

Editors' Association of Canada
Association canadienne des réviseurs

National Executive Council
Meeting Minutes

Zoom
February 13, 2022



EDITORS
RÉVISEURS
CANADA

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PRESENT:

NATIONAL EXECUTIVE COMMITTEE

Heather Buzila	President
Maria Frank	Vice-President
Breanne MacDonald	Treasurer
Suzanne Bowness	Director, Communications
Anne Godlewski	Director, Branches and Twigs
Błażej Szpakowicz	Director, Training and Development
Kaitlin Littlechild	Director, Publications
Arija Berzitis	Director, Professional Standards
Leah Morrigan	Director, Volunteer Relations

OTHERS

Natasha Bood	Executive Director
Tanya Guenther	Volunteer Recording Secretary
Sara Fowler Ott-Gat	Ottawa Branch, Vice-President
Sara Caverley	Ottawa Branch, President

REGRETS

Marcia Allyn Luke	Secretary
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1. Call to order

Heather Buzila called the meeting to order at 3:04 p.m. EST

2. Approval of agenda

MOVED BY Suzanne Bowness

SECONDED BY Błażej Szpakowicz

that the agenda be adopted as presented.

Motion Carried.

3. Budget Update

- Awaiting updated year-end financials from Young & Associates.
 - There will not be any additional savings seen this year with the Branches and Twigs using Young & Associates. In the coming years we should see a savings as the time required for auditing will be lower.
- There will be an audit meeting next week.

- Conference Fee Updates: The vendor has declined any adjustment, refund, or rebates to the cancellation fee.
 - Original budget for 2022 conference was developed with in-person costs. With the changes we will be reallocating the funds in the existing budget.
 - Cost of cancellation fee will show in the 2022 financials.
 - An email to members next week providing the details.
 - The conference budget is still on track for a profit of \$40,000, before the cancellation fee.
 - The original budget included \$70,000 for in-person expenses, which we will no longer incur. The hybrid budget projected a profit of \$2,000 and the virtual-only event budget estimates a profit of \$37,000. We also anticipate increased attendance with virtual.

4. Payments for Blog Post Writers

A report with research collected on this topic was posted in the meeting folders for directors to review prior to the meeting.

The current process was reviewed:

- There is a list of go-to blog writers who Lucy contacts.
- There is an editorial calendar with a list of topics and topics are also submitted/pitched to Lucy.
- Approximately 50% of current posts are solicited and sought out to include diverse communities. The thought was would it be more attractive to writers if a payment was provided?
- The list of volunteers are mainly members, but will reach out to nonmembers for a specific topic. It is a challenge to get volunteers. Some who are approached are flattered, and others are asking to be paid.

What do other groups do?

- ACES does not pay for blog posts. They have a community of editors who find joy in writing for their peers.

Approaches to payment included 3 different scenarios:

- 1) no payment;
- 2) hybrid payment for solicited posts to attract diverse contributors; or,
- 3) payment for all blog posts.

Lucy has not provided a recommendation and is not sure which option is best. There is no guarantee that payment for all blog posts would help to increase the contributors.

Discussion included:

- Concern of poor optics if we look at only paying some instead of all.
- Is it feasible to pay \$50 per blog post? Would that work in our budget? (\$2400 per year)?
- Would it be possible to reduce the number of blog posts per year? Is there a downside to the reduction in the number of posts?
- The costs for this (\$2400) was not in the budget for 2022.
- Could it be from the marketing budget? Trade off is what other marketing do we give up to pay for this?
- Could consider including in 2023 budget?
- Are we setting precedent for other writing we have volunteers doing at this time?
- Currently ELAP and the handbook rely on volunteer writers. If we are paying for blog posts, could see an ask from these writers as well?
- Currently we pay for webinars, but they bring in income from registrations.
- What if we offered other compensation? A free webinar of choice to someone who wrote a blog post?
 - Challenge is that we have to pay the presenter based on the number of attendees or sales of the webinar. This would still incur a direct cost.
- If we do pay, then who else needs to be paid for other tasks that are currently volunteer?
- If we hire people to write the blog posts, then we may need to hire for other publications.
- Should this be revisited when planning the 2023 budget?
- In 2024 we see a savings in office rent. In that year we will have some new funds available and could look to make a bigger change to how we do things. Might be a smarter time to make a big decision.
- Concern that there was not a specific recommendation for action. Would like have a proposed recommendation to move forward with.

Action: Sue will send this back to Lucy and MarComm to discuss further and bring back any recommendations for the NEC to consider.

5. Review of Outstanding Action Items

Outstanding items were reviewed and updated.

6. EDI Taskforce Implementation of Recommendations

- Sue had a great meeting with the Francophone volunteer. A guide book, and accompanying video, will be created for Francophone volunteer advocates on committees.
- Webinars: Blajez was able connect with a contact at FOLD. They requested the inquiry be sent to their general email address. If we do not get a response, we will attempt to reach out in other ways.
- Policy and Guidelines for membership fee relief and reduction: This has been translated and the Join Now page will be updated with how to apply for fee reduction. We will be sharing in the eNews for March.

7. Ottawa Branch (Sara Caverley)

Motion to give Sara Caverley and Sara Fowler Ott-Gat voice at this meeting.

MOVED BY Heather Buzila

SECONDED BY Anne Godlewski

Motion **Carried**.

Sara and Sara thanked the NEC for the support and level of services received from the national office. They are very appreciative of Natasha's leadership.

Information/questions brought forward:

- Payment platforms for Branches and Twigs: In the past GiftTool was being used for payments and then later encouraged to use Findjoo. Is there currently an expectation in place that all Branches/Twigs use one or the other?

Natasha Shared the recommendation to move to Findjoo. With GiftTool there were challenges with collection of taxes. It would not allow for location-based tax collection. There was a lot of staff time involved in sorting out the taxes in a casual/informal way. The opportunity was offered to see if a branch wanted to pilot.

- Centralized event planning: Is there a desire to have more centralized event coordination through the national office, and does that involve seminars? Is there a plan? There was discussion at the chairs meeting about setting up a Google form to collect the event info, sent to the office, set up the event and the bookkeeper would attribute the funds.

Trying to find a way to make this work and provide flexibility to branches for planning events and have fewer eyes on the sensitive information to protect privacy.

Ottawa Branch would be interested in volunteering for this pilot.

Action: Natasha will set up a meeting to discuss process.

- Contractors for instructors: The previous sample contract included that intellectual property is that of Editors Canada. Previously we've had members as instructors. Don't find any statements of standing work with anyone, but working on getting nonmembers to instruct and would like the contract.

Action: Heather Buzila will forward the webinar contract language for review.

- Branch and Twig reps on NEC: In the past there was a rep from each branch and twig on the NEC at each meeting as liaison. With the discussion of a more centralized process, will that structure of representation be revisited? Specifically to keep communication open between NEC and branches and twigs. Would like to ask that we revisit that structure if we are going to more a centralized structure.

Yes, previously there were reps on the NEC. Any changes would require a member vote. There was a member vote at AGM 2014 to change the composition as the Canada Non-for-Profit Act indicated that the number of directors should be fixed at no more than 13. All NEC meetings are open for any Editors Canada Member to attend as a member of the gallery.

8. Project updates

a. Publishing Committee – Kaitlyn

- Next ELaP volume is Structural. Info has been sent to structural editors to assist with writing the final exercise needed for the first draft. Next we will need volunteer reviewers.
- Handbook subcommittee: There have been challenges in terms of the focus of the handbook. Some were expecting it to be a step-by-step “how to” guide, which was out of the scope of what they were working on. There was a discussion about trying to do a step-by-step guide for every community that would need to be involved and concern that we would accidentally leave someone out.
- Meeting next week and will bring things back into focus. It will be a shorter document. The next challenge is finding enough writers.

b. Insurance Task Force

- Susan Turner has been working very hard and is the only person left standing in the committee.
- Apollo Insurance stands out and were the only viable response. They would like to give a presentation to the NEC. They seem very flexible, there will be difference in each province but they sort through it. Have excellent support,

Canadian company based in BC with reps in each province we would have our own dedicated rep. typically a group would need 500+ members.

Action Leah to set up meeting with Apollo, and invite Natasha, Heather, Breanne, Leah and Susan to have a meeting with Apollo

- Have we looked in to the Writers' Coalition Insurance (part of ACTRA). Might be a good one to reach out to. No medical, decent for what it is \$100 to \$120 per month. They don't offer professional liability.

c. Member Services/Volunteer Management Committees

Questions:

- Possible options for forums as opposed to Facebook group and talked about Slack. Committee has asked if there was any interest?

NEC would like the committee to provide some recommendations on what they would like to use. Please have the committee send suggestions to Natasha to set up some test channels.

- Committee chair asked about the reporting calendar. We are continuing with the previous scheduled as when we had in person meetings. Q1 reports at the March meeting and Q2 at the June meeting.
- Welcome kit is only in English at present. In the process of being translated to French.
- Member suggested Oxford dictionary subscription? The member services committee could propose this, do the research, and then submitted a recommendation to the NEC for consideration.
- Welcome emails for new and returning members are in the works.
- Katherine Wilms is stepping down as chair.

Volunteer management:

- Making the powerful volunteer connect tool more usable. Sent out a survey to directors about VolunteerConnect and we had about a 50% response rate.
 - Reaching out to volunteer base (300 people) to update their information on the new spreadsheets.
 - Reignited the featured volunteer program. Please remind committees to recognize their volunteers. We will be putting out calls quarterly and will include in eNews.

d. Certification

- Exam marking update is not going well. Challenge in getting enough volunteers. Very difficult to find volunteers.
- Committee chairs are asking if they can move to a one per year instead of having two tests on the same day. Some upheaval in the committee in terms of chairs and co-chairs leaving and others stepping up and having to take over. They would like direction from NEC whether it is feasible to go to a one test next year.

There are budget implications of this type of reduction.

The committee is meeting in a few weeks and will discuss further. It was a very information discussion at this point.

Action: Arija to bring back any additional recommendations from the committee after their next meeting.

e. Standards Committee

- February meeting is tonight.
- Last month almost finished the Fundamentals, and moving on to Structural. Two more modules to go. Progressing slowly.

f. Webinars/Training and Development Committee

i. Land Acknowledgements

The committee would like some direction on land acknowledgments, as it can be controversial. The committee is asking if we have an official stance on land acknowledgments at all webinars and, if we do, what wording we should use.

We have been doing land acknowledgments at our conference and we should at our webinars as well. It should be done by the host, on behalf of Editors Canada, not the presenter.

Action: Heather will send out wording used at the conference for land acknowledgement for review and a vote.

- ii. Past challenges with contacting webinar presenters, but recently have had a few more arranged through direct contacts with presenters. Have been having some success.

g. Career Builder Committee

No updates.

h. Student Relations Committee

No updates.

i. Website Task Force

- Progressing well. With 1800 pages in total there are lots of volunteers helping. Some is archiving.
- Survey for members came back from translation and will be going out soon.
- Next will be the final needs assessment and start RFP process. Timeline is June/July to start with go live in October/November. RFPs in March/April.
- Reaching out to Branches and Twigs soon to include specific requests from them in the RFP.
- Budgeted \$20,000 for new website.

j. MarComm Committee

- A good amount of volunteers now.
- Google ads moving forward and incorporate into our marketing campaigns.
- Video is going forward.
- Still looking for ambassadors.
- Started on improving LinkedIn.
- Brought people on to the MarComm, Susan who does the survey editing to create a survey guidebook.
- Blog: Lucy has moved ahead with tagging Francophone posts and translating posts.
- New campaigns:
 - Foundations through the certification committee.
 - Proofreading guide and thought would be great to have a baseline comms campaign. Timeline for role out has been drafted with the proofreading committee.

Action: Sue to send out link to communications role out to NEC.

k. Mentorship Committee

- No report.

9. Branches and Twigs

Nothing to report.

10. Conference

- Email with changes to cancellation of in-person going out to members next week.
- We are going to hold off on submitted speaker proposals until this notice goes out. About 10 slots left to fill. We had 38 proposals but many are different topics from the same presenter. We are looking for more for diversity and Francophone topics. We will send out another call for speaker proposals now that we will be virtual.
- One keynote secured and working on 2nd.

Hoping to have registration open end of February.

11. Next meeting:

- a. March 6, 2022, from 3:00 p.m. to 6:00 p.m. EST**
- b. Q1 Reports will be due at this meeting**

12. AGM: Scheduled for Saturday, June 18, 2022, from 3:30 p.m. to 5:30 p.m. EST

13. Adjournment

MOVED BY Leah Morrigan

SECONDED BY Błażej Szpakowicz

that the meeting be adjourned.

Carried

Appendix A – Agenda

1. Call to order (3:00)
2. Approval of agenda
3. Budget update (3:00 to 3:15) **Breanne and Natasha**
4. Discussion regarding paying blog post writers (3:15 to 3:35) **Sue**
5. Review of outstanding action items from previous meetings (3:35 to 3:45) **Marcia**
6. Implementing the equity, diversity, and inclusion (EDI) task force recommendations (2:45 to 3:00) **Maria**
 - Implementation spreadsheet
7. Ottawa branch (Sara Caverley) (4:00 to 4:20)
8. Break (4:20 to 4:30)
9. Update on ongoing projects (4:30 to 5:00)
 - Publishing committee **Kaitlin**
 - Insurance task force **Leah**
 - Apollo insurance quote (and task force's Q4 report for reference)
 - Member services/Volunteer management committees **Leah**
 - Certification **Arija**
 - Standards committee **Arija**
 - Webinars/Training and development committee **Blazej**
 - Webinar land acknowledgements
 - Career Builder committee **Heather**
 - Student relations committee **Heather**
 - Website task force **Breanne**
 - MarComm committee **Sue**
 - Mentorship committee **Marcia**

10. Branches and twigs (5:00 to 5:15) Anne

11. Conference (5:15 to 5:30) Breanne

12. Next meeting

- March 6, 2022, 3:00 pm to 6:00 pm EST
- Q1 reports will be due at this meeting

13. AGM will be Saturday, June 18, 3:30 pm to 5:30 pm EDT

14. Adjourn

Appendix B – Action Items

Action Items, Current

	Action Item	Person (s) Responsible	Status
1.	Heather Buzila and Marcia Allyn Luke to review on-hold action items to remove old items. Nov. 21, 2021	Heather Buzila, Marcia Allyn Luke	January 22: In progress. Carry over to February

Action Items, Past Meetings

	Action Item	Person (s) Responsible	Previous Status	NEW STATUS
2.	Leah Morrigan to look at adding an EDI tab to the Volunteer Connect spreadsheet. Sept. 19, 2021	Leah Morrigan	in progress	
3.	Anne and Breanne to look at branch/twig websites/blogs/editors lists as the website task force continues its work. Sept. 19, 2021	Anne Godlewski / Breanne MacDonald	will be ongoing Update?	
4.	Natasha Bood to find someone to sublet the Editors Canada office space in Toronto. June 27, 2021	Natasha Bood	In progress Leah helped connect me to a broker. It's too small of a space for him to be interested in taking on as a listing, but he is going to connect me with a couple of less established brokers who might be interested...to be continued!	In progress
5.	Heather Buzila to continue work on the project to index NEC and AGM minutes. June 27, 2021	Heather Buzila	Index still in progress(?)	In progress. Indexer working on it.
6.	Heather Buzila to look at how to develop a new strategic plan. June 27,	Heather Buzila	In progress	In progress

	2021			
7.	For Suzanne Bowness to contact Sylvie Collin for list of terms for blog post tags. April 25, 2021	Suzanne Bowness	In progress	In progress
8.	Suzanne Bowness to look at existing crisis comms guidance and assess and revitalize it, working with Michelle Ou. April 25, 2021	Suzanne Bowness	In progress	In progress

Action Items, On Hold

	Action Item	Person (s) Responsible	Status
9.	For Błażej Szpakowicz to check with Caitlin Stewart about the French webinar site. April 25, 2021	Błażej Szpakowicz	On hold until new website work
10	Heather Buzila and Breanne MacDonald to discuss a reduced ODE fee for transitional members once the website task force is looking in the ODE. April 25, 2021	Heather Buzila	On hold until new website work
11	Natasha Bood to email branches about importance of collecting HST.	Natasha Bood	On hold Natasha to discuss with bookkeepers.
12	Anne Brennan to set up Zoom meeting with Breanne MacDonald and Greg Ioannou to talk about distributing ELAP as an ebook.	Anne Brennan	On hold
13	Greg Ioannou to ask Tamra Ross about having the student affiliate status on the ODE and also to change the Aboriginal to Indigenous.	Greg Ioannou	On hold
14	Natasha Bood to develop "Member since XXXX" badges for each year that the organization has existed so that members can self-select their own.	Natasha Bood	On hold. Very low on the priority list.
15	Natasha Bood to look into the possibility of partnering with a French dictionary.	Natasha Bood	On hold until English dictionary is

			published/launched
16	Natasha Bood to investigate the possibility of a mini-conference put on by branches and twigs, supported by national office.	Natasha Bood	On hold
17	NEC to review each year the list of possible trademarks to apply for.	NEC Directors	On hold until March, 2020.
18	Gael Spivak and Natasha Bood to work on a governance poster to show incoming branch and twig coordinators what their responsibilities are and how communications work among various parts of the organization (on hold until more time).	Gael Spivak Natasha Bood	On hold. John Y started; too many other priorities.
19	Natasha Bood to talk to Editors Toronto about partnering on professional development events.	Natasha Bood	On hold
20	Sue Bowness to develop and test some calls to action and taglines for the dictionary project.	Sue Bowness	On hold until dictionary project is up and running again.
21	NEC to review the idea of a 10% discount for a two-year renewal after reviewing the relevant discussion in minutes of 2019 Q1, March.	NEC Directors	On hold
22	Heather Buzila to contact Michelle Ou about setting up a new email address so that Editors Québec can gradually stop using the email address from QAC.	Heather Buzila	On hold Sylvie Collin wants to discuss this with her branch exec first. June 17: Still nothing from Sylvie.
23	Editors Canada president to contact presidents of organizations with whom Editors Canada has partnerships.	Heather Buzila	On hold until new president takes office.
24	Greg Ioannou to contact Tamra Ross about Drupal and our website.	Greg Ioannou	On hold. It will have budget impact.
25	Michelle Waitzman to talk to Breanne MacDonald (conference chair) and Heather Ross to discuss including membership fees at the conference.	Michelle Waitzman Heather Ross	On hold until 2021 conference. Not being pursued this year. Heather R investigating several options.

Action Items, Done

	Action Item	Person (s) Responsible	Status
26	Heather Buzila to look into Certification policy and process to see if who audits exam marks is listed and who has to vote on changing it. Sept. 19, 2021	Heather Buzila	DONE
27	Heather Buzila to talk with Michelle Ou about communications about the difference between ELAP and text preparation guides. Sept. 19, 2021	Heather Buzila	DONE
28	Heather Buzila to look into past NEC minutes about student critiques of ELAP and to connect with Arija Berzitis about what she found. Sept. 19, 2021	Heather Buzila	DONE
29	Heather Buzila to ask incoming secretary to let Mentorship committee know that they can use Volunteer Connect documents and advertise for volunteers in enews and on the members-only Facebook page. In general, the committee chairs find volunteers for committees. June 27, 2021	Heather Buzila Marcia Allyn Luke	DONE
30	Heather Buzila to talk with incoming secretary to talk about ways to support the Mentorship Committee. June 27, 2021	Heather Buzila Marcia Allyn Luke	DONE
31	Heather Buzila and Natasha Bood to look into another Heritage Canada grant for the agrément program. Need to start this work by September or October. April 25, 2021	Heather Buzila	DONE
32	Natasha Bood to talk about possible Heritage Canada grant applications for May. Jan. 17, 2021	Natasha Bood	DONE
33	Marcia Allyn Luke to deal with mentorship issues as follows: - change the communications (that is, separate call for mentees from call for mentors) - clarify the requirements for mentees consistent (members/student affiliates) - find proposal from Carolyn Brown, examine it to see if changes necessary, and if so, bring a recommendation for changes to the NEC for review.	Marcia Allyn Luke	DONE

Appendix C – Online Motions

21. To appoint Ren Baron as the volunteer services committee chair.

Background:

Monica Laane-Fralick, the former chair of the committee, stepped down in November, and Ren has graciously volunteered to take over the position.

Opened January 10, 2022

MOVED by Leah Morigan

SECONDED by Heather Buzila

Carried with 9 in favour.

Closed January 14, 2022

22. To change the wording in the Equity Fellowship section of the Awards and Scholarship Procedures as follows:

Original: It is designed to support editors who have traditionally been excluded by the publishing and editing industries, including editors who are BIPOC (Black, Indigenous and people of colour), 2SLGBTQIA+, **neurodiverse** and disabled.

Revised: It is designed to support editors who have traditionally been excluded by the publishing and editing industries, including editors who are BIPOC (Black, Indigenous and people of colour), 2SLGBTQIA+, **neurodivergent** and disabled.

Background:

This error was pointed out by a potential applicant for the Equity Fellowship. "Neurodiverse" refers to a pair/group that contains different neurotypes, whereas "neurodivergent" refers to a non-neurotypical individual. This change has been approved by the EDI Adviser.

Opened January 18, 2022

MOVED by Heather Buzila

SECONDED by Maria Frank

Carried with 9 in favour.

Closed January 21, 2022

23. To approve that Editors Canada cancel our contract with the Westin Edmonton for the 2022 conference in order to hold a virtual-only event, due to concerns about COVID-19.

Background:

We first signed the contract with the Westin Edmonton in early 2020 (before the pandemic started) for a conference that was originally to be held in 2021. To avoid cancellation fees, we moved that contract to 2022 in the hope that the pandemic would be over in time to return to in-person events. This has not happened, and we are not confident that the in-person portion of the event will be successful given potential public health restrictions and a likely reluctance to travel even if the current situation were to be improved by May. Even looking at our current pool of speaker proposals, only 8 out of 27 are willing to present in person, which is likely a rough reflection of the potential attendance breakdown we would see with a hybrid event. I do not think it is worth the additional effort and expenses that come with an in-person event if we won't get close to our usual attendance numbers.

Other potential options would be 1) to negotiate a lower hotel room attrition and F&B minimum to lower our risk (not meeting these minimums would result in penalties and they were negotiated based on pre-pandemic registration rates) and take a "wait and see" approach, or 2) try to move the contract again to 2023. Choosing to cancel the contract now, as opposed to continuing with a "wait and see" approach, will likely result in a cancellation fee of \$41,550 if we can't negotiate with the hotel to lower it. However, a wait and see approach makes it extremely difficult for us to plan the conference. Moving the conference to 2023 is not an ideal option because 1) we may find ourselves in a similar situation next year, and 2) the conference chairs and committees have been Edmonton-based for 2021 and 2022 in anticipation of an in-person conference at the start of planning and our local volunteer pool is burnt out -- we think it will be very difficult to find chairs and volunteers for a third year if based in Edmonton again.

In terms of budget, the conference should still be profitable even with the worst-case scenario cancellation fee. This is because we will save money moving to virtual only -- the hybrid budget includes funds for food, AV, travel, swag, and printing, all of which is not needed with a virtual conference. We had also budgeted to use the services of an event management company to help with the hybrid aspects of the conference, but we feel we can handle the logistics of a virtual conference internally. This is also the sort of situation that our CEBA loan was meant to cover, so though it is unfortunate to be in a situation where we feel the cancellation is warranted but the hotel might not be willing to lower or waive their fee at this point in time, we do have contingency funds available to help cover it.

We tried to negotiate with the hotel to move the contract to 2024 in order to give our local volunteers some time to recharge, but the hotel would still require the entire cancellation fee up front and was only willing to put 20% of that toward a 2024 event. This option is not ideal because committing to the same amount of space when we have no idea how 2024 is going to

look may lead to us being in the same situation or facing penalties for not meeting minimum commitments. They are also unwilling to move the contract to another Westin location.

Opened February 3, 2022

MOVED by Breanne MacDonald

SECONDED by Heather Buzila

Carried with 8 in favour.

Closed February 6, 2022