

**Editors' Association of Canada
Association canadienne des réviseurs**

National Executive Council

2017 Q3 Meeting Minutes

Arc the Hotel, Ottawa, ON
September 16–17, 2017



**EDITORS
RÉVISEURS
CANADA**

PRESENT:

Gael Spivak	President
Julia Cochrane	Vice-President
Anne Louise Mahoney	Past President
Carolyn Brown	Treasurer
Breanne MacDonald	Secretary
David Johansen	Regional Director, Branches and Twigs – East
Lisa Ng	Regional Director, Branches and Twigs – West
Stacey Atkinson	Director, Communications
Nancy Foran	Interim Director, Francophone Affairs
Tania Cheffins	Director, Professional Standards
Greg Ioannou	Director, Publications
Berna Ozunal	Director, Training and Development
Patricia MacDonald	Director, Volunteer Relations
John Yip-Chuck	Executive Director
Michelle Ou	Senior Communications Manager
Alexandra Peace	Recording Secretary

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1. Call to order

Gael Spivak called the meeting to order at 9:01 am, and invited directors to tweet during the meeting.

2. Emergency information

3. Approval of agenda (Appendix A)

MOVED by Julia Cochrane
SECONDED by Anne Louise Mahoney
that the agenda be approved.
Unanimous

4. Introductions

Each person attending the meeting introduced themselves.

5. Review of director roles and voting procedures

Gael Spivak defined the roles of the president, secretary, recording secretary, and executive director. The executive director and the recording secretary have no vote at the meeting. The recording secretary has no voice at the meeting unless the NEC votes to give the person a voice. The NEC briefly discussed the voting procedures, importance of the strategic plan, and the policies and procedures (www.editors.ca/members/readup/constitution/index.html) on privacy, consultation, and confidentiality.

MOVED by Patricia MacDonald
SECONDED by Carolyn Brown
to give Editors Canada staff voice at the NEC meetings until June 2018 AGM.
Unanimous

6. 2017 Atlantic survey results

A survey was sent to Editors Canada members in Atlantic Canada (Appendix B) to better assess how to meet the needs of the remote members.

The responses in the Atlantic Canada survey may be of use by other regions in Canada that also have remote members.

Action

David Johansen to direct the Editors Nova Scotia co-coordinators to send the Atlantic Canada survey report to the Editors Nova Scotia members.

Action

Anne Louise Mahoney to send Atlantic Canada survey report to regional directors for dissemination to other branch and twig co-ordinators.

7. New business

- a) Co-operators group auto and home insurance (**member benefits**)

John Yip-Chuck had a meeting with a representative from Co-operators. The suggestion is that the company would give a discounted rate to Editors Canada members, and in exchange, Editors Canada would put information on the website and send it out as news of a new member benefit.

The NEC discussed this with the following questions:

- Is it a true member benefit? Is the deal actually better?
- Doesn't Editors Canada already have something with someone else?
- What was the uptake last time this was suggested?
- Could they sponsor a booth at the conference?
- Do they have both home-based business insurance and errors and admissions?

The wording on our website at the moment has a big claim ... "Editors Canada ensures that ...

Action

John Yip-Chuck to direct the office to remove the current mention of insurance on website.

Action

John Yip-Chuck to investigate whether to have insurance as a member benefit.

Action

Patricia MacDonald, John Yip-Chuck, and Michelle Ou to find someone to write a general information blurb about how/what/when/why to find insurance (errors and omissions and for a home-based business).

- b) Editors Canada members-only **Facebook group** guidelines

A problem recently arose when a member of the group copied some material from the group to someone outside the group.

Joanne Haskins came up with additional guidelines for the group:

4. This is a private group. Discussions here are private. You may not repeat or report on them elsewhere and/or name anyone connected with a discussion without permission.

MOVED by Julia Cochrane

SECONDED by Anne Louise Mahoney

to accept the guidelines amended to add "Unless they have prior permission."

Unanimous

8. Member365 (national office administration)

John Yip-Chuck updated the NEC on the software—Member365—that will be replacing Gifttool. Member365 handles the tax situation as needed, is more robust, is able to conduct surveys, and generally enables better communication. The transition will occur over the next few months. There will be no financial savings, but there will be better functionality.

Member365 may be able to handle debit card payments, but probably not Interac e-transfers.

Action

John Yip-Chuck to ask Greg Ioannou about the use of Interac e-transfers.

9. Meeting with the Ottawa-Gatineau branch: Kaarina Stiff

Kaarina Stiff spoke about the status of Editors Ottawa.

The branch

- still has a problem with seminar programming;
- needs to improve what seminars they are offering and how they are advertising them;
- has a full slate of executive members, and has co-chairs for some of the positions; and
- has plans to
 - take advantage of a page on the city's website, community news channels, and so forth;
 - refresh the blog;
 - contact Francophone members; and
 - send out a survey to find out what members want.

Action

Nancy Foran to talk to Kaarina Stiff about getting the connection with the Editors Ottawa-Gatineau Francophones.

Action

Nancy Foran to talk to Kaarina Stiff about helping with the start-up of a Francophone subgroup within Editors Ottawa-Gatineau group.

Action

Anne Louise Mahoney will find a volunteer translator for the survey going out to Editors Ottawa-Gatineau members.

Action

David Johansen to get information on a survey that QAC ran to give to Editors Ottawa-Gatineau.

At the moment, there is only a form letter that goes out to lapsed members from the national office. Although this is not as effective as a personal letter, it does still jog people's memories, so is of some use.

When Member365 is up and running, it will be easy to let the individual branches and twig administrators know who the recently lapsed members are, so they can be sent personal letters.

Action

John Yip-Chuck to direct the national office to let branch and twig administrators know about lapsed members. (On hold until Member365 up to speed.)

Kaarina also mentioned that a member hadn't renewed because it was cheaper for them to attend the local events and pay the non-member fee rather than purchasing an Editors Canada membership and getting the member discount to events.

10. Volunteers

The association has a small group of highly engaged volunteers, but trouble getting more people involved.

It's possible that with the new software keeping track of membership, the answers to questions about whether people want to volunteer and in what capacity will be more accessible.

Action

David Johansen and Lisa Ng to suggest that the branch and twig coordinators include a question about volunteers in their welcome package.

A presentation from Conference 2013 about the benefits of membership is available on the website.

Volunteer recognition certificates are almost done for use by the branches and twigs. However, the term "volunteer of the year" may be confused with the national volunteer award program.

Action

Berna Ozunal will ask the committee to change the name of the volunteer of the year award.

11. Review of outstanding action items from previous meetings (see Appendix C)

Action

Gael Spivak to send corporate calendar link to the NEC, who are to help with populating the calendar with information.

12. Financial update

Carolyn Brown updated the NEC on the financial situation. A summary can be found in Appendix D. In addition, Carolyn created a checklist for helping the NEC to make decisions—a financial filter for action that needs time, money, or effort.

- a) criteria for new projects
 - Does it generate revenue?
 - Does it increase membership?

- Does it add to membership value?
- Is it taking time and efforts away from any of the above?

Carolyn Brown has been using these criteria, but they should be used now for each new initiative.

b) membership fees

Carolyn Brown created an analysis of demand curve for fees (see Appendix E). To summarize, up to a level of \$250, there does not appear to be any relationship between membership levels and fees. However, above \$250, membership declines as fee increases.

This data, combined with anecdotal and survey data, suggests that increasing fees may be contributing to the decline in membership.

The NEC discussed various possible actions, including the following:

- i. reduce the membership fees
 - makes it look like the organization is in trouble
 - cost of being in the profession
 - \$4 scheduled increase isn't going to make much difference
- ii. offer a discount to ODE
 - but only about one-third of the members have a listing in the ODE
 - ODE is not added value to everyone
 - the cost of the ODE listing is low compared to other organizations
- iii. offer a package of benefits (ODE reduced fee, ECE3 online free for one year, and a free webinar)
- iv. freeze the membership fees
 - could be seen as a positive action (especially if the membership numbers then increase)
 - freeze the fees, but put huge effort into communicating the benefits of membership, then do this analysis again next year to see whether the marketing has made a difference

However, the membership procedures, voted on by all the members, state that fees will be raised by the cost of living each year. In other words, the NEC can't freeze the membership fees without asking the members.

MOVED by Carolyn Brown

SECONDED by Anne Louise Mahoney

that a motion be presented at the AGM to amend the membership procedures such that the NEC is able to freeze or decrease rates.

Discussion

Could the membership fee freeze be one time only and be tied to the 40th anniversary?

MOTION WITHDRAWN

Carolyn Brown suggested that the discussion be tabled until the next meeting, by which time more analysis could be done.

Action

John Yip-Chuck and Carolyn Brown to do a cost analysis of membership fees that includes people on reduced incomes.

- c) reduced membership fee for people on social assistance (See Appendix F)

Social assistance/fixed income/disability/maternity/retirement are all social benefit programs that provide a fixed income.

It can also sometimes be difficult for student affiliates to go from reduced student affiliate fees to membership fees.

Information and analysis to be done in combination with the membership fees. See action item above in section 12b.

- d) cost of quarterly NEC meetings

Action

NEC to use email to discuss cancelling any quarterly NEC meetings, if needed for financial reasons, and to discuss the cost of meeting outside of Ontario and Quebec.

13. Reports

The branches and twigs were not clear about the planning reports that were to be handed in for September, in time for budget meeting in November. The national positions don't need to fill out reports.

The NEC discussed this issue with the following points:

- have examples for clarity
- make it clear who has to fill out the report
- state whether the document should be a report or plan
- sometimes takes people time to get used to new ways of doing things
- add a section to outline what has been done, as people are used to this
- stop requiring reports from the mediator, Facebook and list monitors, *Active Voice*, and The Editors' Weekly
- conference does need to report, but not to plan

Action

John Yip-Chuck to send separate information and requests to branches and twigs about the required quarterly reports.

Action

Gael Spivak to work on providing examples and templates of plans, and examples and templates of reports.

14. Committee Request Summary (Appendix G)

Action

Stacey Atkinson invited members of the NEC to offer to write a blog post for The Editors' Weekly.

Action

David Johansen to respond to Editors Kingston query about the Branch/Twig Toolkit.

Action

David Johansen to respond to Editors KWG query about a reduced member rate for newcomers.

Each individual will soon be able to edit their own participation badges in their profile.

Action

Michelle Ou will send out an announcement when the edit-your-own-volunteer-badges section of the website is working.

Action

David Johansen to talk to QAC about their request for a volunteer handbook and their request for more specific information about where new members hear about Editors Canada.

Action

John Yip-Chuck to direct the office to look at QAC's request for more specific information about where new members hear about QAC/Editors Canada.

Action

John Yip-Chuck to talk to Editors Toronto about their request for information about webinar finances (when and how much to come to the branch).

Action

John Yip-Chuck to talk to Editors Calgary about getting advances from their funds so co-ordinators don't have to pay out of pocket.

Action

Lisa Ng to tell Editors Calgary that they can include geographic and time limits in their negotiations with the presenters.

Action

Lisa Ng to let Editors Edmonton know that non-members may not be forwarded national news bulletins, as they include links to discounts for members.

Action

Lisa Ng to talk to Editors Saskatchewan about offering affordable ideas for strategic plan development to the NEC. (All the members received an email about it last time.)

The chapbooks are in the works. One is almost ready. Ten or more are envisioned, but the model needs to be rethought.

Action

Nancy Foran to find someone to analyze whether members should get free webinars as volunteer rewards.

15. Communications and marketing

a) (draft) national **communications** strategy

- i. NEC role in risk management; commitment in the strategic and communications plans for an NEC protocol

The strategic plan talks about an NEC protocol for communications – a one-page description pointing to all the communications originating from the NEC.

Action

Stacey Atkinson to create a one-page description of all the communications originating from the NEC.

- ii. 2016 **member survey** and future surveys

The member survey, as it is now, is long, and it takes a long time to process and analyze. It takes a lot of volunteer hours, and because of that, the results often come in later than are useful.

The NEC discussed this and had the following comments and suggestions:

- parcel the survey up into three parts, give one part every year, have it all at the end of three years
- survey the members every five years (required for the strategic plan)
- just do a rates survey in between (some organizations do just a rates survey)

Action

Stacey Atkinson to come back to the NEC with a recommendation on how to proceed with member surveys.

- iii. **awards**

The details of the cash award for the Virag Award should not be in the procedure document (to be consistent with other awards in the procedure).

Action

Anne Louise Mahoney to make a motion by email to revise the details of the Karen Virag Award in keeping with other awards described in the awards procedures.

Should the Tom Fairley award survey and request for donations be sent to publishers this fall? The awards committee had a survey ready to send a few months ago, but another survey was going to publishers about foundations testing. In addition, should the details of the Tom Fairley Award be sent to more than just publishers, as more than books are eligible?

Action

Anne Louise Mahoney, Julia Cochrane, Michelle Ou, and Breanne MacDonald to create a list of places to send information about the Tom Fairley Award (as well as publishers).

MOVED by Greg Ioannou

SECONDED by Stacey Atkinson

that Michelle Ou align the award dates to the calendar year in which they are awarded.

Unanimous

Action

Michelle Ou to align the award dates to the calendar year in which they are awarded.

b) website

The content of the website still needs updating. It's a large job, so has been narrowed to focus on the "Join Us" section. A volunteer project manager had been found, but has had to step down. However, a group of people are still interested in working on this.

Action

Patricia MacDonald to find a volunteer to lead the project of updating the website content.

Action

John Yip-Chuck to direct the office to find dead links on the website.

c) corporate communications calendar (national office administration)

Action item generated in previous section.

d) videos

James Harbeck has prepared two videos. Editors Canada has not yet released them.

Action

Stacey Atkinson and Michelle Ou to launch videos created by James Harbeck.

e) Active Voice/Voix active

Active Voice/Voix active will continue to be published. However, several aspects of the publishing process and the publication need discussion:

- distribution
 - How many editions per year? Should they all be print, or a combination of print and digital? Should they go to membership only or beyond?

- marketing
 - An advertising strategy needs to be devised; John Yip-Chuck has a new rate card; Anne Louise Mahoney sold an ad in the last edition.
- content and theme
 - Editors have a hard time obtaining content. Could the *Active Voice/Voix active* editors coordinate with blog editors? The task force also had some recommendations on article topics.

The NEC discussed this and had the following suggestions:

- in 2007, *Active Voice/Voix active* had letters from readers
- previous editions published the Oops Awards
- develop two print and two online editions per year?
- develop a working group or editorial board to help generate content

Action

Stacey Atkinson to take the NEC's suggestions about *Active Voice/Voix active* to the communications committee.

- f) wall calendar

Michelle Ou presented the idea of creating a bilingual sixteen-month wall calendar going from September 2018 to December 2019. Each month would have a different theme, with editing tips (such as from members). It fulfills many requirements of the strategic plan.

The NEC agreed, and suggested that it is in good time for the 40th anniversary of Editors Canada. It could also include dates of interest in the history of the organization.

16. Branches and twigs

- a) Branch/twig task force (see [website](#) for report)

Action

David Johansen to finalize the branch/twig task force report and send to the branch and twig coordinators.

- b) Proposed name change for **Editors Quebec/Atlantic Canada**

Editors Québec/Atlantic Canada is asking members to vote on changing the name of the branch to Editors Québec / Réviseurs Québec.

The NEC discussed what would happen to remote members from, for example, New Brunswick. This situation is similar to remote members in Ontario ... members from somewhere like Thunder Bay have to choose which branch to belong to—Editors Toronto or Editors Ottawa. Thus, editors wanting to join from NB would join either Editors Québec or Editors Nova Scotia, depending on their preference.

c) Interest in a new twig on Vancouver Island

Some editors have approached Lisa Ng about developing a twig on Vancouver Island.

Action

Lisa Ng to confirm the number of editors affected by the possible change of belonging to Editors BC to a new Vancouver Island twig from John Yip-Chuck.

Action

Lisa Ng to be in contact with the members from Vancouver Island who are interested in developing a twig.

Action

Julia Cochrane to check constitution/bylaws for the procedure for a twig to be formed, specifically to check whether a possible twig needs to ask the branch from the geographical area for permission, and to talk to Lisa Ng about it.

d) Prairies section on the Editors Canada website

MOVED by Anne Louise Mahoney

SECONDED by Lisa Ng

that the Prairie Provinces page be removed from the Editors Canada website.

Unanimous

Action

John Yip-Chuck to direct the office to remove the Prairie Provinces page on the Editors Canada website.

17. Partnerships

a) Updates

Editors Canada is working on a partnership with the Association of Registered Graphic Designers (Ontario).

b) Indigenous Editors' Circle

Anne Louise Mahoney brought some information about the August event for Indigenous editors at Humber College in Toronto. The NEC discussed providing some professional development to Indigenous editors at no cost.

Action

Anne Louise Mahoney to generate ideas on providing professional development to Indigenous editors.

Action

Anne Louise Mahoney and Stacey Atkinson to look into using the topic of editing Indigenous work as a possible twitter campaign.

- c) possible partnerships

Partnerships may be possible with two more organizations: Canadian Creative Writers and Writing Programs (<http://www.ccwwp.ca>), and Indexing Society of Canada / Société canadienne d'indexation (ISC/SCI).

Action

Anne Louise Mahoney to pursue partnerships with Canadian Creative Writers and Writing Programs (<http://www.ccwwp.ca>), and Indexing Society of Canada / Société canadienne d'indexation (ISC/SCI).

18. Committees

- a) The future of the **Francophone affairs committee**

The current system doesn't seem to be working for Francophone members.

- Should the representative for the Francophone members be working in the market? It has been difficult to find anyone prepared to take on the job.
- A bilingual person needs to have a voice, heard by the directors, but that could be just the Francophone affairs committee, reporting to a director.
- Does the NEC need to vote to change the directors and their responsibilities?
- Should volunteer translation duties be separated from the Francophone affairs committee?

The NEC responded to these comments and questions:

- The idea of director and committee sounds good, but hasn't worked in the past.
- What about no director and no committee, but all efforts into Québec branch?
 - This may alienate Francophone speakers outside of Québec.
- Could Francophone issues be integrated and could other groups, like Indigenous editors, also be provided for in a similar fashion?
- Should the NEC be making these decisions?
- Could a director oversee all the special interest groups: Indigenous editors, Francophones, students, remote members?
- Editors Canada has had special interest groups (SIGs) in the past that also covered fiction editors and in-house editors.
 - A director with more than one focus may have difficulty getting things done.
- Keep in mind that all meetings and email communications are in English, and that may be difficult for anyone for whom English is not their first language.

Action

Nancy Foran to craft a survey for francophone members and report back on the results to the NEC.

Action

Gael Spivak to look into governance about directorship (how directors may be added or removed, or their roles and responsibilities changed).

b) Freedom of Expression Committee

There is an Annual Freedom to Read week organized by the Freedom of Expression Committee; an Editors Canada member is on that committee and talks to editing issues.

c) **Book and Periodical Council**

The next meeting will take place at the end of September. John Yip-Chuck has been asked to be on their board and will accept.

d) Committees

Patricia MacDonald has put together a document listing all the committees. A few of them need volunteers, but not many.

Action

Greg Ioannou to get names of committees that need volunteers from Patricia MacDonald.

Action

Stacey Atkinson, Anne Louise Mahoney, and John Yip-Chuck to meet to re-vision *Active Voice/Voix active*.

Action

Patricia MacDonald to find Francophone members for mentorship committee.

Action

Anne Louise Mahoney, Patricia MacDonald to create a job fair(ish) kind of thing for helping to find volunteers (possibly using the presentation from 2013 conference).

MOVED by Breanne MacDonald

SECONDED by Gael Spivak

that Tamra Ross be named chair of the training and development committee.

Unanimous

Action

Anne Louise Mahoney to find a new chair for the awards committee.

19. 40th anniversary task force

Action

Anne Louise Mahoney, Julia Cochrane, and Gael Spivak to develop a 40th anniversary task force brief.

20. Conferences

a) 2018, 2019, 2020

Conference 2018 is on track.

Editors Canada had discussed having an international conference in 2019, but if that is going to happen, the NEC needs to make a commitment. It's also the 40th anniversary of Editors Canada.

The search criteria for a venue change from somewhere that can hold 200 people to a place that can hold 500 people.

If Editors Canada has the 40th anniversary celebration in 2019, then have the international conference in 2020.

Editorial Freelancers Association (EFA) has committed to being a partner in 2019.

Action

Breanne MacDonald to talk to EFA to see if would make a difference to them whether the international conference is in 2019 or 2020.

Montréal is out as a city for a conference, as it is very expensive. Québec City is being considered, but there are fewer direct flights there for international attendees.

Halifax, NS, is another option to consider for the conference 2019.

b) Editors Canada booth at conferences

Editors Canada needs to have a major display booth at its own conferences. Usually that happens, but there are also sometimes problems staffing the table. Also, traditionally volunteers had been told that only staff can handle the money making it harder to staff a table, but this doesn't seem to be an actual policy.

Action

Breanne MacDonald to make sure the conference handbook contains information about Editors Canada having a booth at the conference.

c) list of conferences for possible attendance by Editors Canada (Appendix H)

Action

Nancy Foran to send list of Francophone conferences to John Yip-Chuck.

Action

John Yip-Chuck, Greg Ioannou, and Anne Louise Mahoney to work on the list of conferences that might be good for Editors Canada to advertise or attend, prioritize, and report back to the NEC.

d) mini-conferences

The NEC discussed mini-conferences with the following comments and suggestions.

- Could local groups put on mini-conferences?
- The national office may be able to help with the cost of the venue and refreshments.
- These could be a big boost for branches and twigs since full-day seminars are not working as well as they used to.

- In Vancouver, several unconferences have been organized.

Action

John Yip-Chuck to investigate the possibility of a mini-conference put on by branches and twigs, supported by national office.

PWAC Toronto is thinking of having a joint session with editors and designers (for members of these organizations only) for networking and for building teams to get bigger contracts. They would like to meet with someone from Editors Canada in Toronto.

Action

Greg Ioannou to connect PWAC with John Yip-Chuck to work on a collaborative professional development session.

- e) [Frankfurt book fair](#)

John Yip-Chuck and Stacey Atkinson have been in contact with the Canadian point person.

Action

Stacey Atkinson and John Yip-Chuck to follow up on Editors Canada's potential involvement in the Frankfurt Book Fair and report back to the NEC.

21. Publications (Greg and Anne Louise)

- a) dictionary

MOVED by Greg Ioannou
SECONDED by David Johansen
that the meeting go in camera.
Unanimous

MOVED by Julia Cochrane
SECONDED by Anne Louise Mahoney
that the meeting come out of camera.
Unanimous

- b) standalone publication on editing Indigenous manuscripts

Greg Younging is publishing a book called *The Elements of Indigenous Style* in late November. Rather than publish a chapbook on this subject, Editors Canada could promote his book instead.

- c) **ECE3 ebook** edition

The ECE 3 ebook is ready – an Editors Canada member volunteered to create it, and it's done. It needs to be launched.

Action

Greg Ioannou and John Yip-Chuck to develop plans for the promotion and selling of the ECE 3 ebook.

- d) not-for-profit status and selling publications

A question was brought to the NEC about the non-profit status of the organization and whether that would be jeopardized by making profits on publications.

The NEC discussed this, with Carolyn Brown explaining what other organizations do about the situation.

At the present time, nothing needs to change.

22. Increasing revenue

- a) The NEC read through the document [Increasing Revenue for Editors Canada](#) (Appendix I).

- b) webinars**

The webinar committee recommended paying someone to host the webinars. The position is vitally important and requires training.

Action

Berna Ozunal to find out what the cost would be to hire someone to host and give tech support for the webinars.

23. Reports from break-out groups

- a) **publications** (see Appendix J)

The labour and cost of keeping the subscription service running is prohibitive. A member has created an ebook, which can be easily made available to members.

MOVED by Anne Louise Mahoney

SECONDED by Julia Cochrane

that Editors Canada stop selling online subscriptions to ECE 3 and stop supporting the website once current subscriptions have expired.

Unanimous

Action

Greg Ioannou, Anne Louise Mahoney, John Yip-Chuck, and Stacey Atkinson, and Michelle Ou to draw up a plan to communicate the removal of ECE 3 online subscriptions to the members.

- b) branches and twigs**

Action

David Johansen and Lisa Ng, as regional directors, to send key points of interest from the NEC meetings to branches and twigs by email shortly after the meeting.

Action

David Johansen and Lisa Ng to organize Zoom meetings for the branches and twigs, either all together or in some smaller grouping – by type or by geographical region.

Action

The NEC to allot one hour per quarterly meeting for attendance (either in person or by Zoom) from representatives from branches and twigs. (These should rotate through them all, giving each branch or twig the opportunity to meet with the NEC on a regular basis.)

Action

David Johansen and Lisa Ng should discuss with each individual branch and twig how and when the groups will inform the regional directors of their activities.

- c) **member services** (students, Francophones, remote, all members)

The group talked about tweaking existing services to make them more accessible, visible, and applicable.

Action

Breanne MacDonald to look into the pay-per-view streaming of conference sessions.

Action

Nancy Foran to look into the 2013 presentation on volunteers to help with recruitment of Francophone volunteers.

Action

Nancy Foran to research the feasibility of a one-day conference for Francophones.

Action

Tania Cheffins to send guidelines for remote members taking the certification exams to Patricia MacDonald.

Action

Michelle Ou to copy the presentation about benefits of volunteering into the volunteer section of the website.

- d) **communications** planning (see Appendix K)

MOVED by Stacey Atkinson

SECONDED by Julia Cochrane

that NEC accept the communications and marketing strategy as a working document for the association.

Unanimous

Action

Julia Cochrane to copy-edit the communications and marketing strategy.

24. Technology

John Yip-Chuck reported that the office needs a new server.

25. Mentoring

Carolyn Brown reported on the state of the membership program.

- The mentorship program was launched successfully, but has a few challenges now.
- The program needs a committee to perform the matching of mentors to mentees.
- Some people have gotten started with the two-hour free session, but no one has gone on to the full paid mentorship.
- The program can't really be promoted until committee has people to do the matching.
- Carolyn Brown is interim chair, but would like to pass the responsibility on to someone else.

Action

Anne Louise Mahoney and Patricia MacDonald to find volunteers for the mentorship committee.

26. Other business

Editors Canada has been approached by a company interested in buying bulk memberships for their employees.

In order to receive a bulk discount on memberships, the employer must be an affiliate, and must pay an affiliate fee.

MOVED by Greg Ioannou

SECONDED by Julia Cochrane

move that the affiliate fee for bulk memberships be \$25.

Carried

27. Adjourn

MOVED BY Julia Cochrane

SECONDED BY Patricia MacDonald

that the meeting be adjourned.

Appendix A – Agenda

National executive council meeting (September 16 and 17, 2017 – Q3)

Location: Arc Hotel, Ottawa, ON

SATURDAY, SEPTEMBER 16

9:00 to 16:45

1. Call to order and invitation to Tweet during the meeting
#EditorsNEC and #RevisuersCAN
2. Emergency info
3. Approval of agenda
4. Introductions
5. Review of our roles
6. 2017 Atlantic survey results
7. New business
8. Meeting with the Ottawa-Gatineau branch
9. Review of outstanding action items from previous meeting
10. Financial update
11. Reports
12. Committees
13. Branches and twigs
14. Member365 update
15. Communications and marketing
16. Partnerships
17. Volunteers
18. 40th anniversary task force

SUNDAY, SEPTEMBER 17

9:00 to 15:00

19. Conferences
20. Publications
21. Increasing revenue
22. Breakout groups
23. Reports from break-out groups
24. Technology
25. Mentoring
26. Other business.
27. Adjourn

Appendix B – Atlantic Canada Members Survey

Highlights of the 2017 Survey of Editors Canada Members in Atlantic Canada

On February 6, 2017, current members of Editors Canada living in the four Atlantic provinces, along with recently lapsed members (those whose memberships had expired in the past 2 years and had not been renewed), were invited to participate in an online survey administered through SurveyMonkey.

The survey, which contained 15 questions, collected the following kinds of information from members:

- demographic characteristics
- whether they receive email communications from their local group
- how often they attend local events (and, if they don't attend, why not)
- whether they would be interested in participating in their local group via remote technology
- what kind of group structure they would like to see in the region

The survey also included several open-ended questions, including what issues or challenges respondents are facing as members in Atlantic Canada.

A summary of the main themes that emerged from these questions are explored in this report.

The survey was open for 4 weeks (from February 6 to March 6, 2017). We sent the survey to 96 people and received 19 responses – a response rate of approximately 20%.

Of those who responded, 52.6% (n=10) have been members of Editors Canada for less than five years, 26.3% have been members for 5 to 9 years (n=5), and 21% (n=4) have been members for 10 or more years.

All are current members (no recently lapsed members responded to the survey).

- 15.8% (n=3) live in New Brunswick,
- 52.6% (n=10) live in Nova Scotia,
- 10.5% (n=2) live in Prince Edward Island, and
- 21% (n=4) live in Newfoundland & Labrador.

The distribution of members by branch or twig closely matches the distribution by primary residence.

- 68.4% (n=13) belong to Editors Nova Scotia,
- 21% (n=4) belong to Editors Newfoundland & Labrador,
- 5.2% (n=1) belongs to Editors Quebec/Atlantic Canada, and
- 5.2% (n=1) belongs to another branch of Editors Canada (not specified).

When asked whether they receive email communications from their local group,

- 94.7% (n=18) said Yes, and

- 5.2% (n=1) said No.

Participants were asked to rate various local opportunities or membership benefits on a scale of 1 to 5, where 1=Least valued and 5=Most valued. The weighted average for each is as follows:

- Local seminars: 4.5/5
- Webinars: 4.2/5
- Local meetings: 4.57/5
- Local volunteer and leadership opportunities: 3.57/5
- Local social events: 4/5
- Opportunity to build professional network: 4.75/5
- Opportunity to expand client base: 4/5
- Opportunity to become more knowledgeable as an editor: 4.5/5
- Opportunity for camaraderie: 4.25/5
- Opportunity to make new friends: 3.5/5

Participants were asked about how often they attended local events.

- Seminars: 93.4% (n=14) attended never or rarely, and 6.6% (n=1) attended frequently (more than 3 times a year)
- Meetings (including the annual general meeting of their local group): 61% (n=11) attended never or rarely, 5.5% (n=1) attended occasionally (2– 3 times a year), and 33% (n=6) attended frequently (more than 3 times a year)
- Social events: 58% (n=10) attended never or rarely; 23.5% (n=4) attended occasionally (2– 3 times a year), and 17.6% (n=3) attended frequently (more than 3 times a year)

For those who stated that they never or rarely attended local events, the following reasons prevented them from attending (they were able to select all reasons that applied to them):

- The location was too far from my home: 73.3% (n=11)
- The location was too far from where I work: 33.3% (n=5)
- The timing conflicted with my work schedule: 26.6% (n=4)
- The timing conflicted with my personal demands: 26.6% (n=4)
- The cost was beyond my budget: 33% (n=5)
- Other (not specified): 20% (n=3)

Respondents were asked whether they would be interested in participating via remote technology in various activities:

- online training:
Yes: 72% (n=13) No: 27% (n=5)
- local group meetings:
Yes: 77% (n=14) No: 22% (n=4)

- national or local committee meetings:
Yes: 88% (n=15) No: 12% (n=2)

Participants were asked what structure they would like to have going forward for the four Atlantic provinces. They responded:

- One branch: 15.8% (n=3)
- Two or more small groups (twigs): 36.8% (n=7)
- Additional branch (such as in Nova Scotia) as well as one or more twigs: 47.4% (n=9)

Respondents are facing a number of issues or challenges. The following open-ended responses were given:

- Expense and time to travel to meetings or conferences. Lack of local (PEI-based) group. When I was a member of Atl-Quebec (recently switched to Nova Scotia), no professional development opportunities outside of Quebec.
- The Editors NS twig offers so much more value to me than the QAC branch, but I'm 4.5 hours from Halifax, so I rarely get to any of the meetings or socials.
- Lack of a branch or twig that is near enough to my location. There isn't very much that I can access in person from New Brunswick.
- Finding time to connect is difficult but there is a coldness that emanates from Editors Canada whether you are active or not active. There is an inner circle and the line is well drawn. I do not feel welcome.
- The remoteness of the seminars. Some meetings require a 3-hour return drive.
- Distance for seminars and workshops was too great to attend, but local offerings are greatly appreciated. Webinars are on my to-do list.
- Isolation. QAC was based in Montreal, which is hours away by air.
- Before the twigs I could never participate in Branch activities. There are still things I cannot take part in because of where I live. I lacked a network of editors that I could chat with easily in a non-online way.
- All the socials are in NS, which is a 4-hour drive for me. So, geography is def. a challenge. All the testing, seminars, workshops in NS sound great opportunities, but I would have to factor in the additional cost of gas, bridge fare, and hotel stay. Too expensive. Also isolating.
- I am 2 hours by car (one way) from St. John's where events are held. A portion (30 min) one way is across the "Barrens" which can be deep in snow and/or fog and is not always promptly plowed after a major storm. For a good chunk of the year, the weather is unpredictable (snow, fog, black ice, very strong winds) and the weather forecasts are frequently unreliable. I find it hard to plan

trips ahead of time for a specific date, and generally make a spontaneous decision to head to town (Yeah, it's a sunny day with clear roads. I'm heading in.). Going to town for a meeting ends up being costly as I generally stay overnight at a hotel (to avoid crossing the unlit Barrens after dark). At this stage of my life, I also have a very full plate (family and other volunteer obligations).

- Remoteness; lack of PD
- No connection to Quebec branch

Several respondents hold (or have held) a leadership position in their local group:

- Yes: 22% (n=4)
- No: 77% (n=14)

A number of respondents volunteer (or have volunteered) for their local group, such as for a social event or seminar:

- Yes: 63% (n=12)
- No: 36% (n=7)

Respondents were asked to rate how important it is to them that each of the following services or opportunities is offered through their twig:

Type of activity	Not at all important	Not important	Somewhat important	Important	Very important
Seminars	0	1	2	7	8
Newsletter (electronic)	1	1	8	4	4
Job hotline	1	3	2	3	8
Meetings	0	3	4	4	8
Website and social media	1	1	7	3	7
Volunteer and leadership opportunities	1	3	4	7	4
Social events	1	2	5	6	4
Opportunity to build a professional network	1	0	3	7	8
Opportunity to expand client base	1	1	5	4	8
Opportunity to become more knowledgeable as	0	2	1	4	12

an editor					
Opportunity for camaraderie	1	1	4	7	6
Opportunity to make new friends	1	4	5	4	5

When asked whether they would be interested in volunteering at the local level in 2016–17:

- Yes: 63% (n=12)
- No: 36.8% (n=7)

The 12 people who said they are interested in volunteering provided their contact information. This information will be shared with the coordinators of Editors Nova Scotia and Editors Newfoundland and Labrador.

Finally, respondents were asked to share any additional ideas or thoughts about how Editors Canada can best support editors in Atlantic Canada. Twelve responses were submitted:

- If not already being done, there may be some value in exploring ways to develop shared activities with partners such as IABC or others with whom we share common interests.
- I am more or [less] retired as an editor, so perhaps my responses do not accurately reflect the views of editors currently in action. Thanks for holding this survey.
- Appreciate that Editors Canada is taking the initiative on this and reaching out to the membership.
- I'm really looking forward to seeing what happens with the mentor program. I would certainly take advantage of any advice or opportunities for editing experience.
- I think twigs are the best option for Atlantic Canada. I don't think we have the volunteer base to support the governance of a branch.
- I don't see postings of work opportunities in Nova Scotia. Perhaps Editors Canada could become more visible in this province.
- A step in the right direction is by making educational offerings more accessible via technology – greatly appreciate this as travelling to Toronto and/or Montreal was never feasible. So, thank you!
- Help us connect with NS editors.
- I would like to have the opportunity to join both an English-language group and a separate French-language group. Thank you for taking the time to create and analyze this survey, I would also like to thank Sandy Newton and Claire Wilkshire for their warm welcome to the NL Twig and

the TONS of hard work they put into meetings and events. I am sorry I have been unable to participate to date.

- More money, I think.
- Don't place the bar too high or raise expectations about what small twigs can deliver. We can't do everything a branch can. I highly endorse the webinars – thank you. I tentatively suggest that a visit here from the E[xecutive] D[irector] or Board members might help members feel connected to the larger entity – not everyone can justify cost of travelling to EC national event(s).
- More online opportunities would be valued. Geography, cost, and isolation are real roadblocks for Atlantic Canadians. Rotating social events? Would a PEI meet up even be possible? Maybe in the summer for NS & NB groups too? A virtual social? Connecting groups together ...

Appendix C – Review of Action Items

Action Items, Current

	Action Item	Person (s) Responsible	Status (as of September 16, 2017)
1.	The national magazine committee to cost out the recommendations of the Active Voice task force in the process of preparing their yearly plan and bring to the NEC.	Greg Ioannou	—
2.	Stacey Atkinson to ask the webinar committee for some costs on the recommendations in the webinar report. CHANGED	Berna Ozunal	—
3.	Breanne MacDonald to look into whether Montréal is feasible for the 2019 conference, and if not, find another city.	Breanne MacDonald	in progress
4.	The NEC to look at the permission form (Appendix A) and make comments.	NEC	on the agenda
5.	Anne Louise Mahoney to work with volunteers on the guidelines for ethical editing of theses over the summer.	Anne Louise Mahoney	Ginny McGowan is looking for another volunteer or two to help her with this project.
6.	Nancy Foran to make contact with the book publishers association in Québec and let them know the correct name of Editors Canada and the URL of the French website.	Nancy Foran	in progress
7.	Elizabeth d’Anjou to develop a document that	Tania Cheffins	will follow up on

	demonstrates how the standards apply to a wide range of editing, and to develop a small marketing and communication plan (with Michelle van der Merwe) for the new standards. CHANGED		this
8.	John Yip-Chuck to write up the business case (after the student surveys) about the foundations in editing and report back to the NEC.	John Yip-Chuck	in progress
9.	Elizabeth d’Anjou to present the business case for the NEC to vote on. CHANGED	Tania Cheffins	—
10.	Breanne MacDonald to make sure all document templates are in the Google Drive folder. (These are the planning and reporting templates based on the strategic plan.)	Breanne MacDonald	in progress
11.	John Yip-Chuck will research discount options for student affiliates and possible paths into full membership.	John Yip-Chuck	in agenda
12.	Margaret Shaw and David Johansen to think about how to reach out to regional groups (for example, PEAVI, CAFÉ).	Lisa Ng David Johansen	—
13.	Patricia MacDonald to get members services committee to update the Canadian chart (comparing editing organizations).	Patricia MacDonald	in progress
14.	John Yip-Chuck to ask the office to post reminders about job postings.	John Yip-Chuck (for Erica)	—
15.	David Johansen and Margaret Shaw to develop ideas for means of communication between twigs (perhaps a twice-yearly Zoom meeting).	David Johansen Lisa Ng	on the agenda
16.	Berna Ozunal and the publications committee to explore the possibility of publishing the chap book	Anne Louise Mahoney	on the agenda The conversation

	on Indigenous editing. CHANGED		is evolving... No more news for now. ALM
17.	Patricia to continue working with the member services committee to develop a welcome package for new members.	Patricia MacDonald	in progress
18.	John Yip-Chuck to develop a respect in the workplace policy using templates from Gael and to keep working on a procedure for what to do if an employee is harassed.	John Yip-Chuck Gael Spivak	in progress Written and reviewed by a member with HR experience, and reviewed by Gael. With John now (and identified as a late summer project).
19.	Carolyn Brown and John Yip-Chuck will assess the security needs, find options, cost options, and recommend a plan of action for file storage.	Carolyn Brown John Yip-Chuck	in progress
20.	The support package/toolkit for the branch and twig administrators needs	Margaret NEC	in progress
21.	Anne Louise Mahoney to find someone to write the information for writers document that she is working on: ideas about rates could be discussed, but no specifics.	Anne Louise Mahoney Gael Spivak	in progress Lenore Hietkamp is writing this – due date is September. ALM
22.	NEC to read the waiver agreement that Berna Ozunal put together and discuss. CHANGED Berna Ozunal to talk to John Yip-Chuck about the forms; Gael Spivak to assess use of lawyer. CHANGED	Greg Ioannou John Yip-Chuck Gael Spivak	in progress Berna: almost finished — turned over to Greg to finalize; lawyer Grace Westcott was/is engaged with

			approval of NEC
23.	John Yip-Chuck to follow up with the landlord and find out what may happen when the lease for the national office is up at the end of March, 2018.	John Yip-Chuck	in progress
24.	Anne Louise and Marie-Christine Payette will take the policy and procedure documents, adapt and translate them, and send them on to Agrément committee.	Anne Louise	ongoing Can be done this fall. (I will work with Sandra Gravel on this.) ALM
25.	Anne Louise Mahoney to find a francophone to translate the internship documents (from Canadian Intern Association). (Document is very long and probably too much to ask of a volunteer. Can we find shorter guidelines or something that exist in both FR and EN?)	Anne Louise Mahoney	ongoing We have asked the Intern Association about their translating the guidelines. I suggested they look for federal funding for this. ALM

Action Items, On Hold

	Action Item	Person (s) Responsible	Status
26.	Breanne and Patricia to talk about the 'Ask an Expert' idea, develop it, and bring it back to NEC.	Breanne Patricia	on hold
27.	John Yip-Chuck to develop "Member since XXXX" badges for each year that the organization has existed so that members can self-select their own.	John Yip-Chuck	on hold until summer. Very low on the priority list. Will try to get to late

			spring/summer . JY
28.	John Yip-Chuck to look into the feasibility of creating a directory of trainers and report back to the NEC.	John Yip-Chuck	on hold until new system in place. This might be something that the new WildApricot system could handle. Will know better in the spring. JY
29.	John Yip-Chuck to look into the possibility of partnering with a French dictionary.	John Yip-Chuck	on hold until English dictionary is further along
30.	The NEC to take the Online Special General meeting minutes to membership for approving at next year's AGM.	NEC	on hold until next AGM
31.	John Yip-Chuck to inform members of timing of migration to new software (WildApricot).	John Yip-Chuck	on hold until conference is over
32.	Berna Ozunal to prepare job description(s) for the continuity officer role, including breaking it down into specific tasks. CHANGED	Berna Ozunal Gael Spivak	on hold until we get recommendations from the U of T students (Sept)
33.	John Yip-Chuck to look into interac e-transfers to receive fees (instead of by credit card). CHANGED	John Yip-Chuck Greg Ioannou	on hold until new WildApricot system

34.	John Yip-Chuck will talk to Michelle Ou about sending in-house job ads to the geographically pertinent branch/twig administrators directly (through Drupal), and to have Caitlin Stewart do this on an individual basis in the interim.	John Yip-Chuck Michelle Ou	on hold until WildApricot
35.	John Yip-Chuck and/or member services committee to look into discounts for Chicago online.	John Yip-Chuck Patricia MacDonald	on hold some technical difficulties
36.	John Yip-Chuck to direct the national office to let branch and twig administrators know about lapsed members.	John Yip-Chuck	on hold until Member365 up to speed

Action Items, Done by September 16, 2017

	Action Item	Person (s) Responsible	Status
37.	The new NEC to vote on their positions when they take over on July 1, 2017.	NEC	DONE
38.	Each NEC director to look over the committee requests and follow through on them with the committees over the summer.	NEC	DONE
39.	The NEC to talk about the future of the francophone affairs committee in September.	NEC	DONE
40.	Gael Spivak to organize a meeting for the new NEC directors.	Gael Spivak	DONE
41.	Gael Spivak to contact each committee member and new director to discuss their plans required for September.	Gael Spivak	DONE

42.	The NEC to talk online about the new report templates.	NEC	DONE
43.	Berna Ozunal to make a plan for revenue neutral publication of the chapbook.	Berna Ozunal	not applicable
44.	Breanne MacDonald to post draft AGM minutes shortly after the meeting on the website (even though they won't be voted on until the next AGM).	Breanne MacDonald	DONE Voting done, will be posted once cleaned up
45.	Gael Spivak and Michelle Ou will discuss getting the list of partnerships on the website.	Gael Spivak Michelle Ou (John Yip-Chuck)	DONE It's in the discount area of the website.
46.	Patricia MacDonald to send the document on committee descriptions on to translation.	Patricia MacDonald	DONE
47.	Anne Louise Mahoney to draft revision of procedure to allow the \$400 to be given with the plaque to the recipient of the Karen Virag Award and bring the revision to the NEC.	Anne Louise Mahoney	DONE The 2016 and 2017 winners received a cheque for \$400 with their plaque.
48.	The NEC to develop a plan for transition of executive, including when and how to vote (for future use).	NEC	N/A
49.	John Yip-Chuck to send a letter supporting the student initiative Complement Direct at Laval University by writing to the head of the initiative, and approving the use of the following phrase (with the Editors Canada logo) on its communications: "Initiative approuvé par Editors Canada." (This initiative endorsed by Editors Canada.)	John Yip-Chuck	DONE Hardcopy sent July 24, 2017, followed up by email.

50.	John Yip-Chuck to send a letter supporting the student initiative Complement Direct at Laval University by writing to the head of the initiative, and approving the use of the following phrase (with the Editors Canada logo) on its communications: "Initiative approuvé par Editors Canada." (This initiative endorsed by Editors Canada.)	John Yip-Chuck	DONE Hardcopy sent July 24, 2017, followed up by email.
51.	The NEC to go through each of the suggestions for generating revenue in the MAS Consulting document at the September meeting to attach action items to people to follow up on them.	NEC	DONE
52.	Patricia MacDonald to send the BC branch welcome letter and the one from the Nova Scotia to the member services committee to work on one from national.	Patricia MacDonald	DONE
53.	Greg Ioannou, Anne Louise Mahoney, and Elizabeth d'Anjou to meet and discuss the republication of <i>Meeting Professional Editorial Standards</i> .	Greg Ioannou Anne Louise Mahoney Elizabeth d'Anjou	DONE
54.	Anne Louise Mahoney will find a list of all university media (newspapers and media) and pass to either communications and/or student affairs.	Anne Louise Mahoney	N/A Student relations committee said it was expensive and we should focus comms efforts on social media.
55.	John Yip-Chuck to work on the email list website page to make it more user friendly.	John Yip-Chuck	N/A
56.	Breanne MacDonald and Stacey Atkinson to put a 'how to use Zoom for a conference call' document together.	Breanne MacDonald Stacey	N/A

		Atkinson	Breanne: not done, but do we still need this? Many groups using Zoom already (Happy to still do if there's a need)
57.	David Johansen to attend in person or electronically the first Toronto branch meeting after an NEC meeting to liaise between them.	David Johansen	DONE
58.	Michelle Ou and John Yip-Chuck to identify marketing needs for the organization, prioritize, and report back to the NEC with a proposal.	John Yip-Chuck Michelle Ou	DONE A communication s and marketing group met and have developed a plan.
59.	Michelle Ou to let branches and twigs know that the Editors Canada brand needs to be on all the branch and twig communications. CHANGED	John Yip-Chuck	DONE
60.	Michelle Ou to work on populating the calendar with items such as AGM, certification deadlines (after the new Executive Director arrives).	Michelle Ou	DONE

Appendix D – Financial Update



September financial update 2017

- Key messages:
 - Costs on target
 - Revenues on target
 - Currently expected to break even or run slight deficit

Income statement at August 31

- August 31 target:
 - 66.6% of budgeted revenues received
 - 66.6% of budgeted expenses spent
- August 31 actual:
 - 68% of budgeted revenues received – just over target
 - 69% of budgeted expenses spent – slightly above target

Projection to year end

- Now projecting break even or slight deficit
- Membership revenue is lower than target at this point in the year
- ODE and publications revenue are slightly off target
- Expenses for operations and contract services are higher than target
- This offsets savings for other budget items
- We did budget for a deficit
- A lot still depends on certification

Situation

- We cannot afford to run serious deficits, as we will exhaust our reserves (currently at \$20,000 in GICs and \$10,000 in a reserve account)

• *Questions?*

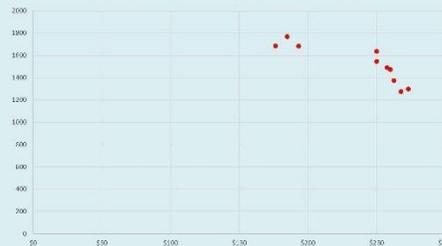
Appendix E – Analysis of Demand Curve for Fees

Why analyze whether fee level affects demand?

- Membership fees have increased over the past decade
- At the same time, membership has fallen
- My previous analysis showed a relationship between membership and employment in the sector
- I asked myself whether the increase in fee level was also a factor
- This would affect decisions about fee increases

Projection to year end

- I plotted membership level and fee level for 2007 to 2016 using monthly average number of members



Is there a relationship?

- Up to a level of \$250, there does not appear to be any relationship
- Above \$250, membership declines as fee increases
- This may be due not to the fee but to other factors
- But membership levels may be sensitive to fee increases, as five recent years look like a classic demand curve
- Anecdotal and survey comments indicate fee is too high for some members

What are consequences if there is a relationship?

- Need to make decision in conditions of uncertainty
- Analysis of trade-off:
 - Last year fee increased by \$4 to \$277
 - At membership of 1298, this means increased revenue of \$5192
 - If we lose 19 members due to the fee increase this year, the benefit of the fee increase is completely wiped out

Appendix F – Fee Waiver (or Reduction) for Members on Social Assistance

Parameters:

- Not for low income situations but *for people on social assistance*.
- For members who are unable to work for an extended period because of illness.
- Create a guideline (not too long!!).

Money	
Pros	Cons
It's not going to affect that many people. Who would be paying nothing at all otherwise.	
It provides EAC with some money for the person (bums in seats)	
Admin	
Pros	Cons
Avoids people forgetting about it once this current NEC, or ED, has moved on (and that is very likely to happen if there is no documentation). The NEC has had some of the same conversations over and over in the past 5 years.	Could a guideline create a problem? Example: Open the door for giving people a break on a large-scale and ongoing basis.
Culture	
Pros	Cons
It's part of the original EAC culture: looking out for each other.	Other professional associations don't do it.
It will keep people loyal over the long run.	

Appendix G – Committee, Branches, and Twigs Request Summary

President

- no requests at this time

Student Relations Committee

FROM Q2: *These are both settled now. They were FYIs anyway, to show that the committee had done what the NEC asked it to consider.*

- We heard a suggestion recently that the “Education and additional training for editors” page on the website should include more specific information about the programs offered at various institutions.

- o There used to be more information about some programs, but not all.

- We thought readers might construe this as a recommendation either for or against a given program.

- Also, much of the specific information was out of date, because curriculums change quickly.

- When we did the update in 2015, we standardized the information provided to eliminate any hint of bias.

- o Keeping information basic also reduces the workload of keeping institution-specific information current.

- o We are confident that the upcoming generation of editors have the skill to find what they need at the links provided.

- It has been suggested that we could advertise through Canadian University Press. This turns out to be rather expensive, so would be a lower priority than cheaper or free options (like social media).

FROM Q3: *Michelle and Stacey will deal with this in their comms planning at the Q3 meeting. They should check with Wendy, though, as I found her someone to help do a marketing plan for students.*

- Can the communications and marketing committee help lead our marketing efforts? Suggested priorities:

- o Promoting student affiliation membership at schools

- o Issuing targeted social media messages, e.g.,

- Contests and promotions (ECE3 subs for prizes?) to increase engagement

- Use specific hashtags (e.g., #editstudent) for discoverability
- Host Twitter chats to address student questions and promote student benefits (such as the Claudette Upton Scholarship, in the months pre-conference)
 - o Considering how to reach students via programs and services that we already offer (e.g., webinar for entry-level editors)

Vice President

- no requests at this time

Awards Committee

- Assistance recruiting new members (really, this is covered by the newsletter, but any other ideas are welcome.
- We should discuss how to prioritize webinar hosting and training with other committee work to ensure I can be of most service within the amount of time I can allot to volunteer/unpaid service. Or, would it be better if I took a stronger role with T&D?

Past President

- no requests at this time

Secretary

- no requests at this time

Conference Committee

- no requests at this time

Communications

- Vote on Communications Strategy
- Our Editors' Weekly blog editor would like help with recruiting new writers. ***We need a better way to do this. Requests like this get lost after the meetings.***
 - o Is there anyone on the NEC who would like to write a few blog posts? ***A post on sports editing would be cool, Patrica.***
 - o Other possible volunteers?

Communications and Marketing Committee

- no requests at this time

The Editors' Weekly

- no requests at this time

Director, East

- no requests at this time

Editors Hamilton-Halton

- no requests at this time

Editors Kingston

- What happened to the Branch/Twig Toolkit? We are working to standardize some procedures and activities so we aren't reinventing the wheel all the time; resources would be very helpful.

Editors Kitchener-Waterloo-Guelph

- Would EC consider offering a reduced member rate for newcomers? The membership rate can be daunting to those new to the industry. Could EC offer an incentive for members who encourage an individual to join EC? A reduced rate for a webinar or for their own membership? A discount for listing on the membership board?

Editors Ottawa-Gatineau

- Do you have plans for a national members survey that could conflict with our branch survey?
- Is there an opportunity to streamline emails that go out to members, to help ensure that, between national and branch emails, we're not overwhelming our members' inboxes?
- What work is underway to consider that the national webinar program is having on branch seminar attendance?

Editors NL

- no requests at this time

Editors Nova Scotia

FROM Q2:

- On our ODE listings, the box still says EAC rather than Editors Canada, and the

volunteer participation is outdated. Should/could that be updated or removed?

FROM Q3:

- Could the badges (branch and volunteer years) on our ODE listings please be updated? Two of our members have raised the issue with us.
- Many, many thanks to John (and Carolyn?) for the fantastic job of updating our finances.

Réviseurs Québec-Atlantique

- Serait-il possible de créer une trousse du bénévole lui indiquant où trouver les renseignements que tout bénévole devrait connaître ? / Would it be possible to create a volunteer kit that explains where to find the information any volunteer should know?
- Suggestion : sur le formulaire d'adhésion, modifier la question « S'agit-il de votre première inscription à Réviseurs Canada ? Si oui, indiquez-nous comment vous avez entendu parler de l'association. » de façon à obtenir plus de précisions. Cela nous aiderait à évaluer l'efficacité de nos stratégies de recrutement (présentations dans une classe, kiosque dans une université, une conférence ou un salon professionnel, activités de réseautage, etc.). / Suggestion: modify the question "Joining Editors Canada for the first time? Please tell us how you heard about the association." in a way that will obtain more specific answers. This would help us evaluate the effectiveness of our recruitment strategies (class presentations, booth at a university, conference or trade fair, networking activities, etc.).

Editors Toronto

- For budgetary purposes, it would be helpful to know the amount and when any money will come to the branches from Editors Canada webinars.

Director, West

- Fix the report template for branches and twigs and clarify their concerns about writing the report based on strategic priorities. ***We can discuss this in the section of the meeting where we address the new report templates.***

Editors British Columbia

- Please clarify your expectations for the branch plans. The request for these plans

caused quite a bit of confusion. *Same as above.*

Editors Calgary

FROM Q2:

- A twig credit card and bank account would be most appreciated, rather than having to disburse up to \$500-600 on our personal credit cards and then being reimbursed at a later date.
- Information about upcoming webinars is always appreciated, so that we may plan ours accordingly.
- We would like to discuss a recent instance whereby a workshop presenter offered their workshop to a local organization within days of ours. We are concerned that cross-pollination of workshops within a city leads to lower registration to our events (case in point, our revenue for the most recent workshop only led to approximately \$500 in revenue, and we do know that at least one EC member didn't attend our workshop since it was being held in their workplace the following Monday) . Should Editors Canada not have first right of promotion in these instances?

FROM Q3:

- Information about upcoming webinars is always appreciated, so that we may plan ours (and joint viewings) accordingly.
- We are keen to learn more from the twig and branch taskforce, particularly when it comes to twig finances.

Editors Edmonton

- What do we need to do in regards to presenting in schools (e.g., University of Alberta, NAIT) about Editors Canada, as per the email from Gael on July 17? Could we add schools to the form that was circulated? *Gael has emailed them about this.*
- We have an informal twig email list that includes people who aren't EC members but still want to participate in twig events, etc. Is there any problem regarding sharing national news bulletins with the non-members?

Editors Manitoba

- no requests at this time

Editors Saskatchewan

- As our branch was not asked for input into the national strategic plan, we found it difficult to identify our objectives and priorities in the national plan. Perhaps in

future the national executive could be more collaborative when they are developing a plan that they would like branches to support.

Francophone Affairs

- What is the process for changing the director roles?

Publications

FROM Q2:

- Discuss the NEC vision for the chapbooks — print on demand? e-copies only? put it on our web for members only? — given our limited resources for initial outlay of funds
- Discuss the vision for Active Voice, given the outcome of the survey and the task force report

Publications Committee

- no requests at this time

Active Voice Taskforce

FROM Q2:

- Please review the report.
- Please review the recommendations and, if all is well, approve them.

Standards

FROM Q2:

- Please provide support & encouragement to committees for new September plan schedule; I am worried that it will be a challenge for committees to get organized over the summer
- Plan on sponsoring ACES conference in future years (I will be v. willing to volunteer again to help make this happen)
- Plan on having an EDITORS CANADA table at *our own* conference in future years! I was frustrated not to be able to sell webinars, MPES, memberships to willing buyers when sitting in at the CSC table
- Please support the dedication of appropriate resources to certification communications this summer; it's an investment I think will pay off in both \$\$ and visibility.

FROM Q3:

- Confirm that office is taking lead in marketing and communications for certification; anything on CSC/my end to be done?

Certification Steering Committee

(same requests as Q2)

- Please ensure that the association is marketing the professional certification program

frequently and effectively, according to the framework we have provided. Important marketing messages for 2017:

- o Editors Canada has been certifying editors for 10 years now.
- o The 2017 exams will be based on the 2016 standards.
- o It's what you've been waiting for – computerized testing is here!
- o Updated study guides for the copy editing and stylistic editing tests will be available this spring.
- o We have provided many resources to help you prepare: new study guides, lots of information on the website, conference session on preparing for the test and a webinar on preparing for the test.
- A secure file sharing and storage platform and a test bank database have been urgent needs for quite some time. We put these to the side over the last few months as we focused on the launch of computer testing and the creation of the new study guides, but we need to make these a priority again.
- Please continue to help us promote our professional certification program at the branch and twig levels, as well as to non-members of Editors Canada.

Comité Agrément/Principes

FROM Q2:

- J'aimerais recevoir un état financier du CAP avant d'avoir à préparer mes rapports semestriels. Cela fait plusieurs fois que je le demande.

Training and Development

FROM Q2:

- Please review the attached report (PowerPoint), which includes a two-slide executive summary at the end. During our NEC teleconference on June 26, I will ask the following questions:
 - o Do you agree with the committee's recommendations?
 - o If not, what concerns do you have?
 - o Is there anything missing from the report that you would like the committee to discuss or take into consideration for the upcoming webinar season?

FROM Q3:

- Would like to seriously discuss making the webinar host position a paid position since we can't give honorariums to volunteers and the host is critical to the success of the program and we have only one host at the moment

Training and Development Committee

- Question: should we consider paying more to instructors for webinars with higher attendance?
- Question: is there a budget to have access to tech support when/if needed with regard to delivering webinars?
- Question: for 2018–19 season, should we adopt John’s approach where we determine the curriculum first, and then recruit the best teachers to deliver webinars on these topics?

Mentoring Taskforce

(same request as Q2)

- Please suggest francophone members for the committee and as mentors

Volunteer Relations

- no requests at this time

Facebook Members’ Group Moderator

- no requests at this time

List Monitor

- no requests at this time

Member Services Committee

- no requests at this time

Volunteer Management Committee

FROM Q2:

- Now that the webinars are off the ground, is there any possibility of beginning to offer a free webinar as a reward for volunteering? I envision it being similar to the Toronto program, so members would have to volunteer a certain number of hours before they qualified for a webinar. We could even make it a pre-recorded webinar rather than a live one, so we keep the live webinars more special. The Toronto exec are excluded from the Toronto volunteer rewards program, and I would propose that NEC members be excluded from a national reward, but I’d like to see committee chairs included. There are many committees and a lot of chairs, and not all really get a lot of visibility. I’d also like to see branch execs and twig coordinators included.

- The new website has been up and running for a while. Where are things at with the volunteer directory?

FROM Q3:

- Does the registration/renewal form still ask if the member is interested in volunteering? If so, what happens to that information? If not, can we add this question to the form?

Executive Director

- no requests at this time

Appendix I – List of Editing-related conferences, 2017/2018

(updated Aug. 1, 2017)

2017

Date	Place	Name
Sept. 6-9, 2017	Yellowknife	Association of Earth Science Editors
Sept. 7-9, 2017	Anaheim	Excellence in Journalism (SPJ)
Sept. 13-15, 2017	Brisbane, Australia	Institute of Professional Editors
Sept. 15-16, 2017	Rochester, NY	Communication Central
Sept. 16-17, 2017	Bedfordshire, England	Society for Editors and Proofreaders
Sept. 21-23, 2017	Graz, Austria	Plain Language Association International
Sept. 23, 2017	Kenmore WA	Northwest Independent Editors Guild
Oct. 4-8, 2017	Pittsburgh	Society of Environmental Journalists
Oct. 5-7, 2017	Washington, DC	Online News Association
Oct. 8-10, 2017	Boston	Public Relations and Corporate Communications?
Oct 12-13, 2017	New York City	Society of American Business Editors and Writers <ul style="list-style-type: none"> • 3,400 members (individuals and organizations – journalists) • 250 conference attendees
Oct. 26-28, 2017	Brescia, Italy	Mediterranean Editors and Translators
Oct. 26-30, 2017	San Francisco	National Association of Science Writers – World Conference of Science Journalists
Nov. 1-4, 2017	Orlando	AMWA American Medical Writers Association

Nov. 9-10, 2017	London	International Society of Managing and Technical Editors European Conference
November 17-18, 2017	Chicago	American Society of Journalists and Authors <ul style="list-style-type: none"> • 1,300 members (non-fiction writers) • 600 conference attendees (fall workshop might have lower numbers)

2018

Date	Place	Name
TBA (was in Jan 2017)	TBA	Digital Book World
March 7-10, 2018	Tampa	Association of Writers and Writing Programs <ul style="list-style-type: none"> • 12,000 conference attendees, 800 exhibitors • 550 college/uni members with writing programs • <i>Writers Chronicle</i> mag to 35,000 writers 6 issues/yr
March 27-28, 2018	Singapore	International Society of Managing and Technical Editors
TBA	TBA North America	
April 26-28, 2018	Chicago	ACES (The Society for Editing) <ul style="list-style-type: none"> • 1400 members • 400 conference attendees
TBA (was in May 2017)	TBA	Society for Technical Communication <ul style="list-style-type: none"> • 5,500 members in 50 countries (including 500 corporate)

		<ul style="list-style-type: none"> • 35 exhibitors at conference; 600 attendees
TBA (was in May 2017)	TBA	<p>American Society of Business Publication Editors (ASBPE)</p> <ul style="list-style-type: none"> • One-day conference, 80 attendees
TBA (was in May 2017)	TBA	PENCON The Christian PEN (Proofreaders and Editors Network)
May 5-8, 2018	New Orleans	<p>Council of Science Editors</p> <ul style="list-style-type: none"> • 800 members worldwide • 450 conference attendees
TBA (was in June 2017)	TBA	<p>Indexing Society of Canada</p> <ul style="list-style-type: none"> • 100 members; 50 conference attendees
May 25-27, 2018	Saskatoon	Editors' Association of Canada
TBA (was in June 2017)	TBA	<p>American Society for Indexing</p> <ul style="list-style-type: none"> • 550 members • 100 conference attendees
TBA (was in June 2017)	TBA	Investigative Reporters and Editors
July 18-19, 2018	Bogor Agricultural University, Indonesia	Council of Asian Science Editors (CASE)
TBA (was in July 2017)	TBA	Asian American Journalists Association
Aug. 6-8, 2018	Boston	International Academy of Nursing Editors
TBA (was in Aug. 2017)	Dubai	Asian Council of Science Editors (ACSE)
TBA (was in Aug. 2016; no 2017)	TBA	Editorial Freelancers Association

Aug. 6-9, 2018	Washington, DC	Association for Education in Journalism and Mass Communication <ul style="list-style-type: none"> • 3,700 members
Aug. 7-10, 2019	Toronto	
Aug. 6-9, 2020	San Francisco	
Oct. 12-15, 2018	San Francisco	National Association of Science Writers – Science Writers 2018

Appendix J – Increasing Revenue for Editors Canada (draft September 2017)

Increasing Revenue	Editors Canada	Action/Responsibility
1. Increase prices	a) Membership fees? NO	HOLD current fees
	b) Revisit pricing of publications	
	c) Revisit pricing of webinars	
	d) Revisit pricing of institutional rates for ECE3	
	e) Revisit pricing of conference	
2. Sell more of what you have	a) Higher retention of members <ol style="list-style-type: none"> 1. increase volunteering (add a webpage to main menu that lists volunteer positions available and the benefits of volunteering) 2. Send follow up emails to lapsed renewers 3. Create a “why stay” webpage that addresses the need for lifelong learning and networking. If the member is employed in-house, they could ask their employer to pay to “support the industry”. 4. Add an “Our impact” webpage that summarizes your key external metrics (keep it short, able to scan in 10 seconds) 	
	b) More webinars	

	c) Sell more MPES, ECE3, Niches	
	d) Sell more certification and agrément tests and materials	
	e) Increase conference attendance and vendors	
3. Find new “customers”: new members	a) write an email that members can forward to potential recruits (consider adding a refer-a-friend bonus?)	
	b) write an email that professors can forward to their students. (Create a database of professors.)	
	c) “blooper of the week” social media messages – ask members to submit bloopers and the one with the most “likes” wins a prize.	
	d) For in-house: Create a 2 minute video that explains - editing in a fun way (befores and afters, a 30-second test, bloopers, etc) - what’s in it for them to support Editors Canada and pay for their staff memberships.	
	e) Research and create a database of potential recipients (of what?? for in-house editors). Create a year-long diary for periodic contact	
	f) (MAS doc has this for freelancers, too but it doesn’t have the four themes here for increasing revenue)	
4. Find/create new revenue streams	a) Organizational training	
	b) New publications	

	c) New revenue generating events	
	d) Sell ads in publications such as Active Voice or on the website	
	e) Government grants	