"> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> <li>○ LinkedIn cheat sheet</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● Reach out to the non-engaged; ask for help/ contributions.                             <ul style="list-style-type: none"> <li>○ Communications channels list</li> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> </ul> </li> </ul>	Due to other, higher priorities, work has not gone beyond the information-gathering stage for any of these actions.

**3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**

- I hope to have the Communications and Marketing Committee fully functional by the end of Q1 (March, 31, 2019), so I can step away.
- I hope to have the 40<sup>th</sup> anniversary edition of Active Voice in the mail in February 2019.
- I hope to have the list of communications channels clarified so I can formalize a template for marketing and communications strategies.

**4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports) / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**

- None at this time.

## Directrice des affaires francophones, Sandra Gravel

### Planning document for the annual budget meeting of November 17-18, 2018

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
  - Comité des affaires francophones, Nancy Foran
  
2. **Note successes, accomplishments and challenges from the past quarter / Notez vos succès, vos réalisations et vos défis du dernier trimestre**
  - Préparation du sondage au sujet des activités pour les membres francophones;
  - Traduction de textes des vidéos de Réviseurs Canada;
  - Traduction des pages du nouveau site pour les webinaires;
  - Traduction des Tool Kit et des Welcoming Kit;
  - Traduction des gabarits de rapports des comités et des directeurs;
  - Supervision de Nancy Foran dans la mise sur pied de l'Équipe de traduction;
  - Vérification des partenariats existants avec la Réviseurs Québec;
  - Communication avec des associations partenaires du Québec pour la tenue d'un mini-colloque;
  - Traduction et rédaction d'un Guide de révision pour étudiants (en cours).

**Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités.**

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Define what editing means and what it brings to the client.  Become the authority on editing: certification, standards, training.	<ul style="list-style-type: none"> <li>• Use training to promote the association.</li> <li>• Create some promotional videos.</li> <li>• Encourage members to provide content.</li> </ul>
Bilingual and Diverse	Have a better balance of services for francophone members  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"> <li>• Do a survey to identify needs of the francophone members in collaboration with Editors' Québec.</li> <li>• Explore the possibility of holding a conference in French.</li> <li>• Have more webinars in French.</li> </ul>

Strategic Priority	Outcome	Actions
Innovative and Agile	<p>Try new things; don't be afraid to fail.</p> <p>Come up with new courses, training, webinars.</p>	<ul style="list-style-type: none"> <li>• Explore the possibility of holding a conference in French.</li> <li>• Invite members to suggest new French content for courses, training and webinars.</li> <li>• Work closely with Editors' Québec Chair and the Director of training and development.</li> </ul>
Communications and Marketing	<p>Members feel consulted on issues important to them.</p> <p>Our targeted communication activities reach potential members, clients and employers.</p>	<ul style="list-style-type: none"> <li>• Do a survey to identify needs of the francophone members in collaboration with Editor's Québec.</li> <li>• Use social media better.</li> <li>• Plan for communication with potential members.</li> </ul>
Membership: Increased and Engaged	Increased membership.	<ul style="list-style-type: none"> <li>• Increase the association visibility in French on social media.</li> <li>• Offer more French courses, trainings and webinars.</li> </ul>

### 3. Priorities for the next quarter

- Sondage sur les activités francophones prévu pour la fin novembre 2018;
- Préparation de trois webinaires pour 2019;
- Accompagnement de Nancy Foran pour la mise sur pied de l'Équipe de traduction;
- Poursuite des discussions avec les associations partenaires au sujet d'un mini-colloque à Québec.

### 4. Requests or questions for the national executive council

## Director of Professional Standards, Tania Cheffins

### Quarterly report to national executive council for meeting of November 17-18, 2018

1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)
  - Certification Steering Committee (CSC)
  - Comité Agrément/Principes (CAP)
  - Standards Communications Task Force
  - Foundational Skills Testing Committee
2. Note successes, accomplishments and challenges from the past quarter / Notez vos succès, vos réalisations et vos défis du dernier trimestre
  - Wrote mandate and description for the Foundations Committee
  - Found a chair for the Foundations Committee
  - Certification tests for 2018 are on track
  - Agrément test for 2018 is on track
  - Definitions are out for member review and almost complete
  - Thesis guidelines are out for copy edit and almost complete

#### Report from Standards Communications Task Force:

The Task Force met to make a plan for the upcoming year. They are asking for a budget allocation of \$160-265. From the task force:

We're planning to produce and print a small run of a booklet-sized version of the PES, to be given away. We'll design the booklet so that it can also be easily printed in-office and distributed by branches and twigs.

The print run will cost about \$100-190 (prices vary wildly at different printers) including tax and shipping.

We're also considering producing some merch (tote bags or similar) if we can create a design which is appealing enough. If we did that, we would order a handful of items to give away or sell, and possible make the item(s) available for sale at a POD merchandise shop like Cafepress.

The items would cost around \$60-75 with shipping and tax.

**Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités**



Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors / <b>Représenter les réviseurs du Canada</b>	See page 8 of the strategic plan. / <b>Voir page 8 du Plan stratégique.</b>	<ul style="list-style-type: none"> <li>See page 8 of the strategic plan. / Voir page 8 du Plan stratégique.</li> </ul>	<ul style="list-style-type: none"> <li>Support booths at events (our conference, ACES) that promote certification and standards.</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	See page 9 of the strategic plan. / Voir page 9 du Plan stratégique.	<ul style="list-style-type: none"> <li>See page 9 of the strategic plan. / Voir page 9 du Plan stratégique.</li> </ul>	<ul style="list-style-type: none"> <li>Support promotion and implementation of remote exam writing guidelines, including for writers in India and the United States.</li> </ul>
Communications and Marketing / Communication et marketing	See page 11 of the strategic plan. / Voir page 11 du Plan stratégique.	<ul style="list-style-type: none"> <li>See page 11 of the strategic plan. / Voir page 11 du Plan stratégique</li> </ul>	<ul style="list-style-type: none"> <li>Consult members and release the revised definitions.</li> <li>Release and promote thesis guidelines.</li> </ul>
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	See page 12 of the strategic plan. / Voir page 12 du Plan stratégique.	<ul style="list-style-type: none"> <li>See page 12 of the strategic plan. / Voir page 12 du Plan stratégique.</li> </ul>	<ul style="list-style-type: none"> <li>Work on next steps for Foundations testing.</li> </ul>

**3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities) / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**

- Support Foundations Committee as it gets up and running.
- Finalize the new definitions and post online.
- Finalize the new thesis guidelines, post online, and otherwise promote.
- Ensure the documentation of tasks for the certification coordinator is complete.

**4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**

- Elizabeth d'Anjou (Standards Communication Task Force) will be doing a presentation on standards and certification at ACES next year. Are we going to be a sponsor again this year (and/or otherwise support her)?

## Training and Development Director, Berna Ozunal

Quarterly report to national executive council for meeting of / Rapport trimestriel en vue de la réunion du conseil d'administration national du

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
  - Training and development committee
  - Mentorship Committee
2. **Note successes, accomplishments and challenges from the past quarter / Notez vos succès, vos réalisations et vos défis du dernier trimestre**

### TRAINING AND DEVELOPMENT COMMITTEE

- Launch of WP microsite is imminent—delays due to director's schedule, technical details of migration, illness, &c. — schedule will be announced soon and all the content is uploaded and ready and linked to GiftTool
- Linking to GiftTool seems cumbersome and time consuming—also limited payment methods
- Require dedicated volunteers manage webinar program—from soliciting proposals to finalizing website content
- Require more volunteers (esp. Francophone) on committee to serve as back-up hosts

### MENTORSHIP COMMITTEE

- Running calls for mentees will run in the e-newsletter that feature praiseworthy quotes from mentees who have completed the program
- An article about the mentorship program will appear in the upcoming issue of *Active Voice*
- There were two mentorships in the last quarter
- A webinar is in the works meant to guide and instruct mentors

**Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités.**

### TRAINING AND DEVELOPMENT

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors / Représenter les réviseurs du Canada	Become the authority on editing	<ul style="list-style-type: none"> <li>• Use training to promote the association</li> </ul>	<ul style="list-style-type: none"> <li>• Solicited and reviewed dozens of RFPS, approached members and others individually, coordinated with twigs and branches, finalized all details and scheduling, created descriptive content, developed WP microsite</li> </ul>
	Become the hub	<ul style="list-style-type: none"> <li>• Create incentives to promote the association</li> <li>• Build awareness</li> </ul>	<ul style="list-style-type: none"> <li>• We will offer free webinars next year, one in Feb. and scheduling a couple more</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	Bilingual	<ul style="list-style-type: none"> <li>• Solicit French webinars and a wider variety of webinars to appeal to our diverse membership</li> </ul>	<ul style="list-style-type: none"> <li>• We have two French webinars this season, which is two more than last season</li> </ul>
	Diverse	<ul style="list-style-type: none"> <li>• Make efforts to promote diversity among our presenters and topics</li> </ul>	<ul style="list-style-type: none"> <li>• Have made efforts to solicit webinars that pertain to Indigenous editors and themes, as well different stages of careers (advanced vs. beginner)</li> </ul>
Innovative and Agile / Innovation et agilité	Come up with new courses, training, webinars	<ul style="list-style-type: none"> <li>• Scoured speakers in the U.S. and tried to approach the programming with more of a curatorial eye vs. a "take what we can get" approach</li> </ul>	<ul style="list-style-type: none"> <li>• The 2018–19 program features a number of niche design/tech sessions like "Wildcards," as well as some interesting ones like "Editing Distressing Content"</li> </ul>
Communications and Marketing / Communication et marketing	The website is inviting, and it accurately reflects the association	<ul style="list-style-type: none"> <li>• Proposed new microsite development for webinars</li> </ul>	<ul style="list-style-type: none"> <li>• For better functionality, manageability and UX, as well as ability to share across social media—this microsite will launch soon</li> </ul>

Strategic Priority	Outcome	Actions	Update
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	Increase retention	<ul style="list-style-type: none"> <li>Delivering a diverse and relevant webinar program can help retain members</li> </ul>	<ul style="list-style-type: none"> <li>Membership discounts and access to free webinars will help retain members</li> </ul>

**3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**

- Finalize and launch webinar microsite, migrate all the remaining content to the site
- Investigate and determine issues with GiftTool &c. for payment
- Find and finalize the free webinars

**4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**

Can we have a conversation about GiftTool vs. other payment methods where we can broaden types of payments accepted?

**MENTORSHIP**

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors / Représenter les réviseurs du Canada	Become the authority on editing	<ul style="list-style-type: none"> <li>Provide mentoring (part of professional development)</li> </ul>	<ul style="list-style-type: none"> <li>There were two mentorships in the last quarter. A third mentorship started and then the mentee decided to postpone due to time constraints</li> </ul>
Bilingual and Diverse / <b>Bilinguisme et diversité</b>	Offer all services in both languages Broaden reach geographically ...	<ul style="list-style-type: none"> <li>Ensure francophone representation on the committee and among mentors</li> <li>Offer mentorship at a distance (online or by telephone)</li> </ul>	<ul style="list-style-type: none"> <li>We now have two francophone mentors in Quebec, and offers of assistance to find more</li> </ul>
Innovative and Agile / <b>Innovation et agilité</b>	Come up with new courses, training, webinars	<ul style="list-style-type: none"> <li>Mentorship program is a new professional development initiative</li> </ul>	<ul style="list-style-type: none"> <li>Webinar designed for mentors has been rehearsed and will be produced</li> <li>Looking into doing a similar webinar for mentees.</li> </ul>

Strategic Priority	Outcome	Actions	Update
Communications and Marketing / <b>Communication et marketing</b>	Members are well-informed about the association Our targeted communications reach members, potential members	<ul style="list-style-type: none"> <li>Continuing communications to members about the new program</li> </ul>	<ul style="list-style-type: none"> <li>Placing calls for mentees in the e-newsletters with praiseworthy quotes from mentees who have completed the program.</li> <li>Running an article or an advertorial about the mentorship program in the upcoming issue of <i>Active Voice</i>.</li> </ul>
Membership: Increased and Engaged / <b>Membres plus nombreux et plus actifs</b>	Engaged members (particularly novice editors and senior editors)	<ul style="list-style-type: none"> <li>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</li> </ul>	<ul style="list-style-type: none"> <li>Many of the mentees are novices and many of the mentors are senior, so we are definitely helping to reach these members</li> </ul>

**5. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities /** Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)

- Meet with committee and see what the priorities and tasks are for members
- Review the process for starting a mentorship, including payment

**6. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports /** Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)

None at this time

## **Volunteer Relations Director, Patricia MacDonald**

### **Quarterly report to national executive council for meeting of November 17-18, 2018**

- 1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)**
  - Facebook group (members-only) monitor
  - Improving access to member services task force
  - Insurance task force
  - List monitor
  - Mediator
  - Member services committee
  - Volunteer management committee
- 2. Note successes, accomplishments and challenges from the past quarter**

#### **Improving access to member services task force**

- The member survey on access to services was sent out, and we had 90 respondents. The task force discussed the results and will start developing its report and recommendations to the NEC.

#### **Insurance task force**

- The insurance task force also sent out a survey, with 198 respondents. The task force is reviewing the results.

#### **Member services committee**

- The committee has been busy working on improving the value of membership for in-house editors; short videos are in various stages of production.

#### **Volunteer management committee**

- We have a new leader for the volunteer directory project, and I expect we'll see great progress in the coming months.

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors	<ul style="list-style-type: none"> <li>• Work on a gradual shift in culture to be a truly bilingual association.</li> <li>• Broaden reach geographically, with more local groups and more online benefits for remote groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit francophone volunteers to make this happen.</li> <li>• Supervise the task force for improving access to member services.</li> </ul>	<ul style="list-style-type: none"> <li>• Still working on recruitment; helped develop a process for the translation of committee work.</li> <li>• The task force has sent out its survey and is reviewing the results.</li> </ul>
Bilingual and Diverse	<ul style="list-style-type: none"> <li>• Have a better balance of services for francophone members.</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit francophone volunteers to make this happen.</li> </ul>	<ul style="list-style-type: none"> <li>• Still working on it.</li> </ul>
Innovative and Agile	<ul style="list-style-type: none"> <li>• Try new things.</li> </ul>	<ul style="list-style-type: none"> <li>• Help set up the 40th anniversary task force to research new and exciting ways we can celebrate this milestone.</li> </ul>	<ul style="list-style-type: none"> <li>• My involvement with the task force is over.</li> </ul>
Communications and Marketing	<ul style="list-style-type: none"> <li>• Members are well-informed about the association.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Michelle and Caitlin to revise welcome letter received from the office and the branch or twig.</li> <li>• Work with Michelle to revise other documents sent from the office.</li> </ul>	<ul style="list-style-type: none"> <li>• The member services committee has finished putting the welcome kit together, and revising the welcome letter was part of that task.</li> <li>• Will get in touch with Michelle about this once things are more settled in the new office.</li> <li>• I have been posting job opps from Facebook to the listserv.</li> </ul>
Membership: Increased and Engaged	<ul style="list-style-type: none"> <li>• Engaged members who volunteer.</li> </ul>	<ul style="list-style-type: none"> <li>• Work on recruiting new volunteers and retaining the old.</li> </ul>	<ul style="list-style-type: none"> <li>• An ongoing process!</li> </ul>

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

- Work with the insurance task force to analyze the survey results and develop a proposal.
- Work with the improving access to member services task force to develop a proposal.
- 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!

## Executive Director, John Yip-Chuck

### Quarterly report to the national executive council for meeting of November 17 and 18, 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.
- Supported training and integration of new part-time staff member.
- Investigated and planned upcoming launch of new membership software.

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors / Représenter les réviseurs du Canada	Define what editing means and what it brings to the client.	<ul style="list-style-type: none"><li>• Do presentations and use training to promote the association.</li></ul>	<ul style="list-style-type: none"><li>• Supporting the 40<sup>th</sup> anniversary committee to liaise with Freedom to Read Week for mutual promotion at various events throughout the coming year.</li></ul>

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

- Prepare for and implement national office move, dispose of old documents and furniture, set up new office and establish operational infrastructure at new office.
- 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 2018 books.
- Oversee implementation of new Findjoo membership 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