

**Editors' Association of Canada/Association canadienne des réviseurs  
Minutes of Executive Council Meeting  
March 5-6, 2011**

**Day One  
Saturday, March 5, 2011**

**1. Call to order**

The meeting was called to order at 8:40 a.m. on Saturday, March 5, 2011, in the Party Room of 320 MacLeod Street in Ottawa, Ontario. Michelle Boulton chaired the meeting.

*Attending:*

Michelle Boulton	President
Moira White	Past President
Greg Ioannou	Vice-president
Sheila Mahoney	Treasurer/Secretary
Jacque Dinsmore	Member-at-large
Debra Roppolo	Member-at-large
Carolyne Roy	Director of francophone affairs
Arden Ogg	PP branch representative
Ursula Acton	SK branch representative
Holly Munn	BC branch representative
Rachel Stuckey	TO branch representative
Christine Leblanc	NCR branch representative
Nancy Holland	QAC branch representative
Carolyn L Burke	Executive director
Ashleigh Grange	Recording secretary

*Guests*

Ipshi Kamal	NCR member; grant proposal writer (Day one: after morning break to end of day)
Frances Peck	BC member; Former chair, Professional Standards Committee (Day one: after morning break; Day two: until just before luncheon)
Ruth Wilson	BC member; Former chair, Certification Steering Committee (Day two until mid-afternoon)

**2. Approval of agenda**

**Motion:** MOVED by Moira White, seconded by Greg Ioannou, to approve the agenda. CARRIED.

**3. Quarterly reports and business arising**

**Motion:** MOVED by Nancy Holland, seconded by Jacque Dinsmore, to receive the quarterly reports. CARRIED.

**Noted:** Minutes from NEC meetings will be approved within one month of NEC meetings.

*Expense Claims*

**Motion:** MOVED by Arden Ogg, seconded by Debra Roppolo, to accept the expenses guideline as formulated and circulated by Carolyn L Burke. CARRIED.

*Exec Reads*

**Action:** Greg Ioannou and Rachel Stuckey agreed to read the 2010 annual survey report.

**Action:** Moira White agreed to coordinate with Carolyn L Burke to create an executive summary for the 2010 annual survey report.

*Prairie Provinces branch transfer payments*

The chair of the Prairie Provinces branch has indicated that his branch will be willing to forgive national's two outstanding transfer payments "on the condition that there be funding for a branch chairs meeting at the annual meeting; that is, that national pay for the branch chairs to attend the meeting for those branches that do not fund their chairs to attend."

**Motion:** MOVED by Greg Ioannou, seconded by Sheila Mahoney, to gratefully accept the Prairie Provinces branch's offer to forgive the money owed by EAC in exchange for funding branch chairs, who are not funded by their own branch, at a branch chairs meeting at the AGM. CARRIED, with 1 opposed.

*Active Voice/Voix active designer*

Deferred to later in the meeting

*Privacy and branch/twig communication*

Discussion focused on who gets access to member contact info and how branches and twigs would cross-promote their events.

**Consensus:** To preserve the confidentiality of EAC member information, contact information for the purpose of communicating and member outreach will only be accessible to authorized branch/twig representatives and staff, national office staff, and regional directors.

*Annual report*

Deferred to later in the meeting

*Tom Fairley Award*

Deferred to later in the meeting

*Social media marketing*

Deferred to later in the meeting

*Task forces*

The national executive council (NEC) has recently initiated at least six task forces (Volunteer Services, Corporate and Institutional Membership, Website, Certification and Credential Maintenance, Online Testing and Accreditation). Discussion focused on the effectiveness of task forces and how they should operate, as well as recruiting, managing and recognizing volunteers.

**Motion:** MOVED by Debra Roppolo, seconded by Rachel Stuckey, to go in camera. CARRIED.

[In-camera discussion 1]

**Motion:** MOVED by Moira White, seconded by Debra Roppolo, to go out of camera. CARRIED.

**Action:** Next week, Carolyn L Burke will develop a template for initiating and following up with task forces., including its purpose and mandate, and circulate to the NEC for review and use.

*Digital membership card*

**Noted:** This action item is in progress.

*Contract Collective*

Deferred to later in the meeting

*Rate statement about editing rates*

**Noted:** The Toronto branch is creating a rate statement informing clients and editors about how to determine rates for editing work.

**Action:** Moira White will send all NEC members a rate sheet she created for clients that provides rates and information about editing services.

After the morning break, Frances Peck and Ipshi Kamal joined the NEC meeting.

*Professional Standards*

Discussion focused on components that are missing from *Professional Editorial Standards* (e.g., online editing) and creating a schedule to keep PES up to date. Frances Peck reminded the NEC that after the most recent revision, the committee recommended revisiting PES every five years so a huge overhaul isn't necessary every time. The NEC also discussed how updates to PES affect certification.

**Noted:** Frances Peck explained that one of the key principles of a true certification program is that the body administering the certification program must be independent of any body providing certification-related training. She emphasized that to maintain the integrity of the certification program, certification and training must be administered independently.

*Publications*

**Noted:** NEC members expressed an interest in having EAC become a publisher. This opportunity could offer EAC diversified revenue and make the association eligible for certain government grants.

**Motion:** MOVED by Sheila Mahoney, seconded by Greg Ioannou, to go in camera. CARRIED.

[In-camera discussion 2]

**Motion:** MOVED by Arden Ogg, seconded by Moira White, to go out of camera. CARRIED.

**Noted:** Melva McLean has put together a skeleton business plan for publishing. It includes information on markets and revenue models, and creating an EAC imprint with support from grants.

**Noted:** The University of Chicago Press has expressed an interest in discussing working with EAC to create an online version of ECE.

The NEC also discussed e-publishing.

*Active Voice/Voix active (AV/VA)*

Due to production problems, the online edition of the most recent issue of AV/VA was published well behind schedule. The NEC discussed the ratio of English-to-French content as well as recruiting a newsletter designer.

**Noted:** Tamra Ross offered to design the next two issues of AV/VA. Once those issues have been completed, Jacquie Dinsmore and the two AV/VA editors will review their options with regard to AV/VA design.

**Noted:** The NEC supports exploring using Presspublisher.com, an interactive content management system that would enable EAC to publish the AV/VA newsletter, as well as many of its other publications, online.

#### 4. Strategic planning

*Committee and director relationships*

The NEC discussed the roles of the committees and directors under the association's new structure.

**Consensus:** The directors should focus on strategic, long-term planning. This will be difficult since the directors serve one-year terms, so continuous succession planning is a must.

Each NEC member spoke about what they believe to be the most important goal for EAC in the next five years. Common goals included increasing membership numbers, becoming stewards/shepherds of language, raising the profile of the editing profession, professional development, better serving in-house editors, and developing certification for basic editing competency.

**Consensus:** "Steward of Canadian English" (or some variant) might make a great tagline for the organization.

#### 5. Contract Collective

In an address to the NEC, Frances Peck stated she believed that the Contract Collective, as it is currently structured, directly competes with EAC members and, as a result, presents a conflict of interest because the association is competing with the members it represents. She called for a process change, wherein EAC's name and resources are not used to submit proposals.

In discussion, many NEC members agreed operating the collective puts EAC in a conflict of interest. Even though membership in the collective is open to all members, EAC's name carries perceived credibility and cachet that may make its proposals more attractive than individual proposals.

**Motion:** MOVED by Moira White, seconded by Sheila Mahoney, that we cease operations of the Contract Collective because of a conflict of interest. MOTION WITHDRAWN.

#### 6. Adjournment

**Motion:** MOVED by Debra Roppolo, seconded by Christine Leblanc, to adjourn the meeting. CARRIED.

The meeting was adjourned at 5:13 PM.

**Day Two**  
**Sunday, March 6, 2011**

**7. Call to order**

The meeting was called to order at 8:36 a.m. on Sunday, March 6, in the Party Room of 320 MacLeod Street in Ottawa, Ontario. Michelle Boulton chaired the meeting. Attending: see item 1 above. Ruth Wilson also joined the meeting today.

**8. Contract collective and conflict of interest - continued**

**Motion:** MOVED by Moira White, seconded by Sheila Mahoney, that we cease operations of the Contract Collective because of a conflict of interest. MOTION WITHDRAWN.

**Motion:** Friendly amendment moved by Greg Ioannou, "... to make the Contract Collective independent from the EAC." AMENDMENT WITHDRAWN.

**Motion:** Friendly amendment moved by Sheila Mahoney "... that current contracts and outstanding bids be grandfathered." AMENDMENT WITHDRAWN.

**Motion:** MOVED by Moira White, seconded by Arden Ogg, that the Contract Collective cease to be an EAC committee and that existing contracts and outstanding bids be grandfathered. CARRIED, with 3 opposed and 1 abstention.

**Noted:** Discussion about how to inform the Contract Collective, EAC members and the committee chair of the NEC decision to dissolve the Contract Collective was deferred to the NEC email list.

**9. Certification**

The NEC discussed EAC Certification, difficulty recruiting volunteers and Credential Maintenance.

**Noted:** The Professional Standards Committee does not envision any major changes to the Professional Editorial Standards in the next five or even ten years. The committee feels it is highly unlikely that there will be any large scale changes during this timeframe.

**Action:** Ruth Wilson will provide a copy of her current Credential Maintenance documents to NEC members within a few days of the Q1 meeting.

**Motion:** MOVED by Michelle Boulton to strike a subcommittee to research and discuss the plan for Credential Maintenance that was originally submitted to the NEC and report back with a recommendation for Credential Maintenance by March 14, 2011. The motion CARRIED without a seconder.

**Action:** Moira White, Sheila Mahoney, Greg Ioannou and Donna Dawson will be form a subcommittee to research and discuss the plan for Credential Maintenance that was originally submitted to the NEC. The subcommittee will meet within one week and will make a recommendation regarding Credential Maintenance by March 14, 2011.

**Noted:** By March 14, 2011, the NEC will receive the recommendation of the Certification subcommittee, which the NEC will vote on by March 18, 2011.

## 10. Financial statements

**Motion:** MOVED by Greg Ioannou, seconded by Moira White, to accept the financial statements for 2010 as presented by Carolyn L Burke. CARRIED.

## 11. Strategic planning for Certification

The NEC discussed developing a certification program to acknowledge basic competency as an editor. It also discussed why a “basic skills” test cannot be based on the existing tests, why it cannot be called accreditation, and the need for online testing (noting that computerized testing is not the same as online testing!)

**Motion:** MOVED by Greg Ioannou, seconded by Sheila Mahoney, to go in camera. CARRIED.

[In camera discussion 3]

**Motion:** MOVED by Arden Ogg, seconded by Jacquie Dinsmore, to go out of camera. CARRIED.

**Action:** Frances Peck volunteered to sketch out a 25-year strategic plan that includes the benchmark years for standards revision and staff resource requirements, as well as some thoughts on developing the competency testing. She will attempt to secure the involvement of some past chairs to help develop the strategic plan.

## 12. Editing EAC

**Noted:** To ensure seamless communication between the new Regional Directors and the twigs and branches, minutes of twig and branch minutes will be shared with the Regional Directors.

**Noted:** The job description of the Regional Directors will be amended as follows:

- Regional Directors are responsible for identifying, recording, and sharing best practices for twigs and branches.
- Portfolio Directors are responsible for reporting to NEC on issues that arise at the committee level that may have consequences for other committees or the national association.

**Noted:** Michelle Boulton revised the descriptions, including regional directors, portfolio directors and the executive director during the meeting.

**Motion:** MOVED by Moira White, seconded by Carolyne Roy, to accept the Editing EAC job descriptions as amended. CARRIED.

**Action:** Holly Munn will make a motion at the 2011 AGM asking members to ban motions from the floor at the AGM beginning next year (2012). Instead, members would be notified at least one month in advance of any motions that members intend to put forth.

## 13. Nominations Policy

**Motion:** MOVED by Greg Ioannou, seconded by Jacquie Dinsmore, to accept the Nominations Policy as amended. CARRIED.

**14. Potential candidates for 2011–12 positions**

Moira White asked NEC members to brainstorm a list of potential candidates for NEC roles and positions for the upcoming term. She also made a note of EAC members who might be interested in participating in the Nominations Committee.

**Action:** Branch representatives will provide Moira White with the name of anyone who might be interested and willing to participate in the Nominations Committee by March 16, 2011.

**Action:** Michelle Boulton and Carolyn L Burke will draft a summary of Member Services.

**15. Referendum ballots**

**Motion:** MOVED by Sheila Mahoney, seconded by Moira White, to destroy the referendum ballots. CARRIED.

**16. French terminology for twigs and branches**

**Noted:** Carolyne Roy will ask French members to provide suggestions for equivalents of “twig” and “branch.”

**17. EAC Annual Report**

**Noted:** The NEC supports Anita Jenkins in summarizing the annual report into a smaller document that can be shared with members and the general public.

**18. Future Annual Conference locations**

**Consensus:** The 2012 conference is already set to be in Ottawa.  
The NEC discussed cities for upcoming EAC conferences and agreed on the following:  
2013: Halifax; 2014: Toronto

**19. Adjournment**

**Motion:** MOVED by Nancy Holland to adjourn the meeting. CARRIED.

The meeting was adjourned at 3:28 p.m.