



EDITORS
RÉVISEURS
CANADA

Director Reports

2017 Q1 Meeting

Montreal, QC
March 18-19, 2017

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President, Anne Louise Mahoney

Quarterly report to the national executive council for meeting of March 18-19, 2017

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

2. Note successes and accomplishments from the past quarter
 - Helped the awards committee chair manage logistics
 - As part of the 2017 conference sponsorship committee, helped to bring in sponsors and increase conference funds
 - Spoke regularly (in person or by phone or email) with the executive director and other national office staff
 - Responded quickly to NEC and member questions and concerns

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors	More people know about Editors Canada	<ul style="list-style-type: none"> • Keep in touch with the Language Portal of Canada • Engage in discussions on Facebook and the members' list • Attended the Reading for the Love of It conference (Toronto) with the executive director and senior communications manager to spread the word about Editors Canada to teachers 	<ul style="list-style-type: none"> • Writing a blog post for them, and letting them know about our conference and other activities • Promoted membership and ECE3 • Spoke to many high school English teachers about having an editor visit for career day and about purchasing ECE3
Bilingual and Diverse	More francophones join the association; Atlantic members find the best structure and become more engaged	<ul style="list-style-type: none"> • Support activities for francophone members • Finalized a survey for members and recently lapsed members in Atlantic Canada (to better understand their needs) • Contacted various editors about creating a stand-alone guide to editing Indigenous texts 	<ul style="list-style-type: none"> • Will discuss issues at March meeting with francophone members • Will review survey results in March, and write a report for members • Waiting to hear back

<p>Innovative and Agile</p>	<p>Become more of a contender among our peers</p>	<ul style="list-style-type: none"> • Explore new ideas, such as a Canadian English dictionary project • Make <i>Active Voice/Voix active</i> more relevant • Overall, increase our ability to respond more quickly to new technologies to keep up with our peers 	<ul style="list-style-type: none"> • Support the executive director and others as they investigate the options • Joined the <i>Active Voice</i> task force; took part in a conference call with the 2017 AV team to discuss themes and possibilities • Will discuss this at the March meeting to see how we can be more agile and innovative
<p>Communications and Marketing</p>	<p>A national communications strategy that is realistic and works well</p> <p>An informed membership</p>	<ul style="list-style-type: none"> • Support the senior communications manager as she creates a global communications and marketing plan for the association (in consultation with the director of communications and others) • Communicate to members regularly • Wrote the president's report for the 2016 annual report • Reviewed the annual report • Continued tweeting for ECE3 	<ul style="list-style-type: none"> • Ongoing • Wrote articles for the monthly e-news, posted on the members' list and in the members' Facebook group • Highlighted positive steps in 2016 • Checked for content and messaging • ECE3 Twitter account now has 459 followers

<p>Membership: Increased and Engaged</p>	<p>More people are motivated to join and remain; More members are engaged and developing new skills and contacts</p>	<ul style="list-style-type: none"> • Provide new services and keep current services going • Invite more people to volunteer 	<ul style="list-style-type: none"> • Ongoing • Recruited volunteers for various positions
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3. State priorities for the next quarter (your priorities as director)

- Support communications and marketing activities to help us increase membership and member engagement
- Review Atlantic survey results and write a report to share with members
- Support the Active Voice task force so it can present a report in time for the AGM
- Support the NEC and the office staff as this NEC term winds down

4. Your own requests or questions for the national executive

- Ask for help if you need it – we're heading into the home stretch!

Vice-president, Gael Spivak

Quarterly report to the national executive council for meeting of March 17–19, 2017

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

2. **Note successes and accomplishments from the past quarter**
 - The student relations committee has made some fabulous strides this year but they have several diverse goals, which are pulling them in different directions. They've decided to organize their work into quarterly plans so they can break things down into more manageable tasks and goals.
 - The mentoring task force has done amazing work this quarter and the ones before. I'm very proud of their work.
 - I created an annual report template, along with a sample production schedule, an outline (to help with consistent messaging in each report), a tracking sheet and sample emails to send to every person inputting into the report. They are all in the NEC files. This will help subsequent volunteers to more easily do the annual report, without having to do everything from scratch.

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	<ul style="list-style-type: none"> • Find synergy with other organizations. 	<ul style="list-style-type: none"> • Renegotiated partnership agreements with ACES and IPEd. • Re-started talks with SfEP. • Put together some info for the office to do a partnership page on our website. • Posted in the Digital Government / Gouvernement numérique group on GCConnex (an internal-to-government social media site) to offer Editors Canada members for similar testing on Government of Canada websites.
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 spoke to a librarian about records management and getting a master of Library science student to help us with all our working records (office, NEC). • I've arranged to apply for two students in the fall/winter (2017–18) terms. The ED and the president will supervise the students.

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"> • Consolidated eight NEC roles documents into one, and increased the flexibility (so that directors could more easily move and share responsibilities, to adapt to current situations). • Arranged for an HR editor to review the harassment policy that the ED drafted. In progress.
Membership: Increased and Engaged	Engaged members	<ul style="list-style-type: none"> • Improve volunteer recognition and experience. 	<ul style="list-style-type: none"> • Gave advice, when asked, to the chair of the volunteer management committee. • With the president and past president: re-designed the report templates to help committees and task forces stay more focused on the plan. • I finished the first draft of the 2016 annual report on February 19. It's on target for dates on the production schedule, which allow plenty of time for the volunteer readers, editors, proofreaders and designer to do their work without undue pressure.

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

- Meet the deadlines on the annual report production schedule, to minimize the impact on volunteers and the office.
- Help the student relations committee with sorting out what to do re: intern guidelines.
- Focus on some more partnerships, now that the annual report is drafted.
- Help transition the mentoring taskforce into a committee.
- Continue making the association more robust (better succession planning, continuity, record keeping).
- I still have hopes for the corporate calendar, when everyone has a bit of a breather.

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

- Just choklit.

Treasurer, Carolyn Brown

See separate file: Financial update for NEC Mar 2017.pdf

Secretary, Breanne MacDonald

Quarterly report to the national executive council for meeting of March 18-19, 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 and accomplishments from the past quarter**
 - Conference registration opened on Feb. 23; preliminary schedule was posted before registration opened; committee continues to promote the conference on social media and through e-news updates, and website content continues to be added.
 - All key volunteer positions on the conference committee are filled.
 - I continue to meet monthly with the conference chairs and provide additional support to the team by email whenever needed.
 - I continue to keep track of motions by email and facilitate online voting for the NEC in between meetings

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

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors			
Bilingual and Diverse	Reach members across Canada	<ul style="list-style-type: none"> • Research ways to allow meetings, esp. AGM, to be accessed online by remote members 	<ul style="list-style-type: none"> • This will be a priority for the coming quarter; if not possible for 2017 AGM, lay the groundwork for 2018
Innovative and Agile	Try new things	<ul style="list-style-type: none"> • Coming up with how-tos and guidelines on using Zoom for online meetings/AGM 	<ul style="list-style-type: none"> • This is a priority for the coming quarter; some committees already doing this, but promotion needs to be more widespread and support offered
Communications and Marketing			
Membership: Increased and Engaged	Engaged members who go to meetings/attend AGM	<ul style="list-style-type: none"> • Tasks above should help increase engagement of members by giving them more, easier opportunities to participate 	<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)**
 - Looking into the possibility of having the AGM online
 - Putting together a how-to on using Zoom as an alternative for conference calls
 - Putting together a how-to on using Google Drive, including folder organization, for the NEC
 - Ensuring the conference budget is tracked and updated for the committee now that registration has opened and money is starting to be spent

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

Director East, David Johansen

Quarterly report to the national executive council for meeting of March 18/19, 2017

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

- Branches - Toronto, Ottawa-Gatineau, QAC
- Twigs - KWG, HH, Kingston, Nova Scotia, Newfoundland and Labrador

2. Note successes and accomplishments from the past quarter:

Individual branches and twigs

- **KWG:** Local meeting planned for March and the twig has also been invited to attend HH meetings.
- **HH:** There is a full schedule of monthly meetings with excellent communication to members regarding any changes. Members needing transport are also considered.
- **Toronto:** Two seminars have had to be cancelled due to low attendance and a "lean" budget has been introduced.
- **Kingston:** A successful panel discussion was held in January and there are follow-up events planned.
- **QAC:** Several seminars catering to the francophone membership have been held or are planned.
- **Nova Scotia:** Winter and spring socials, lunches and workshops are scheduled and there are several more events scheduled into the summer.
- **ENL:** Monthly activities have been planned through to May. The "Editors for hire" page has been added to the twig website.

Director

- Survey distributed for Atlantic Canada members to enquire about their future vision of branch/twig organisation.
- Results being studied from the first conference call of the branch/twig finance task force and preparation under way for the follow-up call, either by conference call or by Zoom.
- QAC being consulted about a possible name change to Editors Québec.

3. List any challenges:

Branches and twigs:

- **KWG:** Getting bigger turnouts.
- **HH:** Their regular location for meetings is no longer available but alternatives have been found. Some dates have had to be changed. Savanna Scott Leslie (a co-coordinator) has had to step down.
- **Nova Scotia:** Access to Dropbox documents was a problem - now resolved. Their ODE listings say EAC rather than Editors Canada. Difficulty in signing up people to their mailing list has now been resolved.

4. State priorities for the next quarter:

Branches and twigs:

- **KWG:** Continue working on attendance.
- **HH:** Need to recruit exec members in advance of the AGM. Also, combine the AGM with a social event.
- **Toronto:** Fill the nominations slate for the 2017-18 executive.
- **Kingston:** Continue revitalizing the twig.
- **QAC:** Attract and retain volunteers. Increase attendance at seminars and increase the number of events that can generate a profit for the branch.
- **Nova Scotia:** Organize breakfast at the June conference. Meeting in Fredericton for NB members. Involvement in Hubbards Writers Festival.
- **ENL:** Find suitable topics and good speakers.

Director:

- Organize the second conference call for the task force and analyze the results to see what further action is required.
- Monitor the discussions with QAC and a possible name change.
- Follow up on the results of the Atlantic Canada members survey.
- Make arrangements for a branch/twig meeting at the June conference.

5. Create a prioritized list of requests, questions or suggestions for the national executive council:

- Toronto would like to know when money will come to the branch from webinar revenue.
- Nova Scotia would like to thank the staff for the updated financial information and John for his timely reminders of reports due.
- Nova Scotia is also anxiously waiting for the results of the survey as it will affect several upcoming decisions.

David Johansen
March 2017

Branches and Twigs (West), Director Margaret Shaw

Quarterly report to the national executive council for meeting of March 18–19, 2017

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

- B.C. branch
- Edmonton twig
- Calgary twig
- Saskatchewan branch
- Manitoba twig

2. Note successes and accomplishments from the past quarter

Indicate which have been achieved: include such information as decisions reached; tasks accomplished; information learned; obstacles encountered; obstacles overcome

- B.C.: Christmas party at Milestones in December. PD seminars in January and February and planned for March. Monthly meetings with panel discussions or speakers are ongoing, with January and February done. All events were well or very well attended. Succeeded in finding some much-needed volunteers (used social media and reminded at meetings).
- Edmonton: Meetings in November and February, with discussions on specific editing-related topics. Developing an online database of operations information. Finding enough interest to cover expenses for seminars is a challenge.*
- Calgary: Well-attended workshop with Ruth Wilson in February. Continuing to work on improving attendance at social gatherings. Desperately in need of more volunteers, particularly to take over as coordinator(s).*
- Saskatchewan: Branch has tentatively decided to host the 2018 conference, and most of their efforts are going toward that; monthly meetings on the back burner for now. Continuing to support Regina members as needed. Postponing Spring Fling until the fall in the hopes of a higher (post-conference) profile and better attendance. Looking for a new treasurer and newsletter editor. Turnout at events is sometimes low.*
- Manitoba: Held their first seminar in February, a speaker who presented a case history. Small turnouts to seminars, and lack of consistency in participation.*

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 definitive representative of Canada's editors	<ul style="list-style-type: none"> • Support Editors Saskatchewan as needed while they plan the 2018 conference. They have high hopes that this conference will raise their profile in the region. 	<ul style="list-style-type: none"> •

<p>Bilingual and Diverse</p>	<p>-Broaden reach geographically, with more local groups -Work on a gradual shift in culture to be a truly bilingual organization. -Broaden appeal to all types of editors</p>	<ul style="list-style-type: none"> • Investigate how to reach out to francophone editors outside QAC. There is a sizeable francophone population on the Prairies, for example. • Investigate the appetite for a twig in Regina and Lethbridge. • I have volunteered to organize roundtables for subgroups of editors (e.g., in-house, remote) at the June conference. We will repeats some of the categories from last year and add new ones. I am in touch with the organizing committee regarding the roundtables. 	<ul style="list-style-type: none"> •
<p>Innovative and Agile</p>	<p>-Try new things</p>	<ul style="list-style-type: none"> • Branch-Twig Task Force (see also Communications and Marketing) 	<ul style="list-style-type: none"> •
<p>Communications and Marketing</p>	<p>-Members feel consulted on issues important to them -Members are well informed about the association</p>	<ul style="list-style-type: none"> • With David Johansen, progress with the Branch and Twig Task Force. • Branch and Twig Toolkit is almost ready to launch. Proofreading is done. A couple of last-minute threads to tie up. 	<ul style="list-style-type: none"> •
<p>Membership: Increased and Engaged</p>	<p>-Increase our membership -Increase retention -Engaged members who do some of the list in the strategic plan (volunteer, go to meetings, etc.)</p>	<ul style="list-style-type: none"> • Show my support by dropping in more often to the Branch and Twig Toolkit FB group and the Editors Canada – Prairies FB group. • For the personal touch, phone each of the branch chairs and twig coordinators. • Present highlights of the Q1 meeting, and a general update on NEC activities, to Editors B.C. at the April meeting. 	<ul style="list-style-type: none"> •

3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
 - Please see the above table.
4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**
 - In the template for this report and other reports, it would be useful to provide a link to the strategic plan and to state dates for the quarter (e.g., is it from Jan. 1, or from the last NEC meeting? Does the reporting period end on the day of the report, on the date of the Q1 NEC meeting, or on March 31? I realized that I don't know).
 - *Using this template, it strikes me that there is nowhere to mention branches' and twigs' challenges. I think we should consider putting that space back in. For now, I have included challenges in the Successes and Accomplishments space. Please delete them if they are not meant to be included in this report.

Standards & Certification, Director Elizabeth d'Anjou

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

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

- Certification Steering Committee
- PARL
- volunteers helping with Standards communications (Amy Brown, Shelley Eagan)

2. Note successes and accomplishments from the past quarter

Indicate which have been achieved: include such information as decisions reached; tasks accomplished; information learned; obstacles encountered; obstacles overcome

- Revised standards went into effect January 1, 2017
- From the version voted in at the October 1 special meeting, my volunteers worked with the communications director to produce a finalized, proofread, designed versions for both print and web
- A draft communications plan was created for continuing to spread the news of the standards; work on it is progressing with excellent volunteers.
- First PARL test in Révision linguistique took place in January (postponed from October in face of challenges from OTTIAQ [translators' group] last year)
-

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	Spread word & sell our products in US	<ul style="list-style-type: none"> • Attend ACES conference, leading volunteers to staff sponsor table • x 	<ul style="list-style-type: none"> • Ready to go right after NEC meeting!
Bilingual and Diverse		<ul style="list-style-type: none"> • x • x 	<ul style="list-style-type: none"> •
Innovative and Agile		<ul style="list-style-type: none"> • x • x 	<ul style="list-style-type: none"> •
Communications and Marketing	Standards more widely known & used by editors	<ul style="list-style-type: none"> • Improve and implement Stds communications plan 	<ul style="list-style-type: none"> • in progress
	Application of standards to wide range of kinds of editing better understood	<ul style="list-style-type: none"> • Continue work on document (or series of documents) highlighting how standards apply in different contexts 	<ul style="list-style-type: none"> in progress

Membership: Increased and Engaged		<ul style="list-style-type: none"> • x • x 	<ul style="list-style-type: none"> •
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(Side note: I'm struggling with this format for these reports, spending time trying to figure out how to shoehorn my activities into these categories, wondering if I need to have mentioned it before to put it in now....)

3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
 - Help Certification committee through this especially busy, important period of change: introducing computer testing; revising study guides for computer and new standards; completing Foundations testing exploration.
 - My help is most needed with the last of these: finish research into Foundations testing, assess it & recommend to go ahead or not. If yes, plan & implement member communications on this & bring to vote -- at June AGM if at all possible. If not, figure out when/how...
 - Particular support for PARL committee weathers this period of being down to very small number of members.
 - Make good progress on Standards communications implementation.

4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**
 - Please can we officially vote in the Contract revision TF brief. (Brief is done & was approved by everyone involved, the work is well under way, I just forgot to put it to a vote. This TF now reports to Membership director, but I helped get it going so this is in my report.)
 - Should we make standards communications an official task force? (I think probably yes; I had thought its work would be a matter of a few months, but now see it as more of a year-long thing; it wd be good to have it on the books. OR we could be a communications subcommittee.)
 - What can we do for/with the student editors' organization at Université Laval? Bénéoit, their advisor & an Editors' Canada member, has asked if we could offer some kind of support/sponsorship/partnership.
****Can we commit to Foundations testing vote at AGM, do we need to plan a special meeting, or shd we leave it tbd in a few weeks?

Publications Director, Berna Ozunal

Quarterly report to the national executive council for meeting of March 18 and 19, 2017

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

- Publications committee
- *Active Voice*
- *Active Voice* taskforce

2. Note successes and accomplishments from the past quarter

Indicate which have been achieved: include such information as decisions reached; tasks accomplished; information learned; obstacles encountered; obstacles overcome

PUBLICATIONS

- The committee has made progress on the first chapbook in the proposed series of chapbooks, they are at ~7,000 words and are ready to submit for review; it is a book about “how to move from an initial conversation with a client to having a contract in place”

ACTIVE VOICE

- We have an editor in place, Carol Harrison, who also edits the Toronto blog, and we have the key contributors in place – they are working together to determine needs, timelines, and objectives

ACTIVE VOICE TASKFORCE

- We have a taskforce in place and they are tasked with finding out how the membership feels about the future of this publication and reporting back to us in time for the AGM

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

Strategic Priority	Outcome	Actions	Update
Represent Canada's Editors			
Bilingual and Diverse			
Innovative and Agile			
Communications and Marketing	1) Streamline communications	<ul style="list-style-type: none"> • Discuss why there are several blogs – is there an opportunity to consolidate into one national blog with regional stories? <ul style="list-style-type: none"> ○ Are we overlapping the volunteer pool because of this? ○ Are we duplicating effort and wasting time and money? 	<ul style="list-style-type: none"> • The AV taskforce will be researching overlap in content across all our communications and will report back on findings

	2) Develop relations between Editors Canada and George Brown	<ul style="list-style-type: none"> • Continue working with John and student relations to develop a closer alliance with GB. This means: <ul style="list-style-type: none"> ○ Aligning their course content with Editors Canada PES ○ Using EC materials in the classroom (as required purchases) ○ Bringing EC members into the classroom to discuss benefits of membership ○ Promote student-focused EC programs and services to the editing students 	<ul style="list-style-type: none"> • In progress
	3) Formal volunteer recognition	<ul style="list-style-type: none"> • We're creating a gallery of certificate templates that can be adapted so every branch and twig has access to them for volunteer recognition 	<ul style="list-style-type: none"> • In progress
	4) Create waivers for use for all EC publications	<ul style="list-style-type: none"> • Have a lawyer look over the two waivers we have 	<ul style="list-style-type: none"> • <i>my reco is we should send them to our counsel</i>
	5) Publish the first chapbook	<ul style="list-style-type: none"> • Finalize the manuscript <ul style="list-style-type: none"> ○ Obtain and review it ○ Have NEC review it ○ Have it copy edited ○ Have it put into layout ○ Have it proofread 	<ul style="list-style-type: none"> • I have requested the manuscript from the committee; I am waiting to hear back on this

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

- Finalize the copyright waivers
- Finalize the chapbook and prepare for publication (hopefully in time for conference)
- Recruit volunteers for the publications committee
- Monitor the 2017 *Active Voice* production with montly check-ins
 - I would like to make every effort to see if we can cut costs by comparing quotes from printers, reconsidering trim size, paper stock, etc.

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

- I am not sure what is expected of me re: MPES – We had a couple calls and a meeting, and I started a document on Google Drive to add potential contributors, but then I sort of fell off the train...I would like clarity on this – who is in charge of these? Is it the certification committee? How do we get this going?
- Do we have a budget for publishing chapbook? Is 7,000 words enough? Can we do this with the Espresso Book Machine?

Training and Development, Stacey Atkinson

Quarterly report to the national executive council for meeting of March 18 to 19, 2017

1. **List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)**
 - Training and Development (T&D) Committee

2. **Note successes and accomplishments from the past quarter**
 - We were able to recruit two new members as a sub-committee to focus on delivery of the webinar program.
 - We continue to monitor and evaluate the webinars, presenters and audience participation, and we will work on improving the processes and reporting on results.
 - We offered the following webinars:
 - Dec 3 and 4: Developmental Editing for Fiction and Memoir
 - Dec 14: How to Update Your ODE Listing
 - Jan 4: Creating and Maintaining In-House Style Guides
 - Jan 10: Let the Fire Burn Brightly: Wordiness Be Gone!
 - Jan 17: La langue de l'éducation au Canada, vous connaissez?
 - Feb 1: How to Meet People in a Room Full of Strangers
 - Feb 22: Introduction to Microsoft Word Styles 101
 - Mar 4 and 5: From Wordiness to Plain Language: Editing with Style
 - Mar 6: La correction d'épreuves de manuels
 - Mar 15: Good Grammar: It's More Than Gut Feel
 - We added another **free** member-benefits webinar to the program for April 13 to announce the updates to the English standards, to be presented by Moira White and Michelle Boulton.
 - Summary of webinar evaluations until end of January 2017:
 - 177 total survey responses for 10 English webinars (French report available next quarter)
 - Top three ways attendees heard about the webinar: an email from the office, on the website, and on Facebook.
 - The weighted averages of rating the different aspects of the webinars are 3.5 to 4.5 out of 5, which is great. However, there are attendees who provided poor ratings—will look into why.
 - Overall, 81% said they would take another webinar; 96% would recommend the webinar just taken to others. This has improved from a previous 78% would recommend the webinar to others. This is great but still room for improvement.
 - Be more clear in our marketing whether the webinar is “informational” versus “instructional” to help meet people’s expectations.

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		<ul style="list-style-type: none"> Promote the conference within the GoC team I am working with in Gatineau, Quebec, where the conference is also being held. 	<ul style="list-style-type: none"> Government employer will pay conference fees for 4 to 5 of its staff editors!
Bilingual and Diverse		<ul style="list-style-type: none"> Offer bilingual webinars for member benefits. 	<ul style="list-style-type: none"> Retroactively working on a French ODE webinar. We (Maira W., Michelle B., Sandra G.) explored the idea of a bilingual webinar for announcing the updated English Standards but decided not to do a French-equivalent webinar at this time since there have been no recent changes with the French standards. Instead we will mention in the English webinar the availability of the French standards on the website.
Innovative and Agile		<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> -
Communications and Marketing		<ul style="list-style-type: none"> Pursing partnerships with other organizations, such as Association of Proposal Management Professionals (APMP), to market our English and French webinars to their members. 	<ul style="list-style-type: none"> Ongoing discussion with APMP. Recent discussion with PWAC Atlantic.
Membership: Increased and Engaged		<ul style="list-style-type: none"> - 	<ul style="list-style-type: none"> -

3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
 - We learned that Patricia Furdek, Chair of the T&D Committee, will be stepping down in June, so we need to recruit a new chair.
 - Find a more efficient process for evaluating the webinar program and providing feedback to presenters and then using the evaluations to starting planning for the 2017-2018 program.
4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**
 - nil

Volunteer Relations Director, Patricia MacDonald

Quarterly report to the national executive council for meeting of March 18-19, 2017

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

- Contract Update Task Force (Standard Freelance Editorial Agreement)
- Facebook group (members-only) monitor
- List monitor
- Mediator
- Member services committee
- Volunteer management committee

2. Note successes and accomplishments from the past quarter

Contract Update Task Force

- The first review is complete, and the task force is now seeking input so they can best update the template to make it relevant for our members.

FB group monitor

- As of February 28, there are 278 members in the FB group, recovering from a dip in members that occurred between 2016 Q3 and 2016 Q4.
- Two co-moderators have been added.

Member services committee

- Committee is creating a distribution list for flyers promoting our services for francophone members.

Volunteer management committee

- Discussed creating a monthly profile of an NEC member or committee chair.
- Some projects have stalled.

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	Better services for in-house and remote editors	<ul style="list-style-type: none"> • Host/participate in roundtables at the conference for in-house editors and remote editors 	
Bilingual and Diverse	Better services for francophone members	<ul style="list-style-type: none"> • Recruit more francophone members for the member service committee 	

Innovative and Agile			
Communications and Marketing			
Membership: Increased and Engaged	Increase in committee volunteers	<ul style="list-style-type: none"> • Promote the benefits of volunteering • Actively recruit new committee members 	

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

- Work with John and Michelle to get the volunteer directory project going again.
- Work with the volunteer management chair to get the volunteer handbook back on track.
- Find committee chairs for member services and volunteer management.

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

- I will need help finding new chairs for the volunteer management committee and the member services committee. My efforts so far have not been successful.

Executive Director, John Yip-Chuck

Quarterly report to the national executive council for meeting of March 18 and 19, 2017

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

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

Indicate which have been achieved: include such information as decisions reached; tasks accomplished; information learned; obstacles encountered; obstacles overcome

 - Office staff began investigation of new membership e-commerce platform WildApricot to properly handle tax issues, create volunteer database, and other efficiencies.
 - Office staff covered webinar promotion and logistics.
 - Office staff managed busy awards nomination and judging proceses.
 - Contracted Helena Aalto to support certification committee
 - Worked with treasurer Carolyn Brown and auditor on 2016 year end
 - Hired new in-house, part-time bookkeeper Lois Beauchamp
 - Hired new bilingual employee Erica Ruth Kelly to handle certification, membership and other duties
 - Created webinar tracking sheet to calculate branch, twig, and instructor payments— decision made to change reporting and payments to an annual basis
 - Instigated business and government surveys to support the certification committee's investigation of potential new foundations skills exam and designation
 - Met with representative of Asian Council of Science Editors to possibly establish future relationship
 - Met with George Brown liberal arts chair Lynne Kurylo with Berna Ozunal and Ann Kennedy to support publications and student liaison committees and to establish template for approaching other educational institutions—George Brown to purchase MPES units for upcoming classes
 - Attended Reading for the Love of It teachers' conference in Toronto to learn how to access this market to sell publications such as ECE3 and to promote the profession to students and possible future members
 - Attended Translation Games in Montreal to support francophone affairs and student relations committees
 - Finalized prairie provinces branch funds dispersal with the help of western branch/twig director, treasurer and president—disbursements to be made by end of March
 - Initiated Canadian dictionary investigations with independent consultant (who is working pro bono)

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 of Canada's editors Become authority on editing	<ul style="list-style-type: none"> • Be visible at conferences • Spotlight the association with new dictionary project 	<ul style="list-style-type: none"> • Conference list being updated for end of year and next year's conferences • Working on licensing agreement with dictionary publishers
Bilingual and Diverse	Have a better balance of services for francophone members Offer services to editors outside of Canada	<ul style="list-style-type: none"> • Support new employee Erica as she connects with francophone committees and members • Expand partnerships with groups such as Asian Council of Science Editors 	<ul style="list-style-type: none"> • Ongoing integration of Erica into the association business • Working to establish formal relationship with ACSE
Innovative and Agile	Use the right tool for the right job	<ul style="list-style-type: none"> • Switch to WildApricot membership management system • Improve expense control 	<ul style="list-style-type: none"> • Working to have WildApricot in place shortly after June conference • Placed a hold on Google Ads spending until ROI clearly defined
Communications and Marketing	Our targeted communication activities reach potential members, clients and employers	<ul style="list-style-type: none"> • Instigate and initiate foundational skills survey to various businesses and organizations • Maintain profile in groups such as Book and Periodical Council 	<ul style="list-style-type: none"> • Will analyse survey results by mid-April • Attend regular BPC meetings as association representative
Membership: Increased and Engaged	Engage members	<ul style="list-style-type: none"> • Remind members of our strengths and benefits • 	<ul style="list-style-type: none"> • Add benefits of membership piece to upcoming e-news updates

3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
 - Improve cost control
 - Make the switch to WildApricot membership and event management system
 - Support communications and marketing activities to promote the association
 - Review foundations skills survey results and work with CSC chairs to create business case for foundations test
 - Establish grants and funding task force to source new funds for association projects such as Canadian dictionary
 - Integrate Humber College intern to support communications manager and other office staff
 -

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

Please identify and outline a specific number of manageable accomplishments for the next couple quarters, while still leaving room for new ad hoc initiatives that may crop up in that same timeframe