

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

**National Executive Council
2018 Q3 Meeting Minutes**

**Sheraton, Ottawa, Ontario
September 15 and 16, 2018**



**EDITORS
RÉVISEURS
CANADA**

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PRESENT:

**Gael Spivak
Wendy Barron
Anne Louise Mahoney
Julia Cochrane
Breanne MacDonald
Heather Buzila
Virginia St-Denis
Sandra Gravel
Tania Cheffins
Greg Ioannou
Berna Ozunal
Patricia MacDonald**

**John Yip-Chuck
Alexandra Peace**

**President
Vice-President (via Zoom)
Past President
Treasurer
Secretary
Regional Director, Branches and Twigs – West
Director, Communications
Director, Francophone Affairs
Director, Professional Standards
Director, Publications
Director, Training and Development
Director, Volunteer Relations**

**Executive Director
Recording Secretary**

1. Call to order

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

2. Emergency information

3. Approval of agenda (Appendix A)

MOVED BY Julia Cochrane

SECONDED BY Breanne MacDonald

that the NEC approve the agenda.

Unanimous

4. Editors Canada staff

MOVED BY Virginia St-Denis

SECONDED BY Patricia MacDonald

that the NEC give the Editors Canada staff voice at the NEC meetings until the JUNE 2019 AGM.

Unanimous

5. Introductions of new executive council

Each person at the table introduced themselves by answering questions 2 and 3b from the introductions and expectations document (Appendix B).

David Johansen resigned from the NEC due to other obligations.

6. Review of meeting procedures

a) roles in the meeting

President is chair; recording secretary has no vote, no voice; executive director has voice, no vote.

b) director roles

c) votes and discussions

d) role of strategic plan and parking lot

Activities that move forward should be aligned with the strategic plan. The parking lot is a document to collect other good ideas.

- e) privacy, consultation, and confidentiality policies and procedures

These documents are available on the [Editors Canada website](#) under about: governance: policies.

7. New business

- a) Foundations of Editing proposal (Appendix C)

The NEC discussed the proposal, with the following additional questions:

- ◆ platform for test questions
 - ◇ Could Editors Canada partner with another organization (like a university) who already has something set up to test using multiple choice?
 - ◇ Does it need to be a university with a publishing program?
 - ◇ The organization has done this before with the Agrément program. Can any information or experience be transferred?
 - ◇ Nelson has ExamView. Could there be a partnership with them?

CSC had considered being responsible for the Foundations testing, but decided that it would take many more people, the committee would have to split focus, so would prefer a separate committee to take Foundations testing on.

The next steps involve the following:

- ◆ form a committee
- ◆ attach estimates of costs and revenues to the proposal
- ◆ write questions
- ◆ create study guides
- ◆ find or create a platform

MOVED BY Tania Cheffins

SECONDED BY Anne Louise Mahoney

that the NEC accept the Foundations Skills Test Proposal written by the CSC and strike a new Foundations committee that will develop the test and report to the director of standards.

Unanimous

Action

Tania Cheffins to develop a mandate for the Foundation Skills Test Committee and to find a chair.

b) ODE statistics and certification credential maintenance module, website

The ODE used to have a working statistics function. When the website was switched over, the statistics didn't get carried over. The credential maintenance automatic form also didn't get carried over. It will now take a lot of money to fix this.

Decisions like this should be made by the NEC.

A workaround has been found for the form, but some people are not automatically reminded to pay their annual credential maintenance fee.

Action

John Yip-Chuck to prioritize for the office staff the task of discovering who has and hasn't paid for credential maintenance and sending out the invoices.

c) Oops Award

Michelle Ou and James Harbeck had recommended changes to the Oops Award as follows:

- ◆ make an Oops Twitter account and Facebook page and have people tweet and post amusing oopsies to it; develop the awards at the banquet from these specific social media accounts
- ◆ open it up to everyone, not just EAC members (would ensure a much bigger supply)

The NEC discussed these changes with the following concerns:

- ◆ some backlash from the oops awards in general
- ◆ another social media page may be overload for people and dilute attention

The NEC recommend the following:

- ◆ open the submission time to all year
- ◆ allow submissions to social media, but keep it on the members-only page so that there's not another page, but use a hashtag for organization and year-long retrieval (#oopsaward)
- ◆ determine that the submissions are from first-hand experience, not internet memes
- ◆ filter submissions to keep to a reasonable number (as there may be an increase with ability to submit over a full year)

Action

Anne Louise Mahoney to take the NEC recommendations about the Oops Awards to James Harbeck and Michelle Ou.

d) awards, fundraising

Anne Louise Mahoney suggested that Editors Canada create a fundraising campaign for this fall to members to get them interested and aware of awards that will include asking for a small amount of money to support the awards. This campaign will increase submissions and will help the awards program to be revenue neutral.

Last year, a letter was sent to one hundred magazines. Submissions went up by 50 percent, but no funds arrived.

The NEC discussed this, with the following questions

- ◆ Could twigs donate money for awards?
- ◆ Could Editors Canada go back to publishers who had won in the past?
 - ◇ This was looked at, but 75 percent have gone out of business.
- ◆ Is there a button to donate on the new membership database?

Action

Anne Louise Mahoney to go ahead with fundraising initiative for awards.

Action

John Yip-Chuck to check new membership database to see if there is already, or the possibility of having, a section on the registration form that talks about donations and has an easy way for members to donate.

e) diversity statement

Fazeela Jiwa, an Editors Nova Scotia member, spoke to the NEC about diversity (in membership of Editors Canada and use of stock photos) last year. Fazeela and Gael Spivak have since been discussing the issues. Editors Canada does have a diversity statement, but it is out of date.

Fazeela created a draft statement and would like to take it to members.

MOVED BY Gael Spivak
SECONDED BY Anne Louise Mahoney

that the NEC approves the following draft statement, and that the NEC asks Fazeela Jiwa to start talking to members about the statement, to gather input and to determine whether members would like to adopt it at the 2019 AGM. If, during those conversations, Fazeela identifies interest and a need, she may also ask the NEC to consider forming a task force or a committee to do further work in this area.

“In our organization, Editors Canada affirms the value of

- 1) diversity (increasing the presence of people of diverse identities, like those related to gender or race),
- 2) inclusion (creating an environment where all those with diverse identities are welcomed and valued), and
- 3) equity (recognizing that identity-based advantages and barriers exist in our industry and working to correct and address this imbalance).

Because part of the editing profession is to see bias and root it out, we strive to acknowledge, welcome, and respect the differences of our members along spectrums of ethnicities, genders, sexualities, abilities, languages, religious affiliations, ages, and levels of professional experience. We understand that each person’s identity is composed of multiple, intersecting factors that contribute to their experiences as an editor.”

Unanimous

Action

Gael Spivak to communicate to Fazeela Jiwa that the motion for Fazeela to talk to members about a diversity statement passed.

8. Exit survey for lapsed members

A letter went to 200 plus lapsed members some time ago, but hasn’t gone out lately. The branches and twigs are interested in obtaining the info.

The NEC discussed this with the following concerns:

- ◆ The office is concerned about duplication of letters (if both office and branches and twigs send out).
- ◆ Who should send the letters out, and who should then get the info?
- ◆ The letter may be better for branches and twigs to send out; they might get a better response. Then the branches and twigs could send info to the national office.

- ◆ If the information is at the branch and twig level, the results may be too small and can't be shared (because of privacy issues).
- ◆ Could the questions come from the national office, but branches and twigs send reminder?
- ◆ Is the lapsed member questionnaire sent by Survey Monkey?
- ◆ Could the link be given to branches and twigs to send out, but data goes to office and is given to branches and twigs but only as an accumulation, not individual responses?
- ◆ Will the survey be automated with the new system?

Action

Heather Buzila to make sure that twigs and branches know about exit survey from the national office and that they can send out their own letters to lapsed members.

Action

Patricia MacDonald to send results from 2016 survey to Heather who will share with branches and twigs.

9. Editors Ottawa–Gatineau

Sara Caverley and Sara Fowler spoke to the NEC about the branch.

Editors Ottawa–Gatineau has a full slate of executive members (minus vice chair) who are enthusiastic and looking forward to a good year.

Branch employees

Action

Heather to connect with Sara C. and communicate information to other branches concerning paid employees versus contractors and to report back to the NEC.

Student affiliate fees

Several students have mentioned that while they enjoyed the Editors Canada membership (at student affiliate fees), they would not be renewing membership at the full fee. They are interested in a transitional fee; jumping from \$50 to \$300 is too hard.

The NEC discussed this issue with the following questions and concerns:

- ◆ Could fees increase over a number of years? Even though the transitional fees would be smaller than the full membership fees, they would be better than the member declining to renew and thus not paying anything.
- ◆ A transitional payment plan would entail extra administration, as it needs manual input, so the plan shouldn't be advertised.

- ◆ Branches can also reduce programming fees for student affiliates.

See item 10(d) for further action on transitional fees.

In-house training/seminars

The feasibility of training seminars was discussed, including what Editors Toronto is doing about them.

Conference 2019 and 40th anniversary

Someone from the committee will be contacting branches and twigs about involvement.

Certification

Editors Ottawa–Gatineau had some questions about certification that Tania Cheffins was able to answer.

10. Finances

a) update

The NEC discussed the July update of the budget. They looked for places to cut and places where more money could be made.

Webinars

Webinars have the potential to bring in more funds, but need more people on the committee.

Because of the way that the website is set up, it's really hard to share information about a particular webinar.

Action

Virginia St-Denis to send information about individual webinars out to social media on the same day as the email so that it is possible for members to retweet and share the information on various media once they are notified by email.

Editors BC did a meet the instructor (five question) interview to get people interested in the seminar with a specific link to the webinar.

NEC travel

Some money can be saved if the NEC quarterly meetings are changed to airport locations.

With further discussion, the budget was brought to a break-even point.

b) time of audit

The annual report is always waiting for the audit and is late getting to the members.

Action

John Yip-Chuck will check with the auditor to see if the financial audit can be moved up to get the report in time for the March executive meeting.

c) lapsed members, 40th anniversary promotion

The NEC discussed the use of the 40th anniversary to promote the association to lapsed members—perhaps get 40 percent off membership fees or \$40 off.

Some of the concerns included the following:

- ◆ Some current members may be upset
- ◆ Many lapsed members have good reasons ... retirement, life circumstances
- ◆ Give free webinar instead ... but too much administration

The idea needs to be discussed further, particularly after the new membership system is installed.

Action

Gael Spivak to put discussion of 40th anniversary promotion for lapsed members onto the agenda for the November meeting.

d) transitional fees for the student affiliates

The NEC discussed the idea of lower fees for student affiliates as they transition into their early careers.

Some student affiliates have mentioned that they will not be renewing their membership at the full fees as they cannot afford it.

If the association develops transitional fees that gradually increase over three years, the student affiliates may stay members.

The administration of this plan should all be able to be done automatically by software.

The members paying the transitional fees in early career should only have to prove that they were a student in the first year of the transitional membership fees three-year program. The subsequent transitional fees should happen without having to reprove the student status.

In general, a person can't step back to the \$50 student affiliate fee. Under exceptional circumstances, the person can go to the executive director.

MOVED BY Virginia St-Denis
SECONDED BY Julia Cochrane

that the organization introduce a system of membership fees (for student affiliates to transition to membership in their early career) according to the following schedule:

- ◆ \$50 student affiliate fee
- ◆ \$100 for the first year after leaving their program
- ◆ \$200 for the second year after leaving their program
- ◆ full fee for membership in third year after leaving program

to take effect when the membership software can automatically facilitate this or January 1, 2019, whichever is later.

Unanimous

Action

John Yip-Chuck to set up membership fees for student affiliates to transition to membership according to the following schedule when the new membership database is in place:

- *\$50 student affiliate fee*
- *\$100 for the first year after leaving their program*
- *\$200 for the second year after leaving their program*
- *full fee for membership in third year after leaving program*

11. Priorities

Lots of great ideas arise at the quarterly meetings, but each idea should be considered using the strategic plan and Carolyn Brown's questions.

- ◆ Does it increase revenue?
- ◆ Does it increase membership?
- ◆ Does it add value to the membership?
- ◆ Does it take away from any of the above?

If the ideas pass those tests but there are no funds, then they should go into the parking lot document.

12. Online votes

Because this organization is member run, decisions made by the NEC should be transparent. Some decisions are made on the email list and are thus not minuted. Therefore, any person

making a motion should outline the background to the issue and list any concerns and comments that were discussed by the NEC. These should be attached to the motion and put in the minutes of the next quarterly meeting held in person.

Action

NEC directors who make a motion by email in between meetings are to also add some background and the pros and cons discussed.

13. Committees (current list in Appendix D)

a) vacant positions

Patricia MacDonald has put a comprehensive list together. Please note the positions that need filling. She will be working on getting the mandates up on the website (as suggested by Sylvie Collin).

Publications has a very active subcommittee working on MPES that isn't on the list. Elizabeth d'Anjou is chairing this subcommittee.

b) email to committees, asking them to go through their directors

The email to committees doesn't have the same paragraph as twigs and branches. Some further explanation may be needed.

Action

Gael Spivak change email to committees (about going through their directors) as follows

- *explanation (similar to the branches and twigs) gets added to the committee email*
- *for committees that have designated staff (conference, certification, and agrément) – only the chair should contact the designated staff.*

c) information on the website

Sylvie Collin suggested that a description of the main purposes of each committee be added to the website. A description of the committee's job would help us know where to direct questions. Having an idea of what each committee stands for may also help recruiting volunteers.

Action

Patricia MacDonald to contact Sylvie Collin about getting the committee mandates on the website and to keep Gael Spivak in the loop.

14. Translation resources for committee chairs

At the moment, various people are speaking to translators and asking for translations.

Patricia MacDonald and Nancy Foran want to streamline the process for translation and have a translation coordinator to match up translators and translation jobs.

The suggestions for the process are as follows:

- ◆ have the francophone committee be the clearing house for translation, but not necessarily actually do the translation
- ◆ develop a formal process to become a translator: fill out form indicating experience
- ◆ send a translation request including word count, topic, deadline

Nancy Foran is interested in being the first coordinator and will set the system up to then be given to someone else.

Action

Sandra Gravel to work with Nancy Foran on setting up a system for formalizing the translation process.

15. Branches and twigs

Heather Buzila is willing to stand in for David Johansen, who has had to resign. She will be the branch and twig representative until the term is up next June.

John Yip-Chuck noted that branch and twig coordinators cannot be student affiliates, but must be full members.

a) toolkit

The branding info has been added to the toolkit. The document is now going to Michelle Ou. It will then go to translation (for the newly added information).

b) webinar revenue

John Yip-Chuck asked branches to wait for full payment of 2018 webinar revenue money until January. Some were able to agree to this.

In some cases, over half the revenue from webinars comes from non-members. Because of this, the suggested plan of non-member webinar revenue going to national office won't work.

c) Editors Saskatchewan

Editors Saskatchewan report having trouble fulfilling commitments required for a branch and are asking for suggestions.

The NEC wondered whether it would help if they were to become a twig, with less administrative responsibilities. There is no documentation on a branch becoming a twig.

Action

Heather Buzila to approach Editors Saskatchewan to see whether they would like to become a twig instead of a branch, and if they agree, to help the process to happen.

d) webinar sharing

There has been a request to show a webinar at a branch or twig meeting to multiple people. Because of various reasons (obligation to give presenters a fee for the recordings; loss of income to the branch or twig), this doesn't work.

There had been a proposal to find low-income, high-interest webinars for branches and twigs to share. However, John Yip-Chuck doesn't have time at the moment to find them, but will do so when he can.

Action

Heather Buzila to discuss webinar sharing with all branches and twigs.

16. Membership database

A new membership database (Findjoo) has been found. The process of transferring information to the new platform is underway.

John Yip-Chuck will communicate this to members.

Action

John Yip-Chuck to communicate to members the troubles with the last membership database and to announce the new system.

17. Communications and marketing

a) infographic

The printing of this has been postponed until 2019.

Action

Virginia St-Denis to find out whether information from the career builder document got incorporated into the infographic and get back to Gael Spivak.

b) branding on twig and branch sites

Action

Virginia St-Denis to do an audit of communication channels: active voice, social media, emails, and so forth.

Action

John Yip-Chuck to get the communications inventory from Michelle Ou and send to Virginia St-Denis.

c) *Active Voice*

The NEC discussed the proposal (Appendix E) from the national magazine committee. Problems identified include:

- ◆ decreasing online and increasing print production
- ◆ suggested logo will not pass accessibility standards
- ◆ expensive production costs

MOVED BY Greg Ioannou
 SECONDED BY Berna Ozunal

that the NEC not accept the Active Voice proposal because of risks to association finances, brand, and strategic direction.

Unanimous

Action

Virginia St-Denis to let the national magazine committee know that the NEC has rejected their proposal.

Action

Breanne MacDonald to send Virginia St-Denis the conference ad rate.

d) videos

Virginia St-Denis does have a French version of the plain language video and will post it soon.

e) wall calendar

The wall calendars are selling well to branches and twigs, but they need a social media campaign around the winter holidays.

Action

Virginia St-Denis to add wall calendar winter holiday campaign to social media editorial calendar.

f) marketing webinars

Action

Virginia St-Denis to create a general marketing and communications plan for each major project, including certification and conference.

Action

Tania Cheffins to send certification communications plan to Virginia St-Denis.

MOVED BY Virginia St-Denis
SECONDED BY Patricia MacDonald

that the NEC approve the attached revised mandate (Appendix F) for the communications and marketing committee that addresses the following concerns:

- committee description was not finalized
- mandate was too wide, while also going too deeply into surveys
- committee felt directed to complete all possible tasks, rather than the tasks that could be completed given human and financial resources

Unanimous

Action

Virginia St-Denis to coordinate a quarterly meeting of communication people on some of the various committees (certification, mentorship, conference, and so forth).

g) notifications of death of members

There are no guidelines for when Editors Canada publishes an official announcement about someone who has died.

The NEC discussed this issue with the following questions and concerns:

- ◆ Should it be just former presidents and life members? Or any member?
- ◆ Should it be a separate announcement or in in e-news?

Action

Gael Spivak to tell Michelle Ou that she should publish information that is public (from the obituary) of anyone who comes to the attention of the membership.

18. Honorary lifetime memberships (Appendix G)

The NEC discussed this issue with the following questions and concerns:

- ◆ Should the vote be 75 percent or unanimous?
- ◆ Should a requirement be twenty-five years as a volunteer or as a member?
- ◆ Should the vote be taken away from the NEC?
- ◆ If there is a limit to one per year, then will filter to most worthy and may not to have to worry about some of the other criteria.
- ◆ PWAC has only awarded three honorary lifetime memberships over a longer time ... makes it a distinct honour. In Editors Canada, it seems to have become an expected reward for volunteering.

- ◆ A combination of criteria (limited to one a year, not necessarily awarding one each year, making a unanimous vote) will make it harder to get and thus more of an honour.
- ◆ For a thirteen-person board, a pass of 75 percent means that three people can vote against it.
- ◆ Only fourteen have been given out in forty years.
- ◆ Editors Canada has good data on how long people have been on the executive and how long they have been members, but not how long or in what capacity they have volunteered. However, what happens if someone has done something significant?
- ◆ The decision needs to be given to another decision-making body because of politics and transparency. Could a committee take over the decision?
- ◆ Could a quantitative algorithm be developed to determine what exactly qualifies as “sustained, significant contribution” to the association? That is, could a numerical value be assigned to contributions being considered?
- ◆ Could the committee that administers the honorary life membership also nominate people?
- ◆ Could developing the quantitative algorithm be passed to awards committee?
- ◆ Members do not need to vote on a change in procedure but they do need to vote on a change in policy. Making a change from the NEC making decisions about honorary lifetime memberships to another committee making the decisions is a policy change and therefore necessitates a vote from the members.
- ◆ Can members still nominate people?
- ◆ If there are objective criteria, then the committee can simply determine whether a nominated person passes some predetermined number or not.

Therefore, the NEC has decided the following:

- ◆ to ask the awards chair to create a subcommittee to develop a quantitative algorithm (numerical scoring system) for “sustained, significant contribution” and to make recommendations on the administration of the new system

MOVED BY Julia Cochrane

SECONDED BY Anne Louise Mahoney

that the awards committee be asked to quantify the applicability criteria in the honorary lifetime membership policy and recommend best practices for the administering the three items in the responsibility section of the policy.

Unanimous

Action

Anne Louise Mahoney and Wendy Barron to ask the awards committee to quantify the applicability criteria in the honorary lifetime policy and recommend best practices for the administering the three items in the responsibility section of the policy.

19. Partnerships

a) updates

No partnerships are being developed at this time.

b) Indigenous Editors' Circle

When the membership database is robust enough, Editors Canada could offer a certain number of free webinars to Indigenous editors-in-training.

Could Editors Canada offer one conference registration to an Indigenous editor-in-training? How would the opportunity be advertised? Who would decide who gets it?

Could someone from the Indigenous Editors Circle be an adviser to Editors Canada? Could Editors Canada offer something of benefit to them and have them available to answer questions?

Action

Anne Louise Mahoney to contact the Indigenous Editors Circle for advice about providing training to an Indigenous editor-in-training.

20. Conferences

a) 2018

The conference was successful, but did not make as much money as had been budgeted for.

b) 2019

The conference committee is planning for 200 people. Last time the conference was held in Halifax, attendance was 175. There may be more this time because of the 40th anniversary.

The conference committee is suggesting a slight raise in registration prices; they haven't been raised in several years.

The NEC discussed this issue with the following questions and concerns:

- ◆ Speakers were paid honorarium last year ... Do they need to be this year?
- ◆ The conference didn't make as much money last year, and it needs to be a money maker for benefits for all members.
- ◆ Indigenous speakers may expect to be paid ... a cultural expectation.

- ◆ What about Francophones?
- ◆ This year Indigenous speakers will be asked what they would like to receive.
- ◆ Student prices should be reduced by \$1 for strategic pricing.

Action

Breanne MacDonald to add line about “or join now and get member pricing” (to conference registration).

c) 2020

Breanne MacDonald has been working on the conference handbook, developing templates, and making previous budgets available.

The venue in Vancouver is too expensive. Montréal has good venues, lower prices, but later dates. The room rates are varied, but close to the Metro and with lots of extras.

Action

Greg Ioannou and Gael Spivak to look at draft contract for Conference 2020 venue.

MOVED BY Breanne MacDonald

SECONDED BY Julia Cochrane

that Conference 2020 be held in Montréal.

Unanimous

Action

Tania Cheffins to talk to CSC about holding exams at conferences (2019 and 2020).

Editorial Freelancers Association (EFA) has expressed interest in being a partner.

The last international conference was three days with sessions on the Friday.

In Montréal, Editors Canada could partner with a Francophone group: translators, editors, or writers.

d) Editing conferences (Appendix H)

Patricia MacDonald has updated the file. Editors Canada has attended ACES in the last two years. Virginia St-Denis mentioned another few conferences that are possibly of interest.

Action

Patricia MacDonald to add BookNet and MagNet to the conferences table.

If no one can attend any of these conferences, could a swag exchange take place? Put cards in each others' conference bags?

Action

Virginia St-Denis to work with Patricia MacDonald to update list of conferences and to communicate with conferences about swag exchange.

Tania Cheffins has a flyer on certification that can go on a table if Editors Canada does attend other conferences.

e) mini-conferences

This is a great idea but is unviable at the moment because of low finance and staff resources.

Holding one in Québec City may be viable as Editors Canada could partner with other francophone organizations and may be able to get deals in that location.

Action

Sandra Gravel to explore options to put on a mini-conference in French in Québec City.

f) Frankfurt Book Fair

Action

Virginia St-Denis to keep in touch with John Yip-Chuck and Sara Caverley about Editors Canada participation in the Frankfurt Book Fair.

21. Publications

a) dictionary

b) *From Contact to Contract*

This is a chapbook of fifty-six pages—short pieces from members about landing freelance work.

Print is proofread and ready to go to print. It will cost less than one dollar to print and will be presold to recoup costs. The e-version is still to do.

The NEC suggested an informative webinar on it to use to promote it.

Action

Virginia St-Denis and Berna Ozunal to create a marketing and communications plan for the Contact to Contract chapbook, possibly including a webinar.

The NEC discussed future chapbooks and whether bilingual books could be considered.

Action

Virginia St-Denis to connect with the publication chair about marketing and communications for future chapbooks.

Action

Greg Ioannou to find the publication waiver for authors that was created but not used and the one that is being used and report back to the NEC.

c) MPES

The committee needs to look at the budget. A print version is financially unviable. The committee is looking into digital rights management (DRM).

Action

Greg Ioannou to talk to Elizabeth d'Anjou and Jessica Riches about publication of MPES and report back to NEC.

22. Editors Manitoba

Lianne Kobes and Lesley Petersen joined the meeting to ask questions of the NEC and to answer questions about Editors Manitoba.

Editors Manitoba will be organizing a study group for certification. They are hoping to make them open to anyone, but will subsidize the workbooks for members, hoping that this will encourage people to join the association.

The guides are \$75, so may put \$25 toward the cost for members.

Action

Heather Buzila to make sure Editors Manitoba has reimbursement forms.

Editors Manitoba and the NEC discussed petty cash and email addresses.

Action

Heather Buzila to follow up with Editors Manitoba about using MailChimp or using webmail addresses so that emails do not come from their personal accounts.

Action

John Yip-Chuck to send Editors Manitoba access to email on website.

Editors Manitoba and the NEC discussed various ideas for meetings and events for members and how to advertise them through social media.

23. Anniversary task force (Appendix I)

MOVED BY Gael Spivak

SECONDED BY Heather Buzila

that NEC accept the 40th Anniversary Proposal with the proviso that any activities are revenue neutral.

Unanimous

Action

Gael Spivak to let the 40th anniversary task force know that the NEC accepted the proposal with the proviso that any activities are revenue neutral.

24. Summary of Reports (Appendix J)

Action

Heather Buzila to talk to Editors Barrie about branding guidelines, logo, and reimbursement procedures.

Action

Heather Buzila to talk to Editors Hamilton–Halton about website hosting: they can pay for their own site if they want to (like Editors Nova Scotia).

Action

Heather Buzila to talk to Editors Nova Scotia about their website.

Action

Heather Buzila to work with Margaret Shaw to develop a short video about the toolkit for new branch and twig coordinators.

Action

Heather Buzila to speak with Editors Kingston about the plans for a video on the toolkit (in response to their request for an orientation on the toolkit).

Action

Heather Buzila to organize quarterly meetings with twigs.

Action

Heather Buzila to email branches and twigs after the quarterly NEC meetings with information specific to them that arose in the meeting.

Action

Heather Buzila to tell Editors Toronto that the brochure “Hire an Editor” will not be being printed (for financial reasons), but they can pick up some calendars to sell (they can buy them for \$20, sell for \$25).

Action

Heather Buzila to contact branches and twigs about updating the information on their pages on the main Editors Canada website.

Action

Breanne MacDonald to send letter about leadership difficulties in Editors Hamilton–Halton to Heather Buzila.

Action

Heather Buzila to talk to Editors Calgary about difficulties in finding someone to lead the twig.

Action

Heather Buzila to tell twigs and branches who are asking that John Yip-Chuck will be sending out quarterly financial updates again soon.

Action

Heather Buzila to respond to Editors Edmonton about spending money.

Action

Heather Buzila to confirm that information about twigs spending money is in the branch and twig toolkit.

Action

Sandra Gravel to translate the templates for the quarterly reports and the cover email and send to Breanne MacDonald for use each quarter.

Proposal from Training and Development (Appendix K)

The NEC discussed this issue with the following questions and concerns:

- ◆ More webinars will bring in more money.
- ◆ How will it integrate tracking registrations (info and tracking)?
 - ◇ It could connect back to the site for registration (or it could pay through its own site if that makes sense).
- ◆ Are the costs just what is in proposal? May not be a good time with all the membership issues ... may need main platform developer programming time...
 - ◇ The promotion would be on the new website, but it would link back to main site for registration.
- ◆ Can it be launched within a few weeks in time for new season announcement?
- ◆ Does this set a precedence for other committees?
- ◆ Would it take space on server?
- ◆ At the moment, webinars are being stored on Dropbox and are not secure. Could Editors Canada have a private, password-protected YouTube channel,
- ◆ Could the webinars be stored in the same place as certification?

MOVED BY Greg Ioannou

SECONDED BY Anne Louise Mahoney

that the Training and Development proposal be accepted in principle.

Unanimous

Action

Berna Ozunal to talk with John Yip-Chuck about signatures (for contracts with webinar presenters), series discounts, and payment methods.

Action

Berna Ozunal to work with Elizabeth d'Anjou on the following possible webinars: benefits of membership, volunteering, getting the most out of conference, how to network at a meeting, how to get the most out of membership.

25. Action Items (Appendix L)

26. Theses guidelines (Appendix M) and editing definitions (Appendix N)

MOVED BY Tania Cheffins

SECONDED BY Breanne MacDonald

that the NEC accept the draft updated definitions of Editorial Skills and that they be sent to members for input.

Unanimous

Action

Tania Cheffins to work with Michelle Ou to get member feedback on the editing definitions and report back to the NEC.

Action

NEC members to read the thesis guidelines (appended here) and respond by email.

Action

Tania Cheffins to get guidelines copyedited and formatted, post them to the website, inform members that feedback would be welcome.

Action

Tania Cheffins to talk to Sandra Gravel about the French equivalent of the thesis guidelines.

Action

Gael Spivak to communicate the guidelines to the universities and what the guidelines mean and don't mean through the following means:

- *ask Lenore Hietkamp and Elizabeth d'Anjou (quoted in University Affairs article)*
- *find list of office of research ethics at universities*
- *make a free webinar for students about the guidelines*

27. Technology

a) IT issues

The security and storage issue is important for webinars as well as CSC.

Action

John Yip-Chuck to find someone at the office and Tania Cheffins to find someone from the CSC committee to test storage software for the testing program(s) and to ask them whether video storage is also possible.

Action

Anne Louise Mahoney to help Tania Cheffins to find someone to help with the testing.

b) website volunteers

Action

Virginia St-Denis has a spreadsheet with all website tasks and volunteers and will organize them.

Action

Tania Cheffins to send needed changes on website for CSC to Virginia St-Denis.

28. Mentoring

The program has had a couple of successful pairings. The committee has a new chair. Next step is to get more volunteers for the committee and more promotion for the program.

Action

Berna Ozunal to work with the mentorship committee to find more committee members and to work with Virginia St-Denis on promotion for the program.

29. Other business

Approval of minutes (Q2)

MOVED BY Breanne MacDonald

SECONDED BY Patricia MacDonald

that the NEC approve the Q2 minutes.

Carried

Travel for November meeting

Breanne MacDonald would like to look into airport hotels as the accommodations are less expensive and airport shuttles are provided (thus less money to pay out for taxis),

Action

Breanne MacDonald to get quotes from airport hotels in both Toronto and Montréal.

In camera sessions (three)

**MOVED BY Greg Ioannou
SECONDED BY Virginia St-Denis**

that the meeting go into camera.

Unanimous

**MOVED BY Julia Cochrane
SECONDED BY Sandra Gravel**

that the meeting come out of camera.

Unanimous

--

**MOVED BY Greg Ioannou
SECONDED BY Virginia St-Denis**

that the meeting go into camera.

Unanimous

**MOVED BY Greg Ioannou
SECONDED BY Julia Cochrane**

that the meeting go out of camera.

Carried

--

**MOVED BY Greg Ioannou
SECONDED BY Julia Cochrane**

that in the meeting go in camera.

Unanimous

**MOVED BY Greg Ioannou
SECONDED BY Virginia St-Denis**

that the meeting go out of camera.

Carried

Online motions (Appendix O)

30. Adjournment

MOVED BY Heather Buzila

that the meeting be adjourned.

Carried

Appendix A – Agenda

1. Call to order and invitation to Tweet during the meeting: #EditorsNEC and #RevisersCAN
2. Emergency info
3. Approval of agenda
4. Motion to give voice to Editors Canada staff for the year
5. Introductions (including expectations)
6. Review of our roles
7. New business
8. Exit survey
9. Meeting with the Ottawa-Gatineau branch
10. Financial update
11. Priorities: How do we manage/adjust/review priorities throughout the year?
12. Online votes and not having any background/context for them
13. Committees
14. Branches and twigs
15. Member365 update
16. Communications and marketing
17. Partnerships
18. Update on revisions to Honorary Lifetime Membership Procedure
19. Conferences
20. Publications
21. Plan for revised theses and papers guidelines and revised definitions
22. Manitoba twig
23. 40th anniversary task force
24. Reports
25. Review of outstanding action items from previous meetings
26. Technology
27. Mentoring
28. Translation resources for committee chairs
29. Other business
30. Adjourn

Appendix B – Introductions and Expectations

1. What makes a good team
 - a. Psychological safety: Can we take risks on this team without feeling insecure or embarrassed?
 - b. Dependability: Can we count on each other to do high quality work on time?
 - c. Structure and clarity: Are goals, roles, and execution plans on our team clear?
 - d. Meaning of work: Are we working on something that is personally important for each of us?
 - e. Impact of work: Do we fundamentally believe that the work we're doing matters?

2. Getting to know each other
 - a. What kind of work do you do?
 - b. What are two things you are really good at (related to your work on the NEC)?

3. Expectations
 - a. of the NEC
 - i. Have fun.
 - ii. Be creative.
 - iii. Appreciate our differences and see that as an opportunity.
 - iv. Be responsive to the volunteers who work with us, especially those who report to us as directors.
 - v. Be supportive and respectful towards staff, while noting that we set the direction for the association.
 - vi. Be responsible. Everyone should do their fair share of the work.
 - vii. Do not have sidebar conversations about major topics (like money).

 - b. What are yours?
 - i. Of your time as director.
 - ii. Of me.

4. Agreement
 - a. We'll stay focused on the strategic plan.
 - b. We'll keep a parking lot document (so we stay focused on the plan but don't lose ideas).

Appendix C – Foundational Skills Test Proposal

Foundational Skills Test Proposal

Prepared for the Editors Canada National Executive Council

by Wendy Carroll and Leslie Saffrey, on behalf of the Certification Steering Committee

Background

In response to interest from Editors Canada members in the association's offering an entry-level editing test, the Certification Steering Committee has undertaken research to determine the feasibility of offering such a test in addition to the professional certification tests.

As part of this research, the CSC has

- investigated best practices among other certification bodies and organizations offering multiple tiers of testing,
- surveyed students enrolled in editing courses/workshops to gauge interest in such a test,
- surveyed businesses/employers to ascertain whether they would value the results of such a test when hiring new editors,
- consulted with marketing-communications professionals about factors to consider with concurrent administration of separate tiers of testing with different credentials, and
- followed discussions on social media (e.g., Editors' Association of Earth, EAE Backroom, and Editors Canada Facebook groups; Editors Canada listserv) relevant to entry-level testing and professional certification.

Key considerations

In proposing a model for entry-level testing, the CSC has had to be mindful of several challenges — the most significant being how to establish, administer and market the foundational skills program in a way that *complements* rather than *competes with* the existing professional certification program.

- Potential candidates of the foundational skills test may misconstrue it as a faster and cheaper but equivalent credential to professional certification (*based on free-text comments from 2017 student survey*).
- So far, there has been limited uptake of the *révision comparative* test among those who have successfully earned the part one *agrément* credential; establishing an entry-level credential may negatively affect uptake of the professional certification program.
- A considerable investment in marketing would be required to clarify the differences between the foundational skills and professional certification tests and the benefits of each (*based on findings from conversations with marketing-communications professionals; a marketing consultant estimated the one-year cost to be \$1500 plus applicable tax to develop a comprehensive plan and deliver it to the association to implement, or \$4500 plus applicable tax to develop the plan and run it for three months*).
- Establishing a foundational skills test as a prerequisite to the professional certification tests would be perceived as a barrier to certification among editors who have been working toward obtaining the experience necessary for professional certification; it could also be perceived as a

“cash grab” on the part of the association (*based on comments from experienced editors and free-text comments in the 2017 surveys*).

- There is substantial confusion about the difference between a *certificate* (obtained upon completion of training) and *certification* (assessment of professional proficiency against industry standards).
- The professional certification program has an 11-year history, and the association, its volunteers and certified editors have invested a considerable amount of time and money in it to date. The program is considered a benefit of membership and should not be perceived as being shrugged off in favour of a new, separate test.
- The CSC does not currently have the capacity to develop and administer a second test; volunteer recruitment and possibly a separate committee (reporting to the Director of Standards) with its own budget would be required to work on a foundational skills testing project.
- The price point for a foundational skills test should be low (\$100 or less), so the associated administrative costs of developing and administering the test should be kept to a minimum.
- A foundational skills test would have to be based on standards; it needs to be determined which of the *Professional Editorial Standards* should be tested in an evaluation of basic (entry-level) editorial competence.

Proposed model

Standards

The CSC proposes that a foundational skills test should evaluate basic competence in practical editing skills in the areas of copy editing, stylistic editing and proofreading. The CSC *does not* recommend assessing competence in structural editing (which doesn't lend itself well to the proposed exam format; see below) or in the knowledge and practice standards outlined in part A of *PES*, “Fundamentals of Editing,” which would typically come with on-the-job experience.

Before development of a foundational skills test can begin, consensus is needed over what standards the test should evaluate.

Format

To minimize the costs associated with test administration and marking, the CSC recommends a multiple-choice test to be administered online. To avoid “reinventing the wheel,” existing online testing methods should be leveraged to allow a time-limited test (suggestion: one hour) comprising a random selection of questions from an existing test bank to be accessed through the Editors Canada website by registered candidates from their home computers at any time. Ideally, the online test platform would provide immediate feedback to the candidate (e.g., after the candidate completes the test, the test platform would confirm the correct answers or provide an explanation of incorrect answers), eliminating the need for volunteer markers and test analysts.

Price point

The CSC recommends a pricing model similar to the Society for Editors and Proofreaders' basic editorial test. SfEP members may take the basic editing test once free of charge; subsequent attempts cost £44 (equivalent to CAN \$78 in February 2018); non-members may not take the test. In order to position a foundational skills test as a benefit of Editors Canada membership, the CSC recommends a similar model (one free or substantially discounted attempt for members, with subsequent attempts priced at \$75); however, we suggest allowing non-members to take the test as well, at a cost of \$100 per attempt. We recommend a time delay of at least six months between attempts. We believe that this pricing model will help attract and retain Editors Canada members.

Study guide

Although the proposed foundational skills test would be much shorter and simpler than the professional certification tests, the test would still require a study guide. This could be done in a much simpler and shorter format than the four *Test Preparation Guides* developed for the professional tests. A brief example is the study guide developed for the Board of Editors in the Life Sciences exam (available at <http://www.bels.org/assets/docs/bels%20study%20guide%20ln.pdf>). Much like the BELS example, we propose that the study guide provide a brief description of the test and its goals as well as a few sample questions; such a guide would not require professional graphic design and could be developed at low or no cost by volunteers.

Passing the test

Given the multiple-choice format and the basic skills being tested, the CSC recommends a passing grade of 80% to attest to entry-level editorial competence. This passing grade is in line with that of other tests, such as those required to pass each module of the American Medical Writers' Association's Essential Skills Certificate (80%) and the Society for Editors and Proofreaders' basic editorial test (75%).

Individuals who pass the test would receive an official letter from Editors Canada confirming their successful completion of the test, which could be shown to prospective employers. The letter could be used as an opportunity to encourage novice editors to work toward professional certification, suggesting resources and training opportunities as next steps in their professional development. To avoid ongoing confusion between a certificate and certification, the foundational skills test would *not* provide a certificate or credential in addition to the pass letter.

Human resources

In consideration of the proposed format, an initial volunteer base would be needed to develop a large enough bank of test questions (to ensure an adequate bank from which to randomly draw the questions) and to test the validity of those questions. In addition, the proposed format would require hiring a Web programmer to set up the online test. Finally, volunteers would be needed to develop the study guide, which would be available on the Editors Canada website. Following the initial outlay, however, we anticipate the foundational skills test could be administered with minimal support from office staff and without depending too heavily on volunteers.

In researching a potential foundational skills test, the CSC has learned that some members may have used *PES* to create test questions for various purposes (e.g., the Friesen's test administered to potential freelance editors). Once it has been determined what standards should be assessed in a foundational skills test, we suggest putting out a call for volunteers with experience developing multiple-choice test questions based on *PES* to avoid reinventing the wheel and hasten test development.

Summary of features	
Feature	Benefit(s) to Editors Canada and its members
Standards	<ul style="list-style-type: none"> • <i>PES</i> already exists and has been updated recently; no need to create a separate set of standards for foundations — only to decide which of the current standards are appropriate for assessment of <i>basic</i> editorial competence

Summary of features	
Feature	Benefit(s) to Editors Canada and its members
Online, time-limited test administered through the Editors Canada website	<ul style="list-style-type: none"> • Accessible anywhere, anytime, using candidate’s personal computer • No location/equipment rental • No requirement for invigilators • No cost associated with shipping testing materials to various locations • Minimal administrative assistance from office
Multiple-choice questions drawn randomly and automatically by server from large test bank	<ul style="list-style-type: none"> • No need to set a new test every year • After initial development of test bank, some new questions to be added each year to keep the test “fresh”
Immediate feedback from test platform	<ul style="list-style-type: none"> • Candidates know right away whether they passed the test • Candidates know what questions they got wrong, so they know their weaker areas and can seek out appropriate training/professional development • No need to recruit volunteers to mark the test • Minimal administrative assistance from office
Brief online study materials	<ul style="list-style-type: none"> • No design costs • Value added for test price • Minimal development work required • No printing, storage, or distribution costs
Pass letter	<ul style="list-style-type: none"> • Successful candidates receive official notice from Editors Canada that they have passed the test (i.e., not just the final score provided online in the test platform) • Letter can be used in portfolio (to show prospective employers) to attest to basic editorial competence • Letter provides an opportunity to steer candidates toward Editors Canada professional development workshops/webinars and eventual professional certification (promotion of other member benefits; member retention) • Letter, rather than certificate, avoids perpetuating confusion between certificates and certification
Price point	<ul style="list-style-type: none"> • Lower fee for members can be promoted as member benefit

Foundations: comments from the NEC and responses from the CSC August 2018

Comments from NEC	Responses
<p>Pricing: Prefer to see members get a heavily discounted price rather than offering it free to members. If free, the test becomes a member benefit and waters down the concept of it being a step and benchmark in the professional development of someone dedicated to the profession. People will value it more, prepare for it more, and take it more seriously if there is a cost to it.</p> <p>What about the people left in the middle -- too experienced to want to pay to take a foundations test, but not yet ready (or not interested) to take the certification tests? For that reason, giving members a free shot at the test is a good idea, maybe even just for the first year.</p> <p>Members getting a heavily discounted price can meet the two concerns in the middle.</p>	<p>The CSC is open to other pricing models, and to charging members rather than offering it free. However, it shouldn't be too high, since survey participants seemed to think \$100 was about the max. they'd be willing to spend.</p>
<p>Are editors really confused about the difference between earning a certificate with a test (or a seminar) and being certified after passing an exam?</p>	<p>That confusion exists in Editors Canada but also in the Editors Association of Earth (EAE) Facebook groups. It's a persistent issue.</p> <p>The other reason for issuing a letter rather than a certificate is to reduce costs and admin time.</p>
<p>Being a three-hour formal evaluation of a candidate's comprehension of each area of editing, rather than a quick test of facts, should the Editors Certification "test" be an "exam" to help clarify some of the confusion?</p>	<p>Both "test" and "exam" are used in normal conversation and have been used for the certification program for years, so it may be difficult to impose this. The CSC will move in this direction, without being too dogmatic about it, and start preferring "exam" for certification. The new Foundations committee will be encouraged to use "test."</p>
<p>Are there estimates as to total cost to develop vs. projected revenue?</p>	<p>The CSC's goal with this proposal was to approximate the costs broadly. A new Foundations committee will need to be struck in order to evaluate options, as the cost will likely vary depending on the approach decided upon.</p>
<p>Is it reasonable to test three different editing skills in a 1-hour test and be confident that someone is competent in each of the skills?</p>	<p>The new Foundations committee should certainly consider whether a single test or a series of tests would make the most sense.</p>
<p>What exactly would the letter claim -- just that someone passed the test, or that someone is competent in the following skills?</p>	<p>The letter would simply say that the candidate had passed the test (to distinguish from providing an actual credential or certification), but the Foundations committee should certainly consider that as well.</p>
<p>Is it reasonable to test editing skills using multiple choice and be confident that someone is competent (rather than just a good guesser)?</p>	<p>Multiple-choice questions are limiting in some ways, but they are one of the most objective ways to test and are preferred by psychometricians because (if they are well designed and tested) they can give the most reliable results.</p>

Appendix D – National Committees, Positions, and Task Forces, 2018–19

Awards

Director: Wendy Barron, Editors BC	
Chair: Claire Wilkshire	Editors Newfoundland and Labrador
Letitia Henville	
looking for one more	

Certification

Director: Tania Cheffins, Editors BC	
Chair: Jess Shulman	Editors Toronto
Chair: Wendy Carroll	Editors Ottawa–Gatineau
Anne Brennan	Editors British Columbia
Kristine Buchholtz	
Leslie Saffrey	Editors Toronto
Jaime Miller	
looking for one more	

Comité Agrément/Principes

Director: Tania Cheffins, Editors BC	
Chair: Anne Fonteneau	
Anissa Bouyahi	Réviseurs Québec
Marie-Ève Laroche	Réviseurs Québec

Communications and marketing

Director: Virginia St-Denis, Editors Ottawa–Gatineau	
Chair:	

Conference

Director: Breanne MacDonald, Editors Hamilton-Halton	
Chair: Breanne MacDonald	Editors Hamilton-Halton
Billeting coordinator	
Communications	Nancy Holland, Claudine Fougere Laforce
Conference buddies	Leslie Lapides
Local experience	Nancy Holland, Glenna Jenkins, Nicole Campbell
Session hosts	Nicola Aquino
Speed mentoring	Shelley Egan, Patti Simmons
Social media	Christine Manley, Meaghan Steeves
Sponsorship	
Vendor Fair	Whitney Moran
Volunteer coordinator	Patricia MacDonald
Website	Raya Morrison
Other committee members/volunteers: Paula Sarson, Cathy McPhalen, Rosie Poirier, Alex Schofield, Julie Cochrane, Michelle Shaw, Paula Chiarcos, Alethea Spiridon	

The Editors' Weekly (blog)

Director: Virginia St-Denis, Editors Ottawa–Gatineau	
Chair: Anna Williams	Editors Edmonton
Erin Banks	

Facebook group moderators

Director: Patricia MacDonald, Editors Nova Scotia	
Position: Joanne Haskins	Editors Toronto
Co-moderator: Julia Cochrane	Editors Nova Scotia
Co-moderator: Lenore Hietkamp	Editors British Columbia

Francophone affairs

Director: Sandra Gravel, Editors Québec	
Chair: Nancy Foran	Editors Toronto
looking for more members	

List monitor

Director: Patricia MacDonald, Editors Nova Scotia	
Position: Nancy Wills	Editors Kingston

Mediator

Director: Patricia MacDonald, Editors Nova Scotia	
Position: Suzanne Purkis	Editors Ottawa-Gatineau

Member services

Director: Patricia MacDonald, Editors Nova Scotia	
Chair: Sara Promislow	Editors Toronto
Alana Chalmers	Editors Toronto
Aaron Dalton	Editors Calgary
Leslie Lapidés	Editors Toronto
Cheryl O'Shea	Editors Hamilton–Halton

Mentorship committee

Director: Berna Ozunal, Editors Toronto	
Chair: Risha Gotlieb	Editors Toronto
Carolyn Brown	Editors Ottawa–Gatineau
Kevin Burns	Editors Ottawa–Gatineau
Anita Jenkins	
Trish Morgan	
looking for more members	

National magazine (*Active Voice*)

Director: Virginia St-Denis, Editors Ottawa–Gatineau	
Chair: Jaye Marsh	Editors Toronto
Chair: Brooke Smith	Editors Toronto
Need someone to take on ad sales and management	
Need editors to take on sections of the magazine and develop content	

Publications

Director: Greg Ioannou, Editors Toronto	
Co-Chair: Paula Chiarcos	Editors Toronto
Co-Chair: Jessica Riches	
Michael. Bedford	
Karen Cather	
Elizabeth d'Anjou	Editors Kingston
Leslie Lapidés	Editors Toronto
Lee Parpart	Editors Toronto
Karina Sinclair	

Student relations

Director: Gael Spivak, Editors Ottawa–Gatineau	
Chair: Mark Grill	Editors British Columbia
Ann Kennedy	Editors Toronto
Robin Larin	
Alex Schofield	Editors Nova Scotia
Looking for more members	

Training and development

Director: Berna Ozunal, Editors Toronto	
Chair: Tamra Ross	Editors Edmonton
Kim Macdonald	
Jaye Marsh	Editors Toronto
Blazej Szpakowica	Editors British Columbia
Looking for more members	

Volunteer management

Director: Patricia MacDonald, Editors Nova Scotia	
Chair: Melissa Venditti	Editors Toronto
Monica Laane-Fralick (VOTM coordinator)	
Marina Demetriou	
Emily Youers	
Looking for one or two more members	

40th anniversary task force

Director: Gael Spivak, Editors Ottawa–Gatineau	
Chair: Janine Harker	Editors Toronto
Sarah boon	Editors British Columbia
Heather Buzila	Editors Edmonton
Lisa Frenette	Editors Toronto
Glenna Jenkins	Editors Nova Scotia
Breanne MacDonald	Editors Hamilton–Halton
Jaye Marsh	Editors Toronto
Robin Marwick	Editors Toronto
Leigh Patterson	Editors Manitoba
Paula Sarson	Editors Nova Scotia
Carolyn Wilker	Editors Kitchener-Waterloo-Guelph

Improving access to member services task force

Director: Patricia MacDonald, Editors Nova Scotia	
Chair: Lesley Peterson	
Chair: Valérie Pominville	
Paula Chiarcos	

Director: Patricia MacDonald, Editors Nova Scotia	
Kathy Davidson	Editors British Columbia
Joanne Haskins	Editors Toronto
Pamela Hewitt	Editors Toronto
Ann Kennedy	Editors Toronto
Virginia McGowan	Editors Nova Scotia
Rica Night	Editors Toronto
Carol Rigby	
Lucie Wright	
Feedback: Elizabeth d’Anjou, Marg Gilks, Tim Green	

Insurance task force

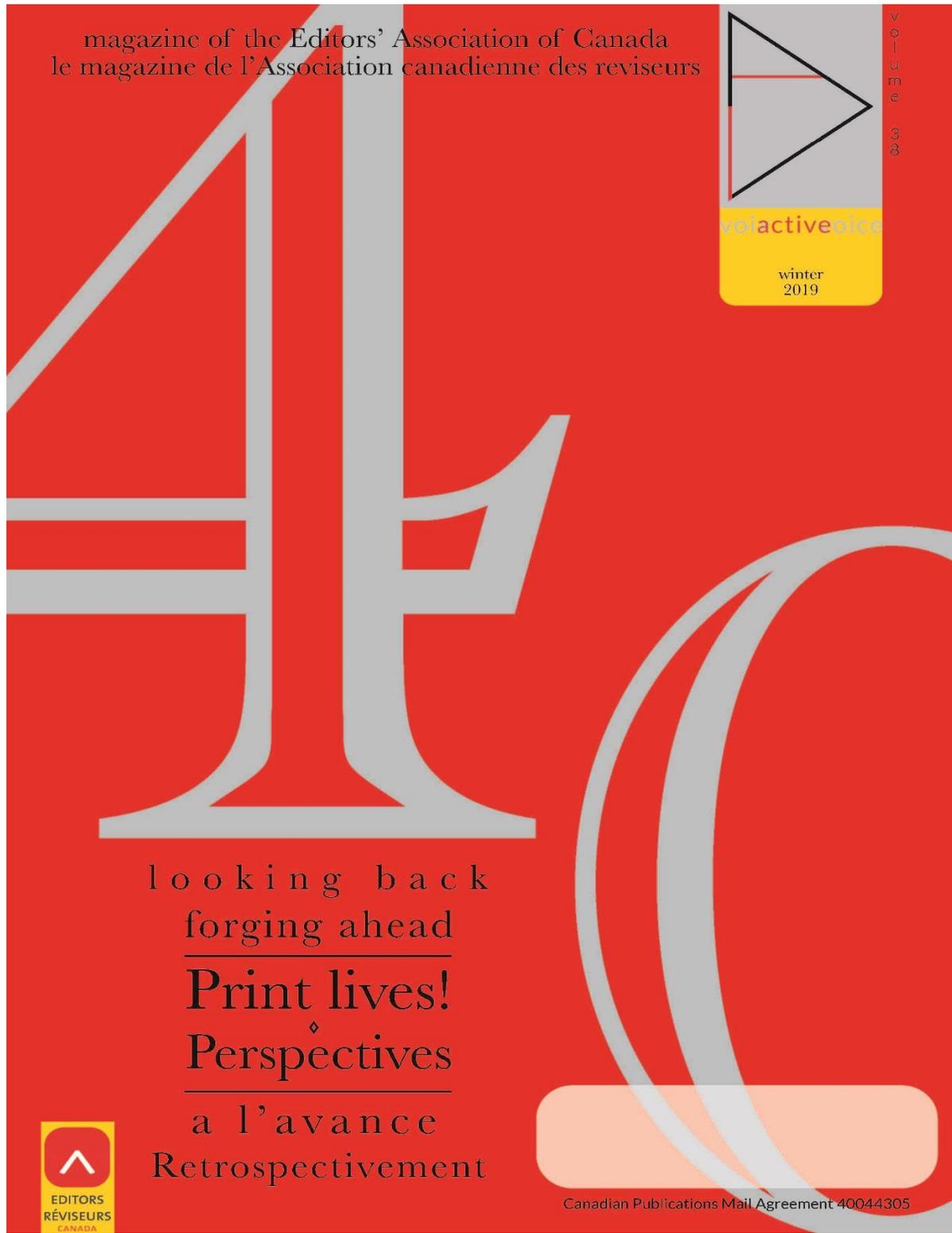
Director: Patricia MacDonald, Editors Nova Scotia	
Chair: Benoit Arsenault	Editors Quebec
Jessica Carey	Editors Manitoba
Rachel Gendron	
Libby Handler	Editors Toronto
Anastasia Ledwon	Editors British Columbia
Berna Ozunal	Editors Toronto
Zoe Waller	

Standards communication task force

Director: Tania Cheffins, Editors BC	
Chair: Amy Brown	
Shelley Egan	Editors Nova Scotia
MPES sub-committee	

Director: Tania Cheffins, Editors BC	
MPES sub-committee	
Chair: Jessica Riches	
Elizabeth d’Anjou	Editors Kingston
Jennifer Dinsmore	
Leslie Lapidés	
Tilman Lewis	
Florene Ypma	

Appendix E – *Active Voice* Proposal



The *Active Voice/Voix active* magazine is undergoing an overhaul for the 40th anniversary of the Editors Association of Canada.

To reflect the diversity and creativity of its members, the magazine will grow into a flagship print offering; a keepsake, educational tool, and community building celebration of print media.

CONTENTS

Editorial

- English
- French

Perspectives

- Stories from lifetime members

The Squirrel (around the branches)

Conference Engagement (activity and information)

EAC Updates

Technology Roundup

Articles

Book Review

Want! Editors' Wishlist

Indexers Corner

Colouring Panel

Crossword

Editors 20 Questions (interview)

Copyediting Quizling

Reading Challenge

Where We Work

- craziest places where we edit
- office set-up tips

Mentorship Reviews

Stickler Files

- Oops roundup

Proposal for a dynamic redesign of our print magazine, *Active Voice/Voix Active*

PREAMBLE FROM THE EDITORS

There was an ad hoc *Active Voice* review committee struck recently to determine the value of the magazine to its members and the format that it ought to take going forward, given budgetary constraints and readership interest.

The results of the survey confirmed what we suspected: members want a high-value product as a tangible token of their membership, and most want to read quality information away from their computer screens. Of the print-version supporters, the main reasoning was that a print magazine offers respite from our digital lives.

We felt personally that what has been offered did not reflect the stunning array of creative and knowledgeable editors that comprises EAC.

We want to give our fellow members a high-value magazine that inspires us to meet the future of print, that connects us to one another across the country, and that could be a keepsake, source of light amusement, and a place of information and encouragement. Editors are increasingly asked to advise their clients about print matters and online reading, and where clients' dollars are best placed for their manuscripts. Our in-house editors are also taking on more responsibility in the areas of design, development, writing, and advising. We hope to offer a place where writers and editors can see their present and future reflected as a part of their membership.

We're also cognizant of the need for promotional vehicles for EAC. We need to promote Certification, sell our published material, and attract new members. The *Voix Active Voice* has and should continue to be a useful vehicle for these needs. [Please note the proposed change of reference to the title of the magazine. This reflects the bilingual equality we were trying to achieve with the masthead design. This would require executive approval, of course, but is used here as a demonstration. ~ed]

Finally, Jaye has done some research on how the print industry can maintain relevancy and what the consumer still looks for in a print product. Print Power is a pan-European organization dedicated to researching and promoting the effectiveness of advertising in print media. The group operates a website that aggregates research, journalism, and experience about print media, and one article in particular spoke to the future of magazines in particular: <https://www.printpower.eu/insight/how-print-defied-the-doomsday-predictors/>. The most salient points for us were:

- Print 2.0 is about delivering exclusive content and a premium experience to more targeted audiences;
- Millennials are reading plenty of print as an antidote to digital overload; and
- People are willing to pay a premium for quality – and for trustworthiness.

Again, this research is reflected in our own survey results and led us to try this new approach to *Voix Active Voice*. An added bonus for our members is the increased opportunities the magazine will offer for volunteering expertise and the increased exposure to another area of editing members may not have experience in yet.

SURVEY RESULTS

We've based our proposed changes to the magazine on the following survey results:

- 87% of respondents wanted the content to be collaborative with other digital media from EAC;
- 50% of respondents felt the cost of printing and mailing was worthwhile;
- 90% were in favour of selling ads to off-set these costs; and
- 80% wanted more than one print copy per year.

PROPOSED ADDITIONS

On page 2 of this proposal you'll see a table of contents that we're hoping to fill in with content with help from the community of editors and writers. We want to offer informative articles, perspective interviews with experienced long-time members of EAC, some off-line entertainment with online support (e.g., crosswords, contests, colouring pages), and educational content about our industry from researchers, educators, and innovators in the field.

We'll assign sections to those editors interested in shepherding the content, and they'll also have the opportunity to lead the design elements of those individual sections, within the overall design concept of the magazine.

In addition to these extra sections, we'd like to explore fun options like cardboard tear-outs and new possibilities for cover stocks and other print-related matter. This would be in concert with a printing partner who may want to showcase its new products while also allowing entertaining engagement. (Imagine a conference bingo card that's fun but also informative about what goes on at the conference or a page of paper types that educates about new techniques in folding/printing/treatments...)

There is no official logo or masthead title for *Voix Active Voice*. Jaye has created a logo and masthead that reflect the new EAC branding and offer a visual tag to support presence in multiple areas. The rearrangement of the French and English into one title (*Voix Active Voice*) emphasizes the importance EAC places on being bilingual, and the magazine is vigorously supporting this aim through both subtle visual communications and content development.

PROPOSED CHANGES

Through various discussions and examining personal experience, we suggest dropping the dedicated online magazine in favour of bi-monthly engagement on existing platforms: e-blast, national blog, social media. We feel there are too many vectors of membership news and engagement that are diluting the pool in each area. Ongoing awareness and engagement of the membership require a co-ordinated effort between all the national communication efforts. This is borne out in the survey results as well.

The design of the interior of the magazine will be a collaboration between the designer of the previous magazine and Jaye Marsh, one of the co-editors. The brief is to be dynamic and visually interesting, and will guide readers through and between the content. The design will adhere to EAC branding guidelines but will also meet or exceed award-winning magazine standards. Jaye has previously won awards for content, direction, and design of a membership magazine and is keen to continue with her passion for the medium.

SUPPORTING ENGAGEMENT WITH “*VOIX ACTIVE VOICE*”

Engagement requires more than just making changes to a content vehicle; it requires all leaders to actively seek out responses and to be ambassadors for the efforts. To that end, the magazine committee will make promotional appearances at the conference, online, and at any external events EAC participates in. Complete coverage is challenging in the early stages of our efforts, but we hope to have at least one representative promoting the magazine and connecting with members at all national events.

Through the magazine and online pieces we’ll be offering prizes for participation and engagement in activities that will promote connection and camaraderie. These might include a colouring contest, photo sharing, a reading challenge, and other fun content as we research and brainstorm ideas.

We’re hoping that with combined communication efforts, developing ad sales, and potentially sharing the costs of printing across more of the association budget lines, we can consider a second print edition in a calendar year, another outcome request of the survey.

BENEFITS OF THE NEW FORMAT

- Opportunities for editors to contribute to and manage editorial content;
- Education and engagement in the print industry; and
- Submission to magazine design contests and other industry-related areas, which will increase our leverage and respect in the print, editorial, content, and design industries.

CONCLUSION

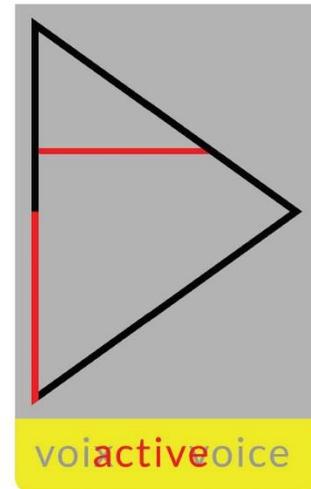
Members want to feel valued, informed, and respected. As their association, we must help to fill this need with high-value benefits that increase their standing in our industry. Their magazine ought to reflect that value and can play a part in creating it.

Voix Active Voice is the national magazine of the Editors' Association of Canada (Editors Canada)/ Association canadienne des réviseurs (Réviseurs Canada).



WHO READS IT?

The magazine of the members of Canada's largest editing association circulates to 3,000 members and non-members interested in editing and the craft of writing.



WHAT IS THE EAC?

The association promotes professional editing as key in producing effective communication. Our 1,300 plus members are salaried and freelance, working with individuals and organizations in the publishing, corporate, technical, government, not-for-profit, and academic sectors across the country and around the world in English and French.

THE IMPACT

With 13 regional groups stretching from British Columbia to Newfoundland, *Voix Active Voice* is read by thousands of individuals and organizations in the publishing and communications industries in Canada.

PREMIUM ADS

Outside back cover \$650
 Inside covers \$550

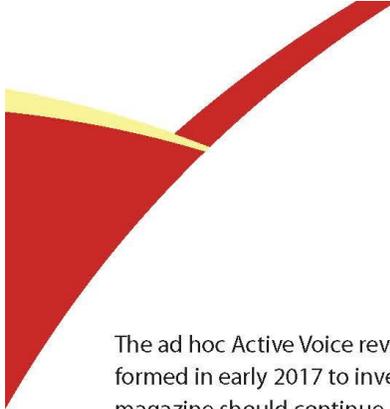
<p>Full Page 7 1/4"x9 3/4" no bleed \$350</p>	<p>Business Card 2"x3.5" \$75</p>
<p>Half-Page Landscape 7 1/4"x4 6/8" \$200</p>	<p>1/4 Page Portrait 4 6/8"x3.5" \$125</p>



Results Summary
2017 Active Voice Survey



Summary report of data from the 2017 Active Voice survey of the membership. Invert and omissions excluded. Additional data may be available; contact our membership for information. Survey and report are © ASQA 2018.



Study Purpose

The ad hoc Active Voice review committee was formed in early 2017 to investigate whether the magazine should continue being published, and if so, if the current format and content are serving member needs.

An initial teleconference and brainstorming session provided many ideas for future directions for an Editors Canada publication. The committee agreed that member input was also needed, and that an online survey was the best mechanism to obtain this feedback. In March, the committee drafted and reviewed a survey for this purpose.

The 14-question Active Voice survey was delivered to active Editors Canada members on April 11, 2017. It was distributed via a newsletter with a link to the survey on the Survey Monkey platform and questions were offered in both French and English. All questions were asked for all members but skipping write-in responses was permitted. The survey closed on May 1.

In total, 164 members responded (~13% of the membership).

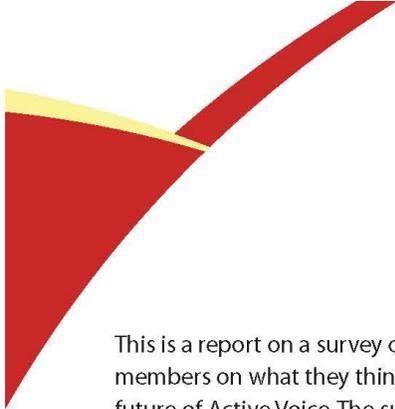
Respondents were advised that the survey would take about ten minutes, and comprise questions about the format of the magazine. A follow-up survey regarding Active Voice content was promised for a later date. The text of the invitation read as follows:

We'd like to find out your views on our national magazine, Active Voice.

The magazine is published once a year; subscribers have the choice of a printed or electronic copy (or both). Given the changes in technology and reading habits in recent years, we'd like to explore various options with you.

This survey will focus on the format of the magazine. (We'll send another survey about the type and breadth of content at a later date.)

We have included summaries of the write-in questions, and the complete results of the multiple choice questions. We have also summarized member suggestions and queries.



Executive Summary

This is a report on a survey of Editors Canada members on what they think should be the future of Active Voice. The survey was conducted to guide a review committee tasked with making recommendations about the newsletter.

While the response to the online survey was low (slightly under 13 percent), the results are useful because of the respondents' experience. Of the 164 who filled out the questionnaire, 36 had been EC members for 5 to 9 years and, more significantly, 60 had been members for more than 10 years.

The results have further value because of the high number of respondents (almost 90 percent) who said they read Active Voice. Such members have greater credibility when their opinions are considered. At the same time it was not lost on the committee that regular reading of Active Voice likely inspired these members to take the survey.

Therefore, given their acquaintance with the newsletter, the respondents' views on its purpose merit close attention. Unsurprisingly most saw it primarily as an information source and education tool. Of the 10 percent of respondents who said they did not read Active Voice almost a quarter blamed content that was neither relevant nor interesting.

Because this exercise is about the future of Active Voice, both its content and format are under review. One idea is having it co-operate with existing electronic publications, such as The Editors' Weekly, to source content. An overwhelming 87 percent of respondents liked this idea. As for its format, dropping the costly print version and distributing only electronic ones has been considered. But almost half of the respondents felt the printing and mailing expense is worthwhile and 90 percent favour accepting advertising to help meet these costs. Also, support was high (almost 80 per cent) for publishing the newsletter more than once a year.

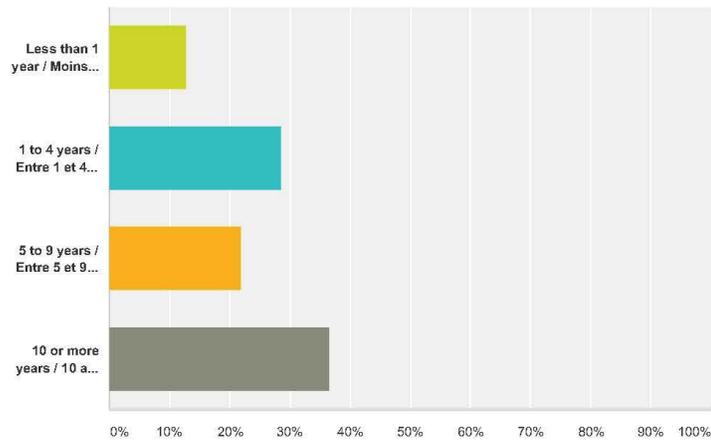
Active Voice is already published simultaneously in PDF and a web version has also been proposed. But even with these temptations, the print diehards stuck with their preference. What appears to be a factor is that print offers an opportunity (if only for a few minutes now and then) to quit that overbearing computer where we all toil.

A typical comment: "If it was only online I would stop reading as I work on a computer all day and it feels like work. Also, I see online articles all day and having a print copy feels different and of more value."

Results

Q1 How long have you been a member of Editors Canada? Depuis combien de temps êtes-vous membre de Réviseurs Canada ?

Answered: 164 Skipped: 0

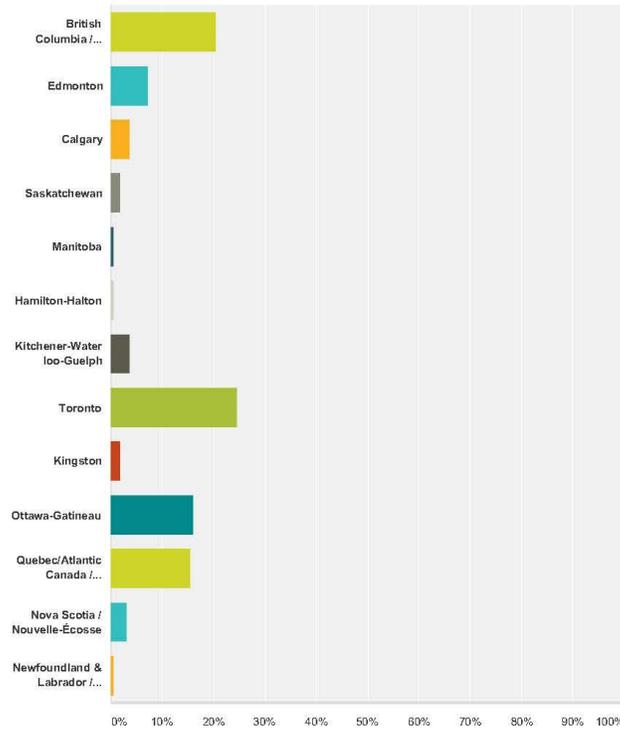


Answer Choices	Responses
Less than 1 year / Moins d'un an	12.80% 21
1 to 4 years / Entre 1 et 4 ans	28.66% 47
5 to 9 years / Entre 5 et 9 ans	21.95% 36
10 or more years / 10 ans ou plus	36.59% 60
Total	164

Active Voice went to one issue per year in 2012.

Q2 Which branch or twig do you belong to? À quelle section ou ramification appartenez-vous ?

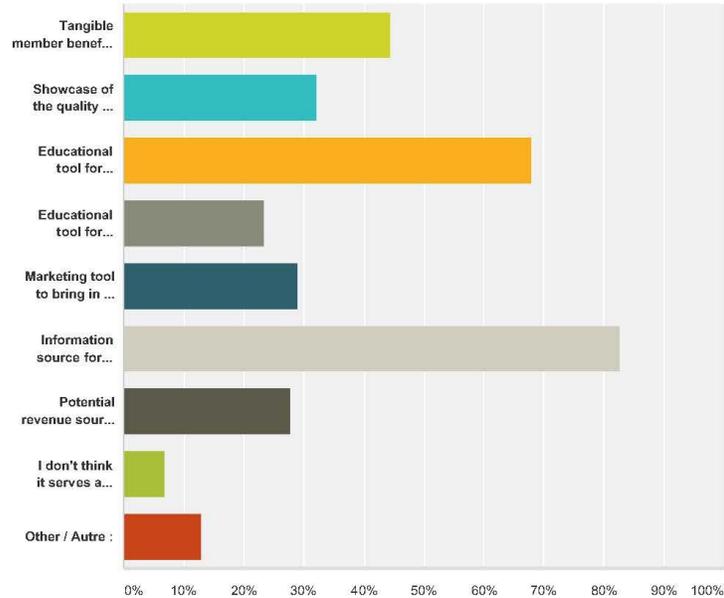
Answered: 162 Skipped: 2



Answer Choices	Responses
British Columbia / Colombie-Britannique	20.37% 33
Edmonton	7.41% 12
Calgary	3.70% 6
Saskatchewan	1.85% 3
Manitoba	0.62% 1
Hamilton-Halton	0.62% 1
Kitchener-Waterloo-Guelph	3.70% 6
Toronto	24.69% 40
Kingston	1.85% 3
Ottawa-Gatineau	16.05% 26
Quebec/Atlantic Canada / Québec-Atlantique	15.43% 25
Nova Scotia / Nouvelle-Écosse	3.09% 5
Newfoundland & Labrador / Terre-Neuve-et-Labrador	0.62% 1
Total	162

Q3 What purpose does Active Voice serve, in your opinion? (Check all those that apply.)
Selon vous, quelle est l'utilité de Voix active ? (Cochez toutes les cases nécessaires.)

Answered: 162 Skipped: 2



Answer Choices	Responses
Tangible member benefit / Avantage tangible pour les membres	44.44% 72
Showcase of the quality of publications produced by Canadian editors / Vitrine montrant la qualité des publications produites par les réviseurs canadiens	32.10% 52
Educational tool for editors / Outil d'éducation pour les réviseurs	67.90% 110
Educational tool for non-editors to help them understand the craft / Outil d'éducation pour aider les non-réviseurs à comprendre le métier	23.46% 38
Marketing tool to bring in new members / Outil de marketing pour attirer de nouveaux membres	29.01% 47
Information source for members / Source d'information pour les membres	82.72% 134
Potential revenue source for advertising / Source potentielle de revenus pour la publicité	27.78% 45
I don't think it serves a purpose / Je ne pense pas que Voix active ait d'objectif précis.	6.79% 11
Other / Autre :	12.96% 21
Total Respondents: 162	

Summary of Q3 write-ins

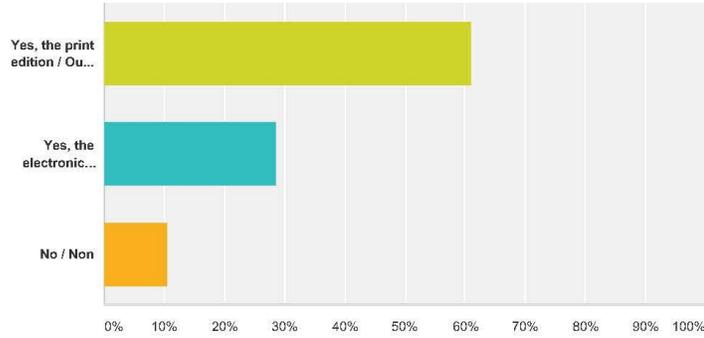
1. OTHER Active Voice purposes

All comments summarized except where in quotation marks—full text available.

- It keeps me informed of issues (/people/new tools/etc.) that I need to be aware of as an editor, esp when I don't go to the conference, or at times when I don't check my email too often.
 - It has potential but currently doesn't serve any of the listed purposes.
 - Ça semble être une publication fort utile. Cependant, je ne l'avais jamais reçue.
 - I haven't seen a copy [yet] (4).
 - Sharing editorial expertise.
 - All could apply but until now AV has been a waste of time.
 - Something interesting and stimulating to read.
 - I would have picked "educational tool for non-editors" and "marketing tool to bring in new members" if I ever saw copies available for our branch events in BC.
 - It could be educational for non editors, but at this time doesn't have any content that fits the bill.
 - Reconnaissance professionnelle par les pairs
- (lorsqu'on participe à une édition de Active Voice en écrivant un article, en révisant ou en traduisant. Donne de la visibilité au contributeurs et contributrices.
- Source of news about organization members.
 - Keeping members aware of what's going on in branches and twigs
 - Showcases topics related to Canada's official languages
 - It keeps me in touch with other editors because I work from home. I enjoy reading about editors who do other types of work.
 - Corporate history (record of awards, notes from conferences and major events).

Q4 Do you read Active Voice? Lisez-vous Voix active ?

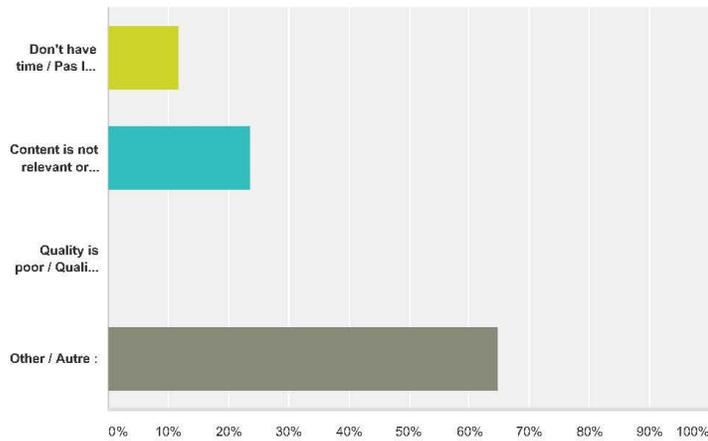
Answered: 164 Skipped: 0



Answer Choices	Responses
Yes, the print edition / Oui, la version imprimée	60.99% 100
Yes, the electronic edition (PDF) / Oui, la version électronique (PDF)	28.66% 47
No / Non	10.37% 17
Total	164

Q5 If you don't read Active Voice, why not? Pourquoi ne lisez-vous pas Voix active ?

Answered: 17 Skipped: 147



Answer Choices	Responses
Don't have time / Pas le temps	11.76% 2
Content is not relevant or interesting / Contenu ni pertinent ni intéressant	23.53% 4
Quality is poor / Qualité médiocre	0.00% 0
Other / Autre :	64.71% 11
Total	17

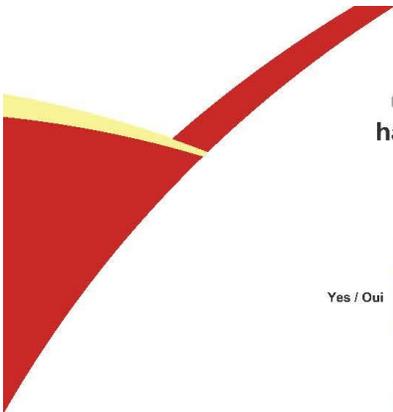


Summary of Q5 write-ins

1. Why I do not read it

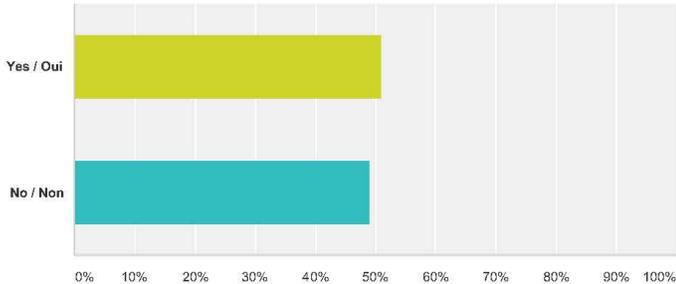
All comments summarized except where in quotation marks – full text available.

- Haven't seen/heard of it (6). Two said they were very new members.
- I tend to default to the digital EC materials.
- Do I get notices that the new one is online? I can't remember seeing notices.
- I find the communications from Editors Canada and Editors BC a little bit confusing - I haven't figured it all out yet.
- As a new student affiliate member, I'm just learning about it
- I honestly don't know. I just never get around to it.
- The main reason is I don't have time. The other reason is I don't see too much value in the content, i.e., it's not content that I can't find elsewhere (on the blogs, for example).
- E-blasts more timely, quicker to read.



Q6 Do you keep the magazine after you have read it? Conservez-vous le magazine une fois que vous l'avez lu ?

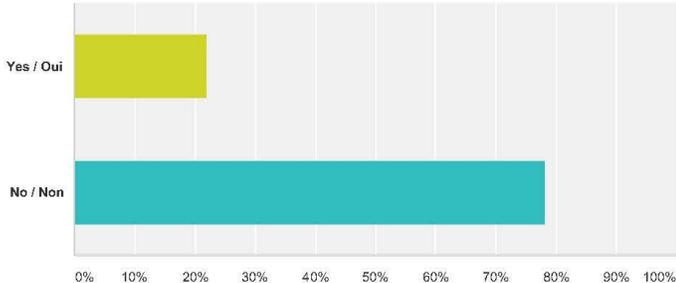
Answered: 147 Skipped: 17



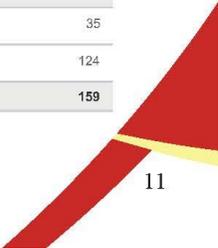
Answer Choices	Responses	
Yes / Oui	51.02%	75
No / Non	48.98%	72
Total		147

Q7 Have you ever shared your copy of Active Voice with a non-member or a client? Avez-vous déjà prêté votre exemplaire de Voix active à un non-membre ou à un client ?

Answered: 159 Skipped: 5



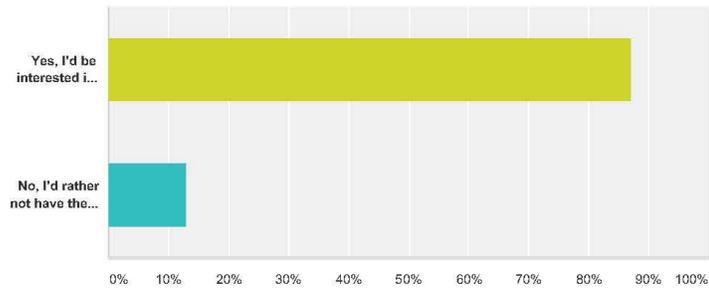
Answer Choices	Responses	
Yes / Oui	22.01%	35
No / Non	77.99%	124
Total		159



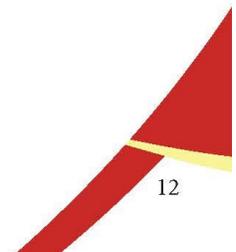


Q8 Would you be interested in having these existing electronic publications cooperate and coordinate their efforts in some way to create content for Active Voice, given that currently, most members likely see only The Editors' Weekly and a blog from their own branch or twig (if one is available)?
Aimeriez-vous que ces publications électroniques en activité collaborent d'une manière ou d'une autre à la création de contenu pour Voix active, sachant qu'en ce moment, la plupart des membres ne voient que L'Hebdomadaire des réviseurs et la publication de leur propre section ou ramification, quand elle existe ?

Answered: 154 Skipped: 10



Answer Choices	Responses
Yes, I'd be interested in having these publications work together to create content for Active Voice / Oui, j'aimerais que ces publications travaillent de concert pour créer le contenu de Voix active.	87.01% 134
No, I'd rather not have these publications combine efforts in this way / Non, je pense que ce ne serait pas une bonne chose de combiner tous les efforts en ce sens.	12.99% 20
Total	154

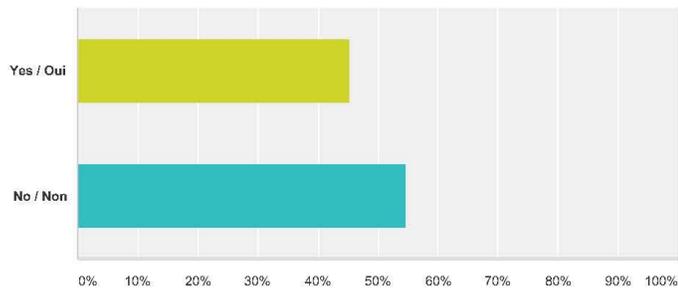




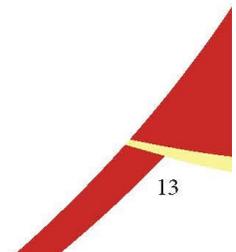
Q9 The cost of producing one print issue of Active Voice is about \$3,000 (this covers printing and mailing; layout and design and all editorial work is done by volunteers).

This works out to about 1% of the membership fee. Do you feel that it's worth using our financial resources for a print edition? Le coût de production d'une parution imprimée de Voix active se monte à environ 3 000 \$ (ce qui comprend l'impression ainsi que l'envoi postal, et tout le travail éditorial, la conception graphique et la mise en pages est fait par des bénévoles). Ceci équivaut à environ 1 % des cotisations annuelles. Pensez-vous que cela vaille la peine d'allouer une partie de nos ressources financières à une version imprimée ?

Answered: 157 Skipped: 7



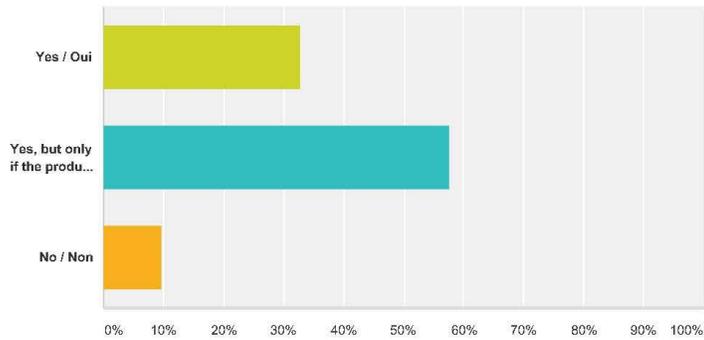
Answer Choices	Responses	Count
Yes / Oui	45.22%	71
No / Non	54.78%	86
Total		157



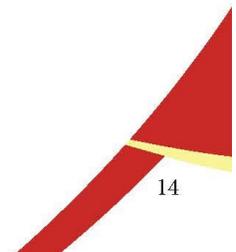


Q10 Some associations allow advertising to offset some of the costs of producing their magazines. Should Active Voice accept ads? Certaines associations utilisent la publicité pour absorber une partie des coûts de production de leurs magazines. Réviseurs Canada devrait-elle faire de même avec Voix active ?

Answered: 156 Skipped: 8



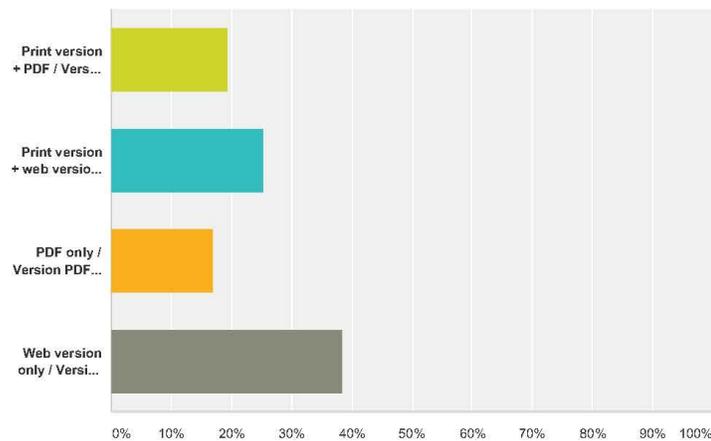
Answer Choices	Responses
Yes / Oui	32.69% 51
Yes, but only if the product or service is related to editing / Oui, mais seulement si le produit ou le service est lié à la révision.	57.69% 90
No / Non	9.62% 15
Total	156



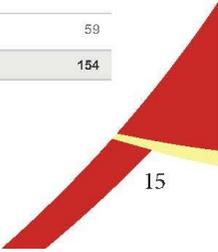


Q11 Some associations offer a web version of their newsletter or magazine, rather than a print edition or PDF. Having a web version of Active Voice would eliminate the need for traditional layout and design while offering an attractive, professional-looking product that is easily shared via social media. What is your preference when it comes to print, PDF and web versions? Certaines associations proposent une version Web de leur bulletin ou de leur magazine plutôt qu'une version imprimée ou PDF. Une version Web de Voix active éviterait de recourir aux opérations conventionnelles de conception graphique et de mise en pages tout en offrant un produit attrayant au look professionnel, que l'on pourrait facilement partager grâce aux médias sociaux. Quelles solutions préférez-vous entre les versions imprimée, PDF et Web ?

Answered: 154 Skipped: 10



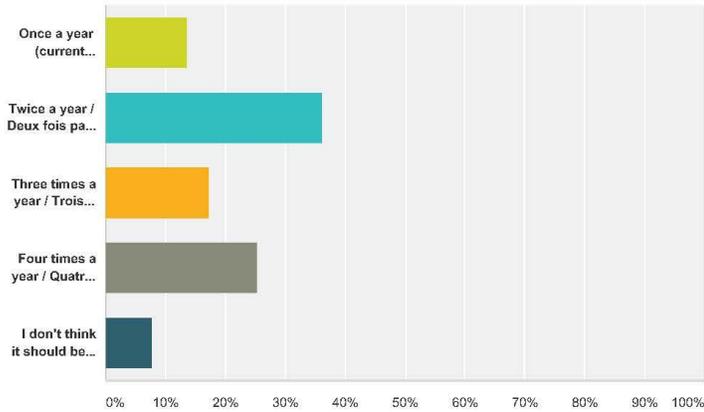
Answer Choices	Responses
Print version + PDF / Version imprimée + version PDF	19.48% 30
Print version + web version / Version imprimée + version Web	25.32% 39
PDF only / Version PDF seulement	16.88% 26
Web version only / Version Web seulement	38.31% 59
Total	154



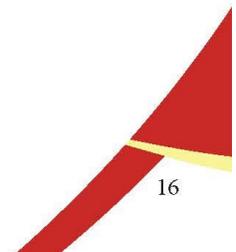


**Q12 How many times a year would you prefer that Active Voice be published?
Combien de fois par année souhaitez-vous que Voix active soit publié ?**

Answered: 155 Skipped: 9



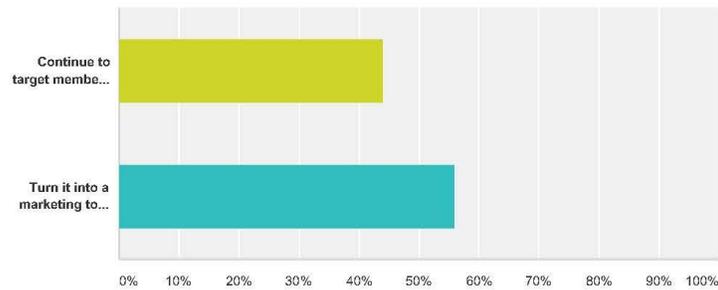
Answer Choices	Responses
Once a year (current publication schedule) / Une fois par an (périodicité actuelle)	13.55% 21
Twice a year / Deux fois par an	36.13% 56
Three times a year / Trois fois par an	17.42% 27
Four times a year / Quatre fois par an	25.16% 39
I don't think it should be published at all / Je pense que Voix active ne devrait pas être publié du tout.	7.74% 12
Total	155



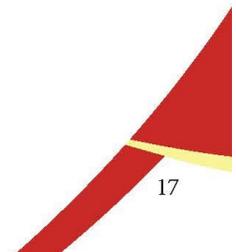


Q13 Active Voice is distributed mainly to members (not to potential clients, post-secondary institutions that offer editing courses or publishing programs, etc.). Should Editors Canada continue to target Active Voice to members, or should the association turn the magazine into a marketing tool to promote the association beyond the membership? Voix active est principalement distribué aux membres, en excluant les clients potentiels, les établissements postsecondaires qui proposent des formations en révision ou des programmes d'édition, etc. Est-ce que Réviseurs Canada devrait continuer de cibler uniquement les membres ou l'association devrait-elle plutôt convertir son magazine en un outil de marketing destiné à la promouvoir au-delà du cercle des adhérents ?

Answered: 152 Skipped: 12



Answer Choices	Responses
Continue to target members / Continuer à cibler les membres	44.08% 67
Turn it into a marketing tool / Convertir en un outil de marketing	55.92% 85
Total	152



Summary of Q14

Q14 Please share with us any other comments you have about Active Voice: Veuillez partager avec nous vos autres commentaires à propos de Voix active :

Answered: 61 Skipped: 103

1. Format

All comments summarized except where in quotation marks—full text available.

Many like the print edition. Some comments:

- Likes print and reads each issue cover to cover
- Wishes survey had a “print only” option as s/he spends too much time on the computer already.
- “Please do not make online only,” tired of reading online and want to relax with the magazine.
- Strongly prefers print and says once newsletters go online, “I stop reading them.”
- If it was only online I would stop reading as I work on a computer all day and it feels like work. Also, I see online articles all day and having a print copy feels different and of more value.
- Consider allowing non members to subscribe for a fee to help pay for print.
- Likes print but will accept web-only if it saves significant money or permits more issues
- Web may make more sense, but would probably not go to the site to read it. Reads the hardcopy because it’s on the coffee table as a reminder.
- Would be willing to pay a small amount extra to keep getting paper edition.
- Print version looks good and speaks well for EAC.

Others like web or PDF (a few wished the survey had a “web and PDF” option):

- A web version might be more timely than the

- print. Also, easier to share on social media.
- Strongly prefers web to save paper, time, volunteer resources. Members can print it themselves. Suggests a high-quality e-mag format. Do not offer too many options for news because it is confusing. Once a year not enough.
- Would be happy with a web edition
- Four more specifically said they would like a PDF version, but some specify they want proper e-magazine layout.

2. Tangible benefit

- When other orgs I belong to discontinued their magazines I felt I had lost a tangible benefit.
- AV is last remaining benefit of being a member esp since online content is available to the public. Wants to know what is going on with other editors in Canada and AV is the right tool for this. Would strongly oppose cancellation.
- If print stops, I will not seek it out online so push notifications are essential. Annually is not enough. Focus on timeless pieces and less on what the association is doing as we get that in email.
- Appeal to both freelance and in-house editors.

3. Frequency

- Misses getting AV more often.
- Once a year is pointless and too limiting. It makes

AV less timely. Prefers print but recognizes web may be the only option cost wise.

- Once a year, why bother? I forget about it. I see the blogs more often.
- Getting AV hardcopy makes me feel special and I like the useful tips. Wants 3 issues a year even if it does take resources.
- Disappointed it went to 1 a year, should be 2.
- Miss having multiple print issues/ year. PDF works well now but print is better to hand out at events.
- If it stays with once a year, add an online edition so contributors are not waiting so long to be published. Also, it needs original French content, not just translations.

4. Content

- Overall magazine too dry: needs more humour, first person accounts of working with clients.
- Several said content not relevant or interesting
- Do not combine reports and articles in one publication. Consider polished web reports that are archived.
- Stopped reading AV years ago as it was not relevant or useful. Much prefers to read BOLDFACE as it is a better resource for editors.
- Content is not interesting: should delve deeper into professional topics, EC activities, & should allow free small ads for members. Appreciates the magazine but wants it to be more attractive and magazine-like in appearance to attract readers.

5. Purpose

- AV may not be worth the cost, but would be if it were a marketing tool
- AV is likely of interest to editing/publishing students and could be an entrée to membership.
- EAC should allow professors/schools to subscribe

to share with students and build membership.

- AV should be BOTH for members and attractive to outsiders: a marketing tool (5 members said this).
- Several said it should not have been an either/or option (for members vs. for marketing).
- Include info on becoming a member and have material to market editors to potential clients.

5. Other comments

- Writers and contributors should be paid.
- Cost seems low as it is: advertising should not be pursued if it consumes a lot of staff time.
- Several mentioned the survey should have had more n/a options.
- Having a professional publication is essential for the association no matter what the format due to the exposure it provides the contributors.
- Loves the magazine name!
- Use a blog to share member news, and AV for “marketing the industry, our organization, and membership in Editors Canada to non-members, educational institutions, policy makers, potential funders, etc.”
- “Considering we always complain about hanging out a shingle to be an editor, I think marketing it elsewhere would just encourage that ...it needs some editorial guidance and rethinking about purpose and goals.”
- “If a publication like Active Voice is a quality educational and informative document that physically arrives in my mailbox, it makes membership feel a bit more tangible. It also adds value to a membership.”

Appendix F – Communications and Marketing Committee

[revised mandate for NEC approval]

1. Mandate

Effective internal and external communications and marketing are essential for the success of Editors Canada’s strategic plan and the healthy functioning of the association. The communications and marketing committee completes specific projects to promote membership to current and potential members by communicating the value of editing and editors.

2. Work performed

- Work with the director of communications and marketing and the communications manager to develop and implement the annual communications and marketing workplans and budgets.
- Develop and implement communications and marketing plans to support membership, conference, certification and other strategic priority activities as needed and as resources allow.
- Complete tasks assigned by the director based on the communications strategic plan and the annual workplan.
- Recruit committee members and project leads as needed.
- Keep the director informed of progress.
- Submit quarterly and annual reports, an annual budget request and an annual action plan.

3. Supervision received from

- Director of communications and marketing

4. Supervision given to

- Committee members

5. Key relationships

- Director of communications and marketing
- Communications manager

6. Consequence of good performance/consequence of poor performance

Good performance	Poor performance
Projects are completed on time and on budget	Projects are not completed on time and are over budget
Membership increases	Membership decreases
Conference attendance increases	Conference attendance decreases
Certification revenues increase	Certification revenues decrease

Good performance	Poor performance
Projects are well communicated, leading to members and external audiences perceiving Editors Canada as an authority on editing and language	Projects are poorly communicated, leading to gaps or negative messaging to members and external audiences

7. Qualifications

- A solid understanding of marketing and communication strategies or an interest in learning about marketing and communication strategies
- Knowledge of external target markets and what motivates them
- Knowledge of social media

Appendix G – Honorary Lifetime Memberships: An unscientific comparative analysis

It has been suggested that Editors Canada amend its criteria and procedure with regard to honorary lifetime memberships, to ensure that members do not regard honorary lifetime membership as a natural, expected reward for long or significant volunteer service to the association.

Australia’s IPEd is the only editorial association I found whose website even mentions this category of membership or this kind of award, so my analysis mostly examines associations and organizations in other industries. Bold indicates wording of interest.

Organization	Purpose	Eligibility	Criteria	Process
Editors Canada	... a discretionary honour that may be awarded to current or lapsed EAC members who have made an exceptionally valuable contribution to the association	current or former members of the association who, in the course of their membership, have made a sustained, significant contribution to the work or welfare of the association	Contributions may include <ul style="list-style-type: none"> • significant furthering of the association’s objectives at both the national and the branch level • significant furthering of the association’s objectives that extends over several years • indispensable contributions to a core project 	NEC votes whether to present the nomination to members (majority vote) Nominations are voted on by members at an AGM and must be approved by a majority of the votes cast.
Engineers Geoscientists Manitoba	... intended to recognize many years of meritorious service rendered to the Association or the profession	Nominee must be registered as a P.Eng or geoscientist with EGM, and preferably have been registered as such in Canada for not less than 35 years.	(60%) service to the profession, (40%) service to the Association	Unanimous decision of Council required. Awards committee recommends to Council whether or not an award is to be given.

Organization	Purpose	Eligibility	Criteria	Process
Canadian Association of Second Language Teachers	<p>... acknowledges individuals who have rendered significant service and demonstrated leadership in the advancement of second language education.</p>	<p>Nominee must have contributed significantly and broadly to the advancement of the teaching and learning of languages through:</p> <ul style="list-style-type: none"> ● Advocacy ● Policy ● Promotion ● Administration ● Leadership ● Professional development ● Pre-service teacher education ● Assessment, or ● Research 	<p>Website does not mention who decides or what their criteria are.</p>	<p>Website does not mention</p>
BC Recreation and Parks Association	<p>Honorary Life Memberships are a special distinction conferred by BCRPA's Board of Directors upon Members who have made outstanding contributions to the parks, recreation, physical activity and cultural sector.</p> <p>Honorary Life membership is a meaningful recognition bestowed sparingly</p>	<ul style="list-style-type: none"> ● For individuals only – whether practitioner, academic, volunteer or staff person ● Individual need not be a current member of BCRPA ● Should be retired from all official posts 	<ul style="list-style-type: none"> ● Longstanding, sustained and exceptional service and impact in the parks and recreation sector ● Outstanding contribution that required substantial and commendable personal input 	<p>Honorary Life Membership nomination must be passed by a unanimous resolution of those present and voting at the board of directors meeting.</p>

Organization	Purpose	Eligibility	Criteria	Process
Pulp and Paper Technical Association of Canada	In recognition of outstanding contribution to the association and the pulp and paper industry.			<p>Unanimous vote by the executive council is required.</p> <p>Awards not more than one HLM per year.</p> <p>It is not mandatory that the award be granted on a yearly basis.</p>
Canadian Association of Medical Radiation Technologists	. . . designed to honour an individual whose professional activities have promoted the MRT profession nationally or internationally, whose leadership serves to motivate others to become involved in professional activities, and who has been involved in raising the profile of the CAMRT or the profession.	<p>Persons eligible may include persons who are not otherwise eligible for CAMRT membership, such as:</p> <ul style="list-style-type: none"> • Those who are employed by Commercial Organizations • Those who are a member in the Commercial Representative Category, or • Those who are a Non-Practicing Member in the international category. <p>The significant contribution must be demonstrated over at least 15 years of service to the profession/association at a national or international level.</p>	<ul style="list-style-type: none"> • Has the nominee promoted the profession nationally and/or internationally? • Does the nominee's leadership serve to motivate others to become involved in professional activities? • Has the nominee been involved in raising the profile of the CAMRT? • Are the nominee's contributions to the profession widely recognized? 	<p>The Board Awards Sub-Committee makes their recommendations (from the submitted nominations) at the late winter board meeting.</p> <p>Only one Honorary Life Membership may be conferred yearly.</p>

Organization	Purpose	Eligibility	Criteria	Process
Australian Society for Microbiology	... a person who ... has rendered distinguished service to the science of microbiology to the Society or both	Nominees must be members of the ASM	<p>... major contributions to the discipline and/or practice of microbiology, to the Society or to both</p> <p>... high personal and professional standards of conduct</p>	<p>All nominations will be reviewed and assessed by the Executive. National Council will then consider Executive's recommendation before making a final decision.</p> <p>No more than 3 Honorary Life Members shall be elected in any one year.</p>
Professional Writers Association of Canada	No process or criteria described on website, but has only awarded 3 HLMs since 1976			
International Association for Food Protection				<p>Honorary Life Members are nominated by a Member(s) and confirmed by the Executive Board.</p> <p>Honorary Life Members may not hold office, but they retain all voting privileges and may serve on committees as Affiliate delegates and as appointed representatives of IAFP.</p>

Organization	Purpose	Eligibility	Criteria	Process
IPEd Australia	Honorary Life Members are members who have made a significant contribution to their branch, to IPEd or the editing profession.	All applicants, for Voting and Non-voting categories, are required to support and uphold the aims of IPEd, and, once accepted, must agree to and operate under the IPEd Code of Ethics , and are bound by the IPEd Constitution .		Nominated by two Voting members and endorsed by 75% of members present at any branch general meeting and endorsed by IPEd Council, or Nominated by IPEd Council and endorsed by that member's branch.

With this in mind, we could consider making some or all of the following changes:

- Change the eligibility criteria to “current or former members of the association who, in the course of their membership, have made a sustained, significant contribution to the work or welfare of the association, **whose leadership motivates others to become involved in professional activities, and who has been involved in raising the profile of editors and editing in Canada**”
- Make the eligibility equation additive (X, Y, *and*Z) rather than selective (A, B, *or*C)
- Add wording to the procedure to emphasize that honorary lifetime membership is a “meaningful recognition, bestowed sparingly.”
- Add wording that clarifies that it is not required that honorary lifetime memberships be awarded annually.
- Establish a limit on the number of honorary lifetime memberships that can be granted in one year.
- Require the NEC vote to be unanimous.
- We are the only organization I reviewed who puts these things out to a member vote. Consider changing this.

Appendix H – List of Editing Conferences

Date	Place	Name
September 8-10, 2018	Lancaster, UK	Society for Editors and Proofreaders
September 21-28, 2018	Rochester, NY	Communication Central
March 18-20, 2019	Toronto	Booknet's Tech Forum and eBookcraft
March 27-30, 2019	Portland, OR	Association of Writers and Writing Programs <ul style="list-style-type: none"> • 12,000 conference attendees, including editors; 800 presses, journals and literary organizations
March 28-30, 2019	Providence, RI	ACES (The Society for Editing)
April 24-25, 2019	Toronto	Canada's Magazine Conference
June 7-9, 2019	Halifax	Editors' Association of Canada
June 9-12, 2019	Vancouver	International Association of Business Communicators World Conference
August 21-23, 2019	Chicago	Editorial Freelancers Association
August 7-10, 2019	Toronto	Association for Education in Journalism and Mass Communication <ul style="list-style-type: none"> • 3,700 members
TBA	Ottawa	Indexing Society of Canada
TBA	TBA	PWAC
TBA	TBA	Society for Editors and Proofreaders
TBA	TBA	Communication Central

Appendix I – Recommendations from the 40th Anniversary Task Force

Summary

Editors Canada celebrates its 40th anniversary in 2019. This occasion offers an opportunity for the organization to honour its heritage, celebrate its achievements, and promote its objectives to editors, communicators, and publishers in Canada and abroad.

In late 2017, a volunteer 40th Anniversary Task Force began discussing how to mark Editors Canada's 40th year. This report contains recommendations developed by the task force, including proposals to highlight the anniversary through themed branding, on social media, and on the Editors Canada website. Task force volunteers are prepared to implement these proposals if they receive approval from the National Executive Council (NEC); a draft implementation schedule is attached (Appendix A).

The task force also identified interdependencies with other Editors Canada initiatives, including the June 2019 conference in Halifax and the ongoing publication of *Active Voice*. The task force will continue to collaborate with the leaders of those initiatives to ensure effective promotion of the 40th anniversary while minimizing duplication of efforts.

The 40th Anniversary Task Force

This report is the result of the creativity and efforts of the following volunteers:

Janine Harker (Chair)	Editors Kitchener-Waterloo-Guelph
Sarah Boon	Editors British Columbia
Heather Buzila	Editors Edmonton
Lisa Frenette	Editors Toronto
Glenna M. Jenkins	Editors Nova Scotia
Breanne MacDonald	Editors Hamilton-Halton
Jaye Marsh	Editors Toronto
Robin Marwick	Editors Toronto
Leigh Patterson	Editors Manitoba
Paula Sarson	Editors Nova Scotia
Carolyn Wilker	Editors Kitchener-Waterloo-Guelph

Anniversary celebration proposals

The task force proposes the following initiatives to recognize Editors Canada's 40th anniversary:

Anniversary-themed branding

Proposal: A 40th anniversary logo and/or tagline will be incorporated in social media and conference-related marketing and communications beginning in Fall 2018 and continuing throughout 2019.

The task force recommends that Editors Canada corporate materials retain their standard look and feel during the 40th anniversary, but that a specialized tagline be incorporated where appropriate. A recommended tagline—*Celebrating 40 years of editorial excellence*—has been included on this report.

Task force members have conducted preliminary consultations with the Editors Canada head office about logo design, and work will continue if this recommendation is approved. The logo and/or tagline will be ready for use in social media and conference promotional material beginning in January 2019.

Human resource and other requirements: The task force may require access to the design expertise behind the existing Editors Canada logo.

Estimated costs: To be determined.

Source of funds: There may be options to fund the 40th anniversary logo design through the 2019 conference budget (since it will be used on conference promotional material) or the marketing budget.

Interactive timeline

Proposal: Develop an interactive timeline to be embedded on the Editors Canada website (and promoted on social media) to highlight significant events in the organization's history.

Task force members have collected most of the content for the timeline and have developed a mock-up for review (Appendix B). If approved, the timeline will be ready for publishing in English prior to 2019.

Human resource and other requirements: The task force will require volunteer assistance with French translation if both English and French versions of the timeline will appear on the website. Also, the software application that was used to prepare the sample timeline makes use of images that are posted to the Internet. Task force volunteers may require assistance securing the necessary permissions to use images on the timeline.

Estimated costs: None

Source of funds: N/A

Social media/member outreach

Proposal: Beginning in Fall 2018, the task force's social media subgroup will dominate Editors Canada's social media venues on a specific day each week. For example, each Tuesday will be identified as "Editors' Day" (or something similar). On those days, the social media subgroup will publish photos, anecdotes, or links to *Active Voice* articles/other items with a 40th anniversary theme.

Current and past members of Editors Canada will be encouraged to submit photos, stories, and other content ideas via the anniversary@editors.ca email address. Where possible, content ideas will be shared between *Active Voice* and the social media subgroup to ensure maximum exposure to anniversary-themed material.

Human resource and other requirements: The task force will require volunteer assistance with French translation if both English and French versions of 40th anniversary social media content will be posted. Also, access to the Editors Canada account on Hootsuite will allow for efficient posting of content across multiple social media platforms.

Estimated costs: None

Source of funds: N/A

Linked initiatives

The following initiatives are already in progress, but they offer opportunities to highlight the Editors Canada's 40th anniversary. The task force will work collaboratively with the leaders of these initiatives to ensure effective promotion of the 40th anniversary while minimizing duplication of efforts.

2019 Editors Canada Conference

The 2019 Conference lead organizer is an observer on the 40th Anniversary Task Force, and she participates actively in discussions about the proposed 40th anniversary logo and tagline. The task force will maintain close collaboration with the team that is organizing the 2019 conference to minimize duplication of efforts and to ensure that the activities of each group are complementary to one another's objectives. There are opportunities to promote the 40th anniversary through 2019 conference promotional initiatives, and vice versa, and it can be expected that volunteers on each initiative will support one another as appropriate.

Active Voice

One of the editors of *Active Voice* is a member of the 40th Anniversary Task Force, and she participates actively in task force discussions. The Winter 2019 edition of *Active Voice*, which is expected to be published in January 2019, will have a 40th anniversary theme; other editions published throughout the year are expected to have anniversary-themed content as well. The task force will maintain close collaboration with the editors of *Active Voice* to minimize

duplication of effort and to ensure that the activities of each group are complementary to one another's objectives. Where possible, content ideas will be shared between *Active Voice* and the social media sub-group to ensure maximum exposure to anniversary-themed material.

The anniversary and beyond

The following ideas were discussed by the 40th Anniversary Task Force, however they require a budgetary commitment that may be beyond the scope of what was expected from the task force's proposals. They are presented for consideration, in the event that that Editors Canada's financial situation allows for further development.

40th anniversary video

Proposal: Using the 40th anniversary as a contextual launch, a three- or four-minute video could be developed to highlight Editors Canada's objectives and to recruit new members to the organization. The video could be used to highlight the organization's (and the editing industry's) evolution during the past 40 years, and it could be used to recruit new members, or to highlight our industry for a non-editor audience, or to provide a message that has greater longevity than the 40th anniversary. Ideally, the video would be created in a format amenable to segmentation so that it could be used in shorter or longer formats (i.e. anything from small snippets on social media to a full-length recruitment video for use in other venues).

Human resource and other requirements: Volunteers will be required to capture video footage, to serve as interviewers and interviewees, and to provide French or English translations for subtitles (if needed). There may be opportunities to collect much of the raw footage and interviews during the 2019 conference, which may produce cost savings in the sense that potential interviewees will all be in the same place at the same time.

Estimated costs: Video editing costs are estimated, conservatively, at \$1200.

Source of funds: Unknown

40th anniversary incentives

Proposal: Editors Canada could partner with an external organization to offer product/membership/event savings to celebrate the 40th anniversary.

This recommendation builds on the example of the *Chicago Manual of Style* online subscription, the PerfectIt discount, and the discount on VIA Rail tickets offered to Editors Canada members and student associates in 2018. These incentives received significant praise from existing members, and a similar membership incentive—linked to the 40th anniversary—may generate new members while simultaneously highlighting the organization's anniversary.

It is recognized that the development of incentive and promotional efforts may be underway independently of the 40th anniversary. The 40th Anniversary Task Force is willing to support existing efforts, and to pursue any new incentives, that may be approved by the NEC.

Human resource and other requirements: Unknown

Estimated costs: Unknown

Source of funds: Unknown

Conclusion

The 40th Anniversary Task Force comprises a group of innovative, motivated, and committed volunteers who are willing to implement the proposals contained in this report. We look forward to recognizing and celebrating the successes and evolution of this organization, and to ensuring that it is well-positioned to grow in membership, reputation, and service to its members in the coming years.

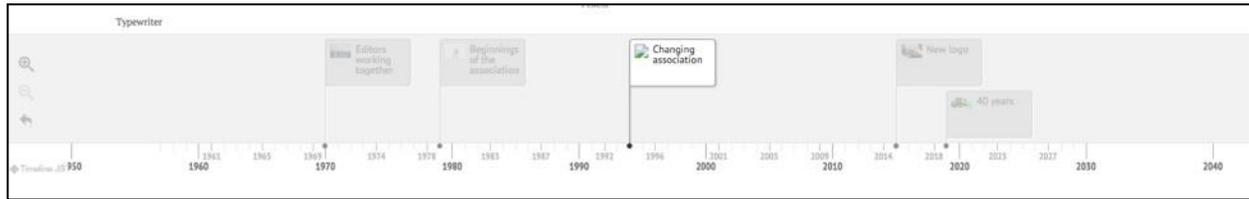
Questions or concerns about this recommendation report may be directed to: Janine Harker

Appendix A: Implementation schedule

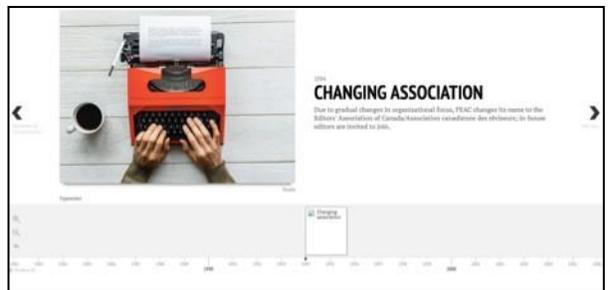
Quarter	Activity	Leads
Q4 (Sep-Dec 2018)	<ul style="list-style-type: none"> Request 40th anniversary anecdotes, stories, photos, and blog ideas from members via email and social media 	Social media sub-group
	<ul style="list-style-type: none"> Generate interest in the 40th anniversary through weekly social media posts 	Social media sub-group
	<ul style="list-style-type: none"> Collect content and finalize format of interactive timeline; prepare timeline for posting on the Editors Canada website 	Timeline sub-group
	<ul style="list-style-type: none"> Work with Editors Canada head office and 2019 conference leads to develop and finalize 40th anniversary logo and/or tagline 	Branding sub-group
Q1 (Jan-Mar 2019)	<ul style="list-style-type: none"> Winter 2019 edition of <i>Active Voice</i> published with a 40th anniversary theme 	AV editorial team
	<ul style="list-style-type: none"> 40th anniversary social media posts increase in tempo: the proposed pace includes one weekly post on Facebook and daily posts on Twitter (depending on content availability) 	Social media sub-group
	<ul style="list-style-type: none"> January: Interactive timeline posted to Editors Canada website 	Timeline sub-group
	<ul style="list-style-type: none"> Social media feeds, conference material, and other communications material begin using the 40th anniversary logo/tagline where appropriate 	Branding sub-group; social media sub-group; 2019 conference leads; others
Q2 (Apr-Jun 2019)	<ul style="list-style-type: none"> Regularly scheduled social media feeds continue 	Social media sub-group
	<ul style="list-style-type: none"> 40th anniversary task force members support 2019 conference organizers as required to incorporate 40th anniversary recognition activities in the conference program 	40 th anniversary task force; 2019 conference leads
	<ul style="list-style-type: none"> June: 2019 conference in Halifax 	2019 conference leads
Q3 (Jul-Sep 2019)	<ul style="list-style-type: none"> Social media feeds continue to emphasize 40th anniversary, but now include photos or content derived from the 2019 conference; posting tempo slows to weekly posts on Facebook and Twitter 	Social media sub-group
Q4 (Oct-Dec 2019)	<ul style="list-style-type: none"> Social media feeds adopt a "looking forward" perspective (what will Editors Canada look like for the next 40 years?); anniversary-themed posts slow throughout November and December, and conclude in December 2019 	Social media sub-group
	<ul style="list-style-type: none"> Task force prepares debrief report with lessons-learned and recommendations for similar initiatives 	40 th anniversary task force

Appendix B: Sample interactive timeline

Viewers will see a scrolling timeline along the bottom of the screen that looks like this:



By clicking on each event on the timeline, viewers will access additional information, photos, or even links to other online resources.



Note: these mock-up pages use free images from Pexels. The final version of the timeline will include images from the Editors Canada Flickr site and other online resources, and attribution will be provided where possible.

Appendix J – Committee, Branches & Twigs Requests Summary

President

- none at this time

Student Relations Committee

- none at this time

Vice President

- none at this time

Awards Committee

- none at this time

Past President

- none at this time

Secretary

- I have a lot on my plate, so please just remind me if you are waiting on anything from me or nudge me if I haven't responded to something when I should have.

Conference Committee

- none at this time

Communications

- How do we integrate communications and marketing across Membership, Conference, Certification, Webinars and other areas for a coordinate effort?

Communications and Marketing Committee

- none at this time

Director, East

- none at this time

Editors Barrie

- Investigate Editors Barrie logo, particularly kerning on middle letter "I". Attach file for discussion
- Determine easiest method for reimbursement for supplies, and for car rental + gas for guest speaker – reimburse after? submit receipts?
 - Reinvestigate how and when to include CASL (Canadian Anti-Spam Legislation) - see previous national office email

Editors Hamilton-Halton

- Would Editors Canada be interested in negotiating a group rate for website hosting for twigs and branches? Right now, our twig has a free site and that's fine, but it does have some limitations. If we could have a hosted Wordpress site, we could add functionality like planning events, coordinating volunteers, manage a newsletter etc. I found this article which has some great ideas for non-profits but we can't implement them on a free site.

<https://www.elegantthemes.com/blog/resources/essential-wordpress-plugins-for-non-profits>

Editors Kingston

- report not submitted

Editors Kitchener-Waterloo-Guelph

- none at this time

Editors Ottawa-Gatineau

- none at this time

Editors NL

- none at this time

Editors Nova Scotia

- We need regular (ideally monthly) membership updates for our Twig.
- Are we issued financial statements from NEC? If so, how often?

Réviseurs Québec

- Would it be possible to be informed of the findings from the survey to lapsed members administered by the national office? This would allow for more concerted and complementary actions.
- If we are to align our local action plan with the national strategic plan, we ought to find a way for local executives to be better informed of what is going on at the national level. One way to achieve this—certainly not the only one—could be to describe the role and current initiatives of each national committee on the website. This might also help to recruit volunteers. Knowing about each committee's mandate, members may be drawn to them according to their skills or fields of interest.

Editors Toronto

- We as a branch/an executive would find regular (quarterly) updates of Editors Canada's webinar revenue very helpful, given our current precarious financial situation.
- As mentioned in our previous quarterly report, the big takeaway from the 2017 WOTS event was a need for current/targeted marketing materials (promo cards, for example, that provide contact details for Editors Canada, as well as each branch/twig, and explain the value of hiring an editor) for not only future WOTS booth visitors, but also for other Editors Canada events, whether at the local or national levels. We mentioned this need to David Johansen, who confirmed that the national office could take care of all aspects of this. We are wondering how this request is coming along, and when promo material may be available?
- Editors Toronto would like to find meaningful, cost-effective ways of partnering with National to offer networking/PD opportunities for our members and ways to promote membership.

Director, West

- In order to update the local group information, I will need webmaster access. I've emailed Michelle Ou about this.

Editors British Columbia

- We have not had any membership updates since December 2017. As a result, BC members who have joined Editors BC in the last eight months haven't received announcements about our meetings, seminars, or volunteer opportunities. Nor have they received the branch welcome email, and they won't be getting the BC job hotline postings. In the meantime, those whose memberships have lapsed will still be receiving all these benefits. We would appreciate an update on when this issue might be resolved. **(NOTE: BC wrote report before update went out to branches and already acknowledged the update has been received, but kept request in report as it had already been approved by exec as written.)**

Editors Calgary

- report not submitted

Editors Edmonton

- As new coordinators beginning our planning process for the next year, we would like to know what guidelines are in place for what twigs can and cannot spend money on and how answers to this question will be communicated. Is there a written policy?
- What is the current balance in our twig account? (We are currently unable to access the account information.)

Editors Manitoba

- Is there a standard for effective promotion for EC events?
- What is the appropriate way to deposit cash (collected from event fees)?

Editors Saskatchewan

- Any suggestions on our current situation **[lack of volunteers to take on exec positions]** would be appreciated, though the issue of lack of volunteers has been a long-standing one.

Francophone Affairs

- Explore the idea of holding a French conference with NEC

Francophone Affairs Committee

- none at this time

Publications

- report not submitted

Publications Committee

- report not submitted

Standards

- none at this time

Certification Steering Committee

- Pending approval of the Foundational Skills testing proposal, please ensure appropriate resources (financial and human) are available to implement the program; the CSC does not currently have the budget or the volunteers needed to administer two separate programs.

Comité Agrément/Principes

- Tous les documents et communications de l'ACR (rapports, courriels et autres) devraient être écrits en anglais et en français. L'ACR devrait représenter également les deux langues des membres qui la composent.

Training and Development

- See attached quote and proposal for microsite development
- Is there a way to make it so that people don't have to sign the contracts with pen and ink, but just provide consent some other way that's legal and binding? Could we streamline and minimize the time it takes to send contracts from presenter to me to John and back and forth....?
- Need to fix the payment structure for webinars—to allow people to purchase webinars individually in a series or the whole series without creating difficulty for the registrant or the office
- Need to add payment methods to webinars—why just Mastercard and Visa—we should permit PayPal, debit, and other cards...what about e-transfer? Let's update our system.
- For mentorship, the payment system for mentee and mentor seems overly complicated—can we simplify it?

Training and Development Committee

- We want to offer more free webinars for members and feel that at least some of these should focus on EC services and helping members get the most out of their membership. To do this, we need Editors Canada staff and volunteers to help develop these webinars. I ask the NEC to consider which services should be promoted so we know who to target with these requests.
- Right now two of our volunteers are helping out with web site updates, but the site is hard to maintain, and very unengaging. The page with all of the webinar listings is long and hard to navigate. If there is budget to work on the site, please consult T&D because there are many areas where we feel the presentation of the webinar information can be improved (also, there are many opportunities to automate tasks that are taking up staff time. For example, there should be no need for staff to create new entries on the past webinars page when the data is already in the system for upcoming webinars. This time would be better spent promoting the webinars).
- Social media advertising webinars needs to be targeted to the specific platform, rather than using the same text and format for email, Facebook, and Twitter. We provide a lot of information, but it's not always engaging and it doesn't always follow best practices for online text. Tell us what we can do to facilitate this.

Mentorship Program Committee

- Please suggest francophone members for the committee and as mentors (basically, a standing item).

Volunteer Relations

- none at this time

Member Services Committee

- none at this time

Volunteer Management Committee

- none at this time

Executive Director

- report not submitted

Appendix L – Action Items

Action Items, Past

	Action Item	Person (s) Responsible	Status as of Sept 22
1.	Heather Buzila to talk with Anne Louise Mahoney about possible twig sponsorship of the Karen Virag Award.	Heather Buzila Anne Louise Mahoney	in progress Heather discussed this with the Edmonton twig coordinators in early July, and they are going to organize a twig membership vote on sponsorship at their first twig meeting in the fall.
2.	Patricia MacDonald to alert members about a remote-members' survey and then to send the survey out.	Patricia MacDonald	in progress Survey has been sent out and the task force is analyzing the results.
3.	John Yip-Chuck to get the email tags back on the bottom of the email list automatically.	John Yip-Chuck	
4.	David Johansen to let Editors Québec know that the national office will not be able to help with the funding of the booth. CHANGED now Heather Buzila	Heather Buzila	
5.	Gael Spivak to speak to Michelle Ou about volunteers who can work on website in August to help with getting it updated.	Gael Spivak	in progress Spoke to Michelle, who asked me to hold off until later in the summer. Sent the email to Michelle and the volunteers on Aug 26.
6.	John Yip-Chuck to communicate any changes made to the website to Patricia MacDonald so that they can be communicated to the membership.	John Yip-Chuck	in progress We need to have a website meeting with Michelle and other staff, include Virginia

	Action Item	Person (s) Responsible	Status as of Sept 22
7.	David Johansen and Heather Buzila to update the director information in the branch and twig toolkit.	David Johansen Heather Buzila	in progress Updates completed in mid-August; changes still need to be seen by the NEC and then translated into French before being uploaded to the website.
8.	Gael Spivak to talk to John Yip-Chuck about branches who are asking for office help (as the branch administrators should be doing this work rather than national office).	Gael Spivak	in progress Sent email to John about talking about this.
9.	John Yip-Chuck and Tania Cheffins to continue working with office staff to develop documentation on what office staff do for the certification steering committee.	John Yip-Chuck Tania Cheffins	ongoing Helena Aalto asked to manage this project and coordinate with committee chairs--hope to be done by end of summer
10.	Greg Ioannou to continue working on a publication agreement for people writing content for Editors Canada.	Greg Ioannou	in progress passed to committee co-chairs, will follow up
11.	John Yip-Chuck to contact the Freedom to Read Week executive director to see about possibilities for promotion of our conference.	John Yip-Chuck	in progress initial conference call held; discussions ongoing
12.	Heather Buzila to ask Margaret Shaw whether she would be willing to record a short video for new branch and twig coordinators, based on new branch and twig toolkit. [The NEC thought this might be helpful as an adjunct to the new toolkit.]	Heather Buzila	in progress Heather emailed Margaret Shaw in early July 2018, and she agreed to do the video after she returned from vacation. Heather sent a follow-up email in mid-August 2018 but has not received a response.
13.	Berna Ozunal will continue working on a certificate for volunteers. And, will change the name of it (as it conflicted with the national volunteer award).	Berna Ozunal	in progress Anne Louise gave me the contact info for the designer who was working on this, and I totally forgot about this—to do

	Action Item	Person (s) Responsible	Status as of Sept 22
14.	Virginia St Denis to help Editors Québec with changing the name of the Facebook page/group.	Virginia St-Denis	in progress Emails confirming the change request are going to a old email address for a former editor who is no longer associated with the Facebook page. Virginia is working with Sylvie to resolve.
15.	Gael Spivak to ask David Johansen and Lisa Ng to communicate with branches and twigs about free webinars (particularly after more have been arranged). CHANGED: new free webinars being created; Berna Ozunal to let Heather Buzila know when ready to share with branches and twigs	Gael Spivak Berna Ozunal	-----
16.	Berna Ozunal to help the training and development committee get the surveys set up to summarize data for individual webinar evaluations rather than combined with all the other surveys.	Berna Ozunal	in progress
17.	Patricia MacDonald to give Gael Spivak chapters of the volunteer handbook. After the handbook is completed, Patricia MacDonald will send for exec reads.	Patricia MacDonald	in progress Gael has reviewed a couple already. No new chapters have been completed for review.
18.	Carolyn Brown, Anne Louise Mahoney, and Stacey Atkinson to discuss incentives for both new and renewing members and report back to the NEC. CHANGED	Carolyn Brown Anne Louise Mahoney Stacey Atkinson John Yip-Chuck	John Yip-Chuck list of ideas has gone to John to find out which ones require a lot of office time
19.	Anne Louise Mahoney to speak to Stacey Atkinson and Michelle Ou about putting brand usage of organization name in the style guide.	Anne Louise Mahoney	in progress Style guide is still evolving; I will touch base with Michelle Ou when she is back from holidays later in September. ALM
20.	Anne Louise Mahoney talk to Sandra Gravel and Stacey Atkinson about French videos.	Anne Louise Mahoney Sandra Gravel	in progress Anne Louise Mahoney to talk to Sandra Gravel about it

	Action Item	Person (s) Responsible	Status as of Sept 22
21.	John Yip-Chuck to direct the office to look at Editors Québec's request for more specific information about where new members hear about Editors Québec/Editors Canada. Editors Québec is focusing its marketing efforts on specific targets and would like to know which ones are effective.	John Yip-Chuck	in progress and check to see if question about volunteering is asked on new membership registration form
22.	John Yip-Chuck to follow up with Editors Canada's involvement in the Frankfurt Book Fair and report back to the NEC.	John Yip-Chuck and Virginia St-Denis	Virginia St-Denis to work with Sara I don't think we're top of mind for them nor seen as a significant partner. Will need to fight harder for attention and room at the table. Need to develop a strategy around this with Virginia if we want to pursue this.
23.	Anne Louise will take the policy and procedure documents, adapt and translate them, and send them on to Agrément committee. CHANGED	Sandra Gravel Anne Louise Mahoney	Anne Louise Mahoney to talk to Sandra Gravel about this.
24.	John Yip-Chuck and Carolyn Brown JULIA COCHRANE to do a cost analysis of membership fees that includes people on reduced fees. CHANGED [This was about people on fixed incomes. See 2017, Q3, September meeting minutes, item 12c and Appendix F.]	(John Yip-Chuck) Julia Cochrane	-----
25.	Nancy Foran to work on a francophone survey.	Nancy Foran Sandra Gravel	-----
26.	Patricia MacDonald, John Yip-Chuck, and Michelle Ou to find someone to write a general information blurb to ask the task force to get information about how/what/when/why to find insurance (errors and omissions and home-based business). CHANGED to task force	Patricia MacDonald	

Action Items, On Hold

	Action Item	Person (s) Responsible	Status June 23, 2018
27.	Breanne and Patricia to talk about the 'Ask an Expert' idea, develop it, and bring it back to NEC.	Breanne Patricia	on hold
28.	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
29.	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 Need to sort out Member365 issues first or find a new system.
30.	John Yip-Chuck to look into the possibility of partnering with a French dictionary.	John Yip-Chuck	on hold until English dictionary is published/launched
31.	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 Need to sort out Member365 issues first or find a new system.
32.	John Yip-Chuck to direct the national office to let branch and twig administrators know about lapsed members.	John Yip-Chuck	on hold Need to sort out Member365 issues first or find a new system.
33.	Patricia MacDonald and John Yip-Chuck to talk about the volunteer directory.	Patricia MacDonald John Yip-Chuck	on hold
34.	Anne Louise Mahoney to generate ideas on providing professional development to Indigenous editors.	Anne Louise Mahoney	on hold This is a longer-term project - we need to connect with some Indigenous editors to see how best to proceed. ALM

	Action Item	Person (s) Responsible	Status June 23, 2018
35.	Michelle Ou will send out an announcement when the edit-your-own-volunteer-badges section of the new website is working.	John Yip-Chuck Michelle Ou	on hold There is a great deal of manual work that must be done by an admin (me or Caitlin) behind the scenes of the website before it can be tested and launched. I have not prioritized this. - Michelle
36.	John Yip-Chuck to investigate the possibility of a mini-conference put on by branches and twigs, supported by national office.	John Yip-Chuck	on hold Not sure when I can get to this. JY
37.	Gael Spivak to develop an FAQ page for members that will go on the web site to alleviate office staff time spent on answering commonly asked questions.	Gael Spivak	on hold Waiting for info from staff (I asked them in March)
38.	John Yip-Chuck to have ongoing conversations with Editors Nova Scotia about who will be responsible for event registration.	John Yip-Chuck	on hold until next event
39.	NEC to review each year the list of possible trademarks to apply for.	NEC	on hold until March, 2019
40.	Gael Spivak and John Yip-Chuck to work on a governance poster to show incoming branch and twig coordinators what their responsibilities are and how communications work among various parts of the organization (on hold until more time).	Gael Spivak John Yip-Chuck	on hold John Y started but put on hold by other crises; will pick it up again later in the summer early fall
41.	John Yip-Chuck to discuss the status of the Editors Nova Scotia non-members mailing list with Michelle Ou, and to possibly release it to Editors Nova Scotia.	John Yip-Chuck	on hold until Member 365 sorted out part of a larger issue to do with the membership data base
42.	John Yip-Chuck to talk to Editors Toronto about partnering on professional development events.	John Yip-Chuck	on hold

	Action Item	Person (s) Responsible	Status June 23, 2018
43.	Carolyn Brown, Tania Cheffins, John Yip-Chuck to test the four software programs that Carolyn Brown has found to satisfy the requirements of the CSC for file sharing and storage.	Carolyn Brown Tania Cheffins John Yip-Chuck	on hold John Y--I won't have time for this until new staff is up to speed and new membership platform online. Anne Brennan on the CSC to test software (but not started yet)
44.	Virginia St-Denis to develop and test some calls to action and taglines for the dictionary project.	Virginia St-Denis	on hold until dictionary project is up and running again
45.	Anne Louise Mahoney to find the top five stock photo companies, draft a letter, and bring it back to the NEC. Getty, Corbis, Shutterstock, iStock,	Anne Louise Mahoney Virginia St-Denis	on hold This is on hold until the book Photographers Market is released to obtain contact information for all stock photography agencies

Action Items, DONE

	Action Item	Person (s) Responsible	Status
46.	Gael Spivak to ask Michelle Ou to make sure that the branding package is on the website and available to the branches and twigs.	Gael Spivak	DONE It's up now (in the volunteer resource section).
47.	Patricia MacDonald to email John Yip-Chuck directly about email list tags.	Patricia MacDonald	DONE
48.	David Johansen and Heather Buzila to remind branches and twigs at the next meeting that the office is having problems and are working to remedy the situation.	David Johansen Heather Buzila	DONE David and Heather both emailed their respective branches and twigs during July and August.
49.	Gael Spivak to find a volunteer to take the lead on creating a task force brief to look into insurance (all forms) and whether the association should be working with an insurance company.	Gael Spivak	DONE All done! I found a volunteer (me, ha ha) to write the brief and I got the task force going.

	Action Item	Person (s) Responsible	Status
50.	Breanne MacDonald to create a document with various possible conference cities and their pros and cons and report back to the NEC.	Breanne MacDonald	DONE
51.	NEC directors to make sure that leftover tasks, processes, checklists get handed over to the new person in their position.	NEC outgoing directors	DONE
52.	John Yip-Chuck to change the NEC email list at the date nearest to July 1, 2018.	John Yip-Chuck	DONE
53.	NEC directors—outgoing, please check over the corporate calendar to see whether there is anything to be done or passed to the new director in the summer months.	NEC outgoing directors	DONE
54.	Breanne MacDonald to send out requests for reports in time for the Q3 meeting with extra time as it is the planning quarter.	Breanne MacDonald	DONE
55.	John Yip-Chuck, Carolyn Brown, Julia Cochrane, and Breanne MacDonald to have a meeting on budget plans.	John Yip-Chuck Carolyn Brown Julia Cochrane Breanne MacDonald	DONE
56.	“Editors Canada offer departing employees a voluntary opportunity to do a confidential exit interview with the human resources committee member of their choice to improve the workplace atmosphere and functional”?	Gael Spivak	DONE Gael has updated the HR policy doc and sent it to the NEC with a motion. (now on website)
57.	David Johansen and Heather Buzila to host an orientation session for branches and twigs, post-AGM; Gael Spivak to attend and answer questions.	David Johansen Heather Buzila Gael Spivak	DONE
58.	Berna Ozunal to work with Tamra Ross to enter metadata for webinars.	Berna Ozunal	DONE Sept. 2018
59.	Tania Cheffins to take the lead on updating the editing definitions that are on the website to be consistent with the editorial standards. (Greg has some newer ones.)	Tania Cheffins	DONE Reviewed by NEC; ready for vote and next steps at Sept. mtg.
60.	Patricia MacDonald to find a project leader for the volunteer group that is working on cleaning up the website.	Patricia MacDonald	DONE My involvement ended after finding the volunteer. PLM
61.	Michelle Ou to update the Hire an Editor brochure for use by Editors Toronto for WotS (Toronto).	(John Yip-Chuck) Michelle Ou	DONE New brochure text going to exec read mid-July, will be ready for September

	Action Item	Person (s) Responsible	Status
62.	Tania Cheffins to work with Ginny McGowan and Mary Rykov to update the content of the thesis editing guidelines.	Tania Cheffins	DONE Ready for NEC review (Sept. mtg.) and next steps
63.	Gael Spivak to work with Wendy Barron and Michelle Ou to send out student affiliate survey and report back to the NEC.	Gael Spivak	DONE (report sent to the NEC April 12 and Gael talked to the new chair about using it on Sept 2)
64.	John Yip-Chuck to write up the business case (after the student surveys) about the foundations in editing and send to Tania Cheffins for presentation to the NEC.	John Yip-Chuck Tania Cheffins	DONE The CSC's proposal to be discussed at Sept. mtg.
65.	Patricia MacDonald to get members services committee to update the Canadian chart (comparing editing organizations).	Patricia MacDonald	DONE in both English and French.
66.	Stacey Atkinson and Carolyn Brown to contact usito.com about any possible opportunities for collaboration.	(was Stacey Atkinson Carolyn Brown) [Should now be whoever is looking after the dictionary project.]	DONE From Carolyn: "Yes, that was passed along to the dictionary project; I would still be happy to help if you need someone bilingual."
67.	Anne Louise Mahoney to talk to Stacey Atkinson about fundraising for awards, possibly at the conference.	Anne Louise Mahoney	DONE The chair of the awards committee will work with Virginia and the office on this task. ALM
68.	John Yip-Chuck to investigate whether to have insurance as a member benefit. (lower on the list than increasing membership and revenue)	John Yip-Chuck	DONE Task force struck to look into this issue.
69.	Anne Louise Mahoney to write up a document that lays out the new vision for the next editors of Active Voice/Voix active.	Anne Louise Mahoney	DONE I sent them the AV survey and spoke to them by phone - I think that will be enough. ALM
70.	John Yip-Chuck to calculate the cost of this plan (non-member webinar income goes to national office) and staff time on the issue.	John Yip-Chuck	DONE initial analysis sent to NEC for discussion June 25

	Action Item	Person (s) Responsible	Status
71.	Breanne MacDonald to help Editors Québec to get their questions into the national survey account.	Breanne MacDonald	DONE happy to do this, but they haven't approached me yet
72.	Nancy Foran to contact Sandra Gravel about help with member retention, survey, and booth sharing.	Nancy Foran or Sandra Gravel??	N/A
73.	Heather Buzila to put brand usage of organization name in the branch and twig toolkit (or save for insertion in next version).	David Johansen now Heather Buzila?	DONE
74.	Carolyn Brown to tidy up various governance documents that talk about branch officers and branch signing officers to clear up any confusion.	Carolyn Brown	N/A From Carolyn: "Where I left this item was that the NEC approving all branch *signing* officers, rather than just the single branch officers for each branch, is not in any policy or procedure to date. I believe we had simply added that verbally about two years ago. So, if we want to continue to require this (and, do we?), it needs to be added to all documents."
75.	Anne Louise Mahoney to pursue partnerships with Canadian Creative Writers and Writing Programs (http://www.ccwwp.ca).	Anne Louise Mahoney	N/A Waiting to hear back from CCWWP. I think we can delete this item. ALM
76.	Nancy Foran to talk to Kaarina Stiff about getting the connection with the Ottawa Francophone connection.	Nancy Foran	N/A
77.	Nancy Foran to send list of Francophone conferences to John Yip-Chuck.	Nancy Foran	N/A on hold
78.	Breanne MacDonald to go through the quarterly reports to deal with any further reporting issues.	Breanne MacDonald	N/A This can come off - people seem to use the wrong templates no matter what I do, so I think it is what it is at this point.

	Action Item	Person (s) Responsible	Status
79.	Berna Ozunal to communicate with presenters who gave low-attendance, high-interest webinars to ask them whether they would agree to those webinars being offered free to members for specific times (for example, a month).	Berna Ozunal	N/A going to develop free webinars so don't have to ask presenters
80.	John Yip-Chuck, Greg Ioannou, and Anne Louise Mahoney to work on the list of conferences that might be good for Editors Canada to attend, prioritize, and report back to the NEC.	John Yip-Chuck Greg Ioannou Anne Louise Mahoney	N/A on hold until organization has more money
81.	Gael Spivak to work on an agreement with webinar presenters to allow Indigenous editors in training to get free access to the webinar recordings.	Gael Spivak	N/A changed to a free conference registration But this (in the minutes): "There was some discussion about whether there would this plan would be financially feasible. John Yip-Chuck mentioned that the organization has a fiduciary duty to the webinar presenters who have signed contracts that say they will receive royalties from the recordings."

Appendix M – Thesis Guidelines

 Permission form to confirm editing¹ services for student texts	
Date _____	
Title of text to be edited Nature of document	e.g. paper/essay/thesis/internship report/research proposal
Course of study or internship Degree/diploma level, e.g., BA, MA, PhD, other University/college/institute	
Word or page limit? Citation style? English spelling?	e.g., APA e.g., CA, UK, US
In addition to the main text, what else will be edited? ² Formatting Figures Tables References Appendices Any other material to be checked Consultation, student queries	Note: queries only for undergraduate texts e.g. maps/supplementary information e.g., clarify queries
What type of editing is required? ³ Flagging Fixing Fixing and flagging	Note: flagging only for all undergraduate texts
Edits on paper or in track changes?	Note: use track changes for all undergraduate texts
Delivery date to editor Return date to student	
Student contact information Email Phone Full postal address	Name Email Phone Address Postal Code
Student's supervisor, instructor, or education coordinator	Name Email Phone Address Postal Code
Signature of Student	signature
Signature of Professor or Supervisor	signature
Signature of Editor	signature

¹This form uses “editing” as tasks defined by Editors Canada *Professional Editorial Standards* (2016). Payment terms, which include but are not limited to the manner and timing of remuneration (e.g., cheque, Interac payment, on receipt of invoice, prepayment), are addressed by signing a contract (such as the [Agreement Template for Editing Services](#)) with the student in addition to this document.

²The editor is never responsible for the accuracy of references or factual information. The student remains responsible for the originality of the work, the factual information, and avoiding plagiarism.

“Fixing” refers to straightforward corrections of spelling, grammar, punctuation, basic vocabulary (i.e., only one correct answer possible).

“Flagging” refers to query regarding nuanced corrections pertaining to register (proper formality and academic style), word choice, clarity, word order, and/or consistency/correctness of layout, where more than one solution is possible.

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We acknowledge SENSE (Society of English-language professionals in the Netherlands) Guidelines for Proofreading Student Work in the preparation of this permission form. <https://www.sense-online.nl/>



Guidelines for Ethical Editing of Undergraduate Student Texts

Introduction

Academia tests students' ability to communicate ideas and arguments with written words in papers, proposals, theses, and dissertations. Yet students sometimes ask editors to provide professional editorial services beyond what their instructors approve.

Higher grades are not the goal of editing undergraduate student texts. Rather, editors flag but do not fix problems (for example, sentence combining, comma splices, subject-verb agreement, and other mechanics of language) for potential revision by the student and discuss the role of editing in the process of writing, which includes pre-writing (outlining and free writing), first draft revision, and self-editing, as well as reinforcing other essential knowledge such as academic integrity, accurate citation, and plagiarism.

The Editors' Association of Canada (Editors Canada) developed these guidelines to aid undergraduate students, instructors, and editors in the ethical editing of English-language undergraduate-level texts to ensure that the work students submit is their own. The generic Permission Form (identical for undergraduate and graduate students) is designed to articulate these parameters.

Editing graduate student texts is addressed in a companion document.

Important notes

"Text" is used throughout this document to denote undergraduate student work, regardless of whether the project entails a term paper, take-home examination, research proposal, or undergraduate thesis.

"Guidelines" refers to the fact that this is guidance only, not prescriptive "how to" instruction.

How this document is organized

We based this document on research with university faculty and administrators and with Editors Canada members who have experience working with undergraduate student writers. This document comprises three parts:

- 1) Guidelines to identify which editorial tasks are permitted
- 2) Practical suggestions for editors who embark on undergraduate student editing projects
- 3) A generic Permission Form, identical for all students, to be co-signed by Editor, Undergraduate Student, and Instructor, stipulating what the editor may do

Part 1: Guidelines

Permission from instructor

1. All undergraduate student clients must obtain written permission for professional editing from their instructor that specifies what the editor is allowed to do, which is to flag errors with notes and queries, without fixing them. The editor, the instructor, and the student must clearly understand the limits of the edits permitted. The form in Part 3 of this document may be adapted by the editor and

used in lieu of a letter from the instructor for the purpose of documenting permission.

2. Limits to editing

- In the absence of specified limits, editors should restrict their work to flagging problems for potential review with respect to the Editors Canada’s *Professional Editorial Standards* (2016):
- The Fundamentals of Editing A2–12 should be reviewed for applicability to editing a particular text, especially A8.1-2 and A11-12. Consult with the student and instructor on A9 where appropriate.
- Standards for Copy Editing D1–16.
Standards for Proofreading E2, E7–11, E14.

3. The editing must never actually fix the content or structure of the undergraduate student’s text. Consequently, the editor should not introduce changes, but point out correction of grammar, idiom, punctuation, spelling, and mechanics.

4. The editor should depend on queries to the student phrased to put the onus on the student (e.g., “Please clarify this sentence,” not “Do you mean X = Y?”), rather than drafting alternatives under these standards. If the editor must rewrite a sentence to illuminate a problem, the editor should retain the student’s own wording as much as possible. In all cases, communicate queries and suggested changes clearly and introduce no new content.

5. Contracts

- In addition to this Permission Form co-signed by Student, Instructor, and Editor, Editors Canada recommends contracting for editing of student texts with the Student even if an editor does not usually sign a written contract with clients. Editors Canada provides an [Agreement Template for Editing Services](#) that can be used to stipulate payment terms and conditions.
- The agreed limits should be the basis of the editor’s contract with the undergraduate student.
- The contract should stipulate acknowledgement of the editor in the finished work to ensure that markers know a professional editor was involved.

6. Editorial practices

- The editor should use Track Changes when editing undergraduate texts, and retain copies of each iteration, if more than one exists.
- The editor should keep copies of correspondence, correspondence notes, and other pertinent material.
- The editor should record notes following verbal interactions with undergraduate students by phone or internet platforms, such as Skype and Discord.

Part 2: Practical Suggestions

7. General cautions

- Obtaining written permission to edit undergraduate student texts may feel awkward or unnecessary, but it is the best way for the editor and the student to protect themselves from censure by the academic community. Editors must exercise caution when editing undergraduate texts because these students are learning academic writing skills.
- The editor should contract to edit (note: flag only) for only “the mechanics of writing in English,”

that is, the copy editing and proofreading standards of *Professional Editorial Standards*, as outlined above.

Terminology

- Instructors and students may be unfamiliar with correct editorial terms or with the various types of editing; the editor should explain the various types of editorial tasks in plain language. The primary concern of instructors and students is the content, not what they call *spelling* and *grammar* and what editors call *copy editing* and *proofreading*.
- The term *stylistic editing* may be especially confusing to instructors and students. This editorial role is well described by one graduate program director: “The editor’s job is not to produce a defensible thesis; it is to produce a thesis that ... [flows] and is at least clean.” For undergraduates, however, the editor’s role is to guide students in this direction by restricting editing to flagging spots with queries where the text could be simplified or improved without amending it. Err on the side of providing no substantive, structural, or stylistic editing.

Cautions specific to editing undergraduate texts

- Citations need care. Undergraduate writers are learning to use a particular citation style, and their ability to do so is part of what is being tested. If the student has made errors, especially consistent errors, editors should use queries to draw attention to the errors but should not correct them. The same applies in the case of failure to give citations where they would be expected; the editor should not supply them.
- Standards C4, D5–D7, D11, and E14 require checking logic and the accuracy of facts, including mathematics. When working on an undergraduate text, the editor should not, of course, question the student’s statements of fact or conclusions drawn from them in the argument. What the editor flags are the silly errors, often in incidental comments, that creep into almost everyone’s writing: e.g., “Edmonton is about 5,000 kilometres east of Halifax,” or “the 500-kilometre drive from Edmonton to Halifax,” or “the police estimated the audience at 600, divided between 300 protestors and 700 supporters.” Such errors are flagged with queries, not fixed.

Editing texts from students whose first language is not English

- These guidelines do not set out special rules for undergraduate writers whose first language is not English. Some supervisors and instructors may permit lenience, but most take the attitude that students seeking degrees from anglophone universities should be able to present and defend their ideas in comprehensible English.
- Few instructors object to flagging errors in spelling, grammar, or idiom. For example, “The cat sitted near the fire” and “The cat sat on the fire” are clear errors in, respectively, grammar and idiom. Correcting them is a matter of mechanical copy editing (standards D1 and D4). Trickier problems tend to arise with editing for style and diction and are best dealt with by queries. “The cat roared by the fire” is probably an error in diction but could be exactly what the student intended. Rather than changing it to “The cat roamed by the fire,” the editor can query along the lines of “Please check ‘roared’ in your dictionary.”
- This approach and the tact it requires mean that editing ESL students can be time consuming. The editor should estimate accordingly, and encourage the student to view the experience as an

opportunity to learn.

Transparency

- The editor should copy the instructor on email communication with completed work that also includes the original text submitted by the student so that the instructor can assess how the undergraduate has worked with the editorial feedback. Such transparency ensures that the instructor can accurately assess the undergraduate’s written text.

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Guidelines for Ethical Editing of Graduate Student Texts

Introduction

Academia tests students' ability to communicate ideas and arguments with written words in papers, proposals, theses, and dissertations. Yet students sometimes ask editors to provide professional editorial services beyond what their supervisors approve.

Editors should generally err on the side of flagging (not fixing) problems (for example, sentence combining, comma splices, subject-verb agreement, and other mechanics of language) for potential revision by the student and discuss the role of editing in the process of writing, which includes pre-writing (outlining and free writing), first draft revision, and self-editing, as well as reinforcing other essential knowledge, such as academic integrity, accurate citation, and plagiarism. Some graduate student supervisors, however, are more lenient when editing the writing of non-native English speakers, particularly when their research makes a significant contribution to knowledge.

The Editors' Association of Canada (Editors Canada) developed these guidelines to aid graduate students, their supervisors, and editors in the ethical editing of English-language graduate-level texts to ensure that the work students submit is their own, only more polished. Whereas editing undergraduate student texts is restricted to only flagging errors with notes and queries, editing graduate student texts is often more nuanced. The generic Permission Form (identical for undergraduate and graduate students) is designed to help negotiate this nuance.

Editing undergraduate student texts is addressed in a companion document.

Important notes

"Text" is used throughout this document to denote graduate student work, regardless of whether the project entails a term paper, journal article, take-home examination, research proposal, or thesis.

"Guidelines" refers to the fact that this is guidance only, not prescriptive "how to" instruction.

How this document is organized

We based this document on research with university faculty and administrators and with Editors Canada members who have experience working with graduate student writers. This document comprises three parts:

- 1) Guidelines to identify which editorial tasks are permitted
- 2) Practical suggestions for editors who embark on graduate student editing projects
- 3) A generic Permission Form, identical for all students, to be co-signed by Editor, Graduate Student, and Supervisor, stipulating what the editor may do

Part 1: Guidelines

Permission from supervisor

1. All graduate student and doctoral candidate clients must obtain written permission for professional editing from their supervisor that specifies what the editor is allowed to do. The editor, the supervisor, and the student must clearly understand the limits of the edits permitted. The form in Part 3 of this document may be adapted by the editor and used in lieu of a letter from the supervisor for the purpose of documenting permission.

2. Limits to editing

- In the absence of specified limits, editors should not specify changes beyond simple correction of grammar, idiom, punctuation, spelling, and mechanics, being careful to retain content and overall structure, and restrict work to the following tasks, as per Editors Canada's *Professional Editorial Standards* (2016):
 - The Fundamentals of Editing A2–12 should be reviewed for applicability to editing a particular text, especially A8.1, A8.2, and A11-12. Consult with the student and supervisor on A9, where appropriate.
 - Standards for Structural Editing B1, B8-9.
 - Standards for Stylistic Editing C1–10, C12.
 - Standards for Copy Editing D1–16.
 - Standards for Proofreading E2, E7–11, E14.
3. The editor should depend on queries to the student phrased to put the onus on the student (e.g., "Please clarify this sentence," not "Do you mean X = Y?"), rather than drafting alternatives under these standards. If the editor must rewrite a sentence to illuminate a problem, the editor should retain the student's own wording as much as possible. In all cases, editors should communicate queries and suggested changes clearly and introduce no new content.

4. Contracts

- In addition to this Permission Form co-signed by Student, Supervisor, and Editor, Editors Canada recommends contracting for editing of student texts with the Student even if an editor does not usually sign a written contract with clients. Editors Canada provides an [Agreement Template for Editing Services](#) that can be used to stipulate payment terms and conditions.
- The agreed limits should be the basis of the editor's contract with the graduate student.
- The contract should stipulate acknowledgement of the editor in the finished work to ensure that readers know a professional editor was involved.

5. Editorial practices

- The editor should keep a copy that shows each editing iteration, either a photocopy of paper mark-up editing or a tracked-changes copy of electronic editing. (Some faculties require the student to submit such a copy as well as the original unedited and final edited versions.) The editor should keep copies of query sheets, correspondence and correspondence notes, and other pertinent material.
- The editor should record notes following verbal interactions with graduate students by phone or internet platforms, such as Skype and Discord.
- If the graduate student's research falls under an institution's ethics protocol (that is, if human and/or animal subjects are involved in the research and ethics approval has been obtained), the editor must be made aware of the requirements of the study's ethics protocol. The editor

should be provided with a copy of the approval and of any amendments to the protocol that are subsequently requested and/or approved by the student and by any researchers working on the same project.

Part 2: Practical Suggestions

8. General cautions

- Obtaining written permission to edit a graduate student’s text may feel awkward or unnecessary, but it is the best way for the editor and the student to protect themselves from censure by the academic community. Some graduate faculties do not permit any outside editing, while others are particular about what is permitted. Since the supervisor has the final authority, the editor must determine exactly what is authorized in a particular instance. Securing permission may also be a way to get both the supervisor and the student to focus on what the editing will comprise.

Terminology

- Supervisors and students may be unfamiliar with correct editorial terms or with the various types of editing; the editor should explain the various types of editorial tasks in plain language. The primary concern of supervisors and students is the content, not what they call *spelling* and *grammar* and what editors call *copy editing* and *proofreading*.
- The term *stylistic editing* may be especially confusing to supervisors and students. This editorial role is well described by one graduate program director: “The editor’s job is not to produce a defensible thesis; it is to produce a thesis that . . . [flows] and is at least clean.”
- If the line between stylistic and copy editing is difficult to convey, consider using a technique suggested by an experienced Editors Canada thesis editor: “When I am doing stylistic editing, I limit myself to reorganizing sentences using the author’s own words.” Editors can, if so instructed, minimize the implicit rewriting by flagging spots with queries where the text could be simplified or clarified without amending it themselves. Or they can contract to edit for only what another member calls “the mechanics of writing in English,” that is, the copy editing and proofreading standards of *Professional Editorial Standards*, as outlined above.

Cautions specific to editing graduate student texts

- Standard C10 requires the editor to translate “jargon into understandable terms.” The editor of a thesis should think carefully about that wording. One of the *Canadian Oxford Dictionary’s* definitions of *jargon* is “words or expressions used by a particular group or profession.” Members of the intended audience of academic texts are experts in a particular field of study, so the editor should become familiar with that field’s specialized terminology and query this language use with special caution.
- The styling of citations needs care. Most graduate students have learned to use a particular citation style, and their ability to do so is part of what is being tested. If the student has made errors, especially consistent errors, the editor should use queries to draw attention to them but should not correct them. The same applies in the case of failure to give citations where they would be expected; the editor should not supply them.
- Standards C4, D5–D7, D11, and E14 require checking logic and the accuracy of facts,

including mathematics. When working on a student text, the editor should not, of course, question statements of fact or conclusions drawn from them in the argument. What the editor flags are the silly errors, often in incidental comments, that creep into almost everyone’s writing: e.g., “Edmonton is about 5,000 kilometres east of Halifax,” or “the 500-kilometre drive from Edmonton to Halifax,” or “the police estimated the audience at 600, divided between 300 protestors and 700 supporters.”

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- Few supervisors object to corrections of errors in spelling, grammar, or idiom. For example, “The cat sitted near the fire” and “The cat sat on the fire” are clear errors in, respectively, grammar and idiom. Correcting them is a matter of mechanical copy editing (standards D1 and D4). Trickier problems tend to arise with editing for style and diction and are best dealt with by queries because differences across supervisors, faculties, and universities vary. “The cat roared by the fire” is probably an error in diction but could be exactly what the student intended. Rather than changing it to “The cat roamed by the fire,” the editor can query along the lines of “Please check ‘roared’ in your dictionary.”
- This approach and the tact it requires mean that editing ESL students can be time consuming. The editor should estimate accordingly, and encourage the student to view the experience as an opportunity to learn.

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Appendix N – Editing Definitions

Structural Editing

Assessing and shaping draft material to improve its organization and content. Changes may be suggested to or drafted for the writer. It may include:

- revising, cutting, or expanding material
- writing original material
- determining whether permissions are necessary
- recasting material that would be better presented in another form

Also known as substantive editing.

Stylistic Editing

Editing to clarify meaning, ensure coherence and flow, and refine the language. It is non-mechanical line-by-line editing, including:

- eliminating jargon
- maintaining appropriate language level
- adjusting the length and structure of sentences and paragraphs

Copy Editing

Editing to ensure correctness, accuracy, consistency, and completeness. It includes:

- editing for grammar, spelling, punctuation, and other mechanics of style
- checking for consistency and continuity of mechanics and facts
- editing tables, figures, and lists
- notifying designers of any unusual production requirements

It may also include:

- marking head levels and the approximate placement of art
- Canadianizing or other localization
- conversion of measurements
- providing or changing the system of citations
- editing indexes
- obtaining or listing permissions needed
- checking front matter, cover copy, and CIP data

Note that "copy editing" is often loosely used to also include stylistic editing, structural editing, fact checking, or proofreading. It is not so used by Editors Canada.

Proofreading

Examining material after layout or in its final format to correct errors in textual and visual elements. Proofs may be read in isolation or against a previous version. Includes checking proofs for:

- adherence to design
- minor, mechanical errors (such as spelling mistakes or deviations from style sheet)
- consistency and accuracy of elements in the material (e.g., cross-references, running heads, captions, web page heading tags, hyperlinks, and metadata)

It may also include:

- incorporating and exercising discretion on the writer's alterations
- copyfitting

- flagging or checking locations of art
- inserting page numbers or checking them against content and page references

Note that proofreading is checking a work after editing; it is not a substitute for editing.

Developmental Editing

Co-ordinating all stages of a project, from an initial proposal or draft material to the final product, incorporating input from writers and any others involved with the project. If necessary, getting all approvals throughout the process. Can also involve co-ordinating ongoing long-term projects, such as major websites. It may include:

- editing
- budgeting
- scheduling
- hiring or supervising non-editorial professionals, such as designers and programmers

Also known as project editing or editorial management.

Rewriting

Creating new material based on content supplied by a writer. May include research, writing original material, and fact checking.

Visual Research

Locating suitable still images, artwork, illustrations, maps, diagrams, or footage. It may include:

- reading the work and composing lists of visuals
- preparing permissions logs
- setting and maintaining budgets
- locating copyright holders
- arranging for and supervising photo shoots
- organizing images for scanning
- acquiring images of appropriate quality in electronic file form
- preparing image descriptions and artists' biographical information
- obtaining permission releases (including model and location releases)
- writing labels, captions or source lines
- preparing acknowledgement copy; negotiating usage fees
- requesting licenses and invoices
- sending final usage letters

It may also include fulfilling contractual obligations, such as requesting complimentary copies for contributors or sample pages for approval; updating clients' rights management databases; and submitting final permissions logs and paperwork.

Also known as image research or picture research.

Fact Checking

Checking the accuracy of facts, citations, and quotes by referring to original sources used by the writer or to other authoritative sources.

Also known as citation checking or reference checking.

Indexing

Producing an alphabetical (or otherwise ordered) list of names, places, subjects, and concepts that appear in a work. It includes:

- reading and analyzing the work
- identifying significant subjects within the work and relationships between them
- choosing concise terms to represent the chosen subjects
- arranging terms into entries consisting of headings, subheadings, locators (for example, page numbers) and cross-references
- arranging the entries alphabetically or in some other searchable order

Electronic Coding or Tagging

Inserting codes or styles into a document to indicate the document hierarchy and design elements.

Production Editing

Co-ordinating and supervising design, formatting, and proofreading stages, and ensuring integration of design and content. It may include:

- formatting
- proofreading
- inputting changes
- locating, negotiating with, and supervising designers, artists, and printers
- creating production schedules

Also known as production co-ordination.

Desktop Publishing

Creating a formatted document from an electronic file according to the client or designer's instructions or style template. Includes sizing and placement of art and setting front and back matter. May include establishing design, creating cover art, and formatting indexes.

Comparative Editing

Comparing the content of a translated text to the source text to ensure the translation is faithful to the original. Comparative editing often includes aspects of stylistic editing and copy editing, and should be done by an editor fluent in both the source language and the target language.

Manuscript Evaluation

Assessing the content and organization of a work, commenting in-depth on such factors as characterization, dialogue, setting, plot, structure, subject relevance, believability, research required, and potential legal issues. It also involves evaluating the writing, including:

- technique and style
- clarity
- voice
- tone
- reading level
- audience appropriateness

It may including providing detailed comments on the marketability of the work, and suggesting ways to make it more marketable. The evaluation is intended to guide the writer or publisher through the process of rewriting or editing the work.

Also known as critiquing.

Appendix O – Online Motions, June 24 – September 16, 2018

<p>MOVED by Gael Spivak SECONDED by Julia Cochrane</p> <p>THAT the national executive council (NEC) strike a task force as described in the attached brief, to research insurance options. The task force will do the following:</p> <p>Phase 1</p> <ul style="list-style-type: none"> - research and analyze the current situation - make recommendations to the NEC about how to proceed <p>Phase 2</p> <ul style="list-style-type: none"> - research insurance companies, if required - make recommendations to the NEC and executive director about which company to use 	<p>All in favour: 12 Opposed: 0</p>	<p>July 9, 2018</p>
<p>MOVED by Julia Cochrane SECONDED by Anne Louise Mahoney</p> <p>THAT the following branch signing officers be approved by the NEC, in accordance with the Branch Officers and Signing Officers Procedures:</p> <p>Editors British Columbia: Marianne Grier and Roma Ilnyckyj Editors Saskatchewan: Katherine Duncombe, Michelle Boulton, and Perry Millar Editors Toronto: Jennifer Foster, Catherine Dorton, and Marg Anne Morrison Editors Ottawa-Gatineau: Sara Caverley, Maureen Moyes, and Lindsey McDonald Editors Québec: Karen Schell and Dominique Gaucher</p>	<p>All in favour: 12 Opposed: 0</p>	<p>July 16, 2018</p>

Background on motion about Active Voice from August 6, 2018

To feature our 40th anniversary year and postpone printing and mailing expenses until the new fiscal year, the NEC has discussed publishing a print edition of *Active Voice* in January 2019 rather than in fall 2018. Such a move will also allow more time to sell ads, including to 2019 conference sponsors, so that we can cover our costs.

We wanted to make sure that we are allowed to make such a decision, so we looked at policies, procedures and past NEC minutes to find related discussions. While we did not find policies or procedures that refer to this point, we did find some mentions in NEC meeting minutes:

- ◆ The 2014 Q2 minutes refer to the need for a membership vote if the association wishes to stop producing *Active Voice*. As we published two issues in 2018, this situation does not apply.
- ◆ The 2008 Q3 minutes mention postponing publishing the December 2008 issue until January 2009 so that it would appear in the books as a 2009 expense, so there is a precedent there for postponing publication of *Active Voice* for cost reasons.

The 2006 Q4 minutes discuss the feasibility of returning to a print version of *Active Voice* (after a period with an electronic-only edition).

<p>MOVED by Anne Louise Mahoney SECONDED by Gael Spivak</p> <p>THAT the NEC postpone the publication of the fall 2018 print edition of <i>Active Voice</i> until January 2019, to feature our 40th anniversary in the actual anniversary year and to move printing and mailing expenses to the new fiscal year.</p>	<p>All in favour: 12 Opposed: 0</p>	<p>Aug. 6, 2018</p>
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