



EDITORS
RÉVISEURS
CANADA

Reports

Directors

Q3, September 21 and 22, 2019

Toronto, Ontario

Contents

President, Heather Buzila 3
Past President, Gael Spivak 5
Treasurer, Michelle Waitzman 6
Secretary, Janice Dyer 9
Regional Director of Branches and Twigs (West), Shauna Babiuk 10
Director of branches and twigs - east, Anne Curry 12
Director of Communications and Marketing, Virginia St-Denis 15
Volunteer Relations Director, Patricia MacDonald 18
Member Recruitment and Retention, Heather Ross 19
Executive Director, John Yip-Chuck 20

President, Heather Buzila

Planning document for the meeting of September 21 and 22, 2019 (Q3)

1. What activities (actions) are you planning in the coming year?

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Become the hub: the source of editors and the definitive representative of Canada's editors.	<ul style="list-style-type: none"> I wrote a letter of support for the Indigenous Editors Association and plan to discuss continued conference sponsorship for one Indigenous editor at the Q3 meeting. I am working to further understand (as president) how Editors Canada already works with and supports other editing and related associations.
Bilingual and Diverse	Diverse <ul style="list-style-type: none"> Broaden appeal to all types of editors. 	<ul style="list-style-type: none"> I will promote the work of Editors Canada with members and non-members.
Innovative and Agile	Innovative <ul style="list-style-type: none"> Be the lens through which we act and see. Try new things; don't be afraid to fail. Agile <ul style="list-style-type: none"> Don't keep revisiting old stuff. 	<ul style="list-style-type: none"> I will work with the NEC to begin to implement some of the ideas presented in the Rethink document. Look into implementing some of the suggestions presented by the auditor.
Communications and Marketing	Internal <ul style="list-style-type: none"> Members feel consulted on issues important to them. Members are well-informed about the association. 	<ul style="list-style-type: none"> I will continue to support the work of the Honorary Lifetime Membership Task Force and they make their recommendations to the NEC and move on to the member consultation phase. I will meet with branches and twigs (or individual members) as requested to discuss questions and concerns about the association.

Strategic Priority	Outcome	Actions
Membership: Increased and Engaged	Engaged members, who do some of the following: <ul style="list-style-type: none"> • Talk about Editors Canada to others. • Volunteer • Go to meetings. • Interact on social media. 	<ul style="list-style-type: none"> • I will continue to discuss and promote Editors Canada with my colleagues at work and with other editors I associate with. • I will attend my local twig meetings and lend support when needed. • I will focus on being more active on social media by liking and sharing Editors Canada posts.

2. Priorities for the next quarter

- Continue to familiarize myself with the duties involved in being president and complete those duties in an organized and timely manner
- Support the work of the Honorary Lifetime Membership Task Force
- Support the other directors and the staff at the national office

3. Requests or questions for the national executive council

- None

4. Budget Request (If required)

n/a

Past President, Gael Spivak

Planning document for the annual budget meeting of September 21 and 22

1. What activities (actions) are you planning in the coming year?

Strategic Priority	Outcome / Résultat	Actions / Mesures
Represent Canada's Editors / Représenter les réviseurs du Canada	Become the hub: the source of editors and the definitive representative of Canada's editors.	<ul style="list-style-type: none">Find synergy with other organizations:<ol style="list-style-type: none">Working with the International Plain Language Federation Standards Committee and the ISO Technical Committee 37.Helping the Indigenous Editors' Association by providing governance support.
Communications and Marketing / Communications et marketing	Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none">Continue our momentum in communications with partnering organizations:<ol style="list-style-type: none">Get an acceptable error rates factsheet through member approval and work with other editing organizations to have joint endorsement. There is a conversation on Facebook about this.

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- support work on marketing the Career Builder
- support the finding work task force with governance questions
- the conference

3. Requests or questions for the national executive council / Demandes ou questions pour le Conseil d'administration national

- Do you know anyone who can do videos, like the ones we have now (images, not live people). The definitions one needs to be updated and there are other ones that people are asking about (the student one in particular). The volunteer who did the other ones is unable to continue with the project.

4. Budget Request / Demande de budget (If required / Au besoin)

n/a

Treasurer, Michelle Waitzman

Planning document for the annual budget meeting of September 2019

1. What activities (actions) are you planning in the coming year?

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Represent Canada's Editors / Représenter les réviseurs du Canada	Become the hub: the source of editors and the definitive representative of Canada's editors.	<ul style="list-style-type: none">• Encourage companies/organizations to pay for employee memberships by introducing group discount rate for 5 or more members.• Support delivery of in-house seminars by coordinating with branches that can deliver them (with Branch/Twig Coordinators and Comms)
Bilingual and Diverse / Bilinguisme et diversité	Broaden reach geographically, with more local groups and more online benefits for remote groups.	<ul style="list-style-type: none">• Help to expand and fund webinar offerings using Canada Council grants.• Work with NEC on membership benefits that meet members' needs without overspending.

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
<p>Innovative and Agile / Innovation et agilité</p>	<p>Come up with new courses, training, webinars.</p> <p>Get things done.</p>	<ul style="list-style-type: none"> • Analyze new initiatives with a view to make sure they are sustainable/profitable for the organization. Prioritize revenue-generating and budget-neutral ideas. • Work on strategic pricing that meets the association's needs without overburdening the members, including increases in non-member pricing where appropriate. • Help move promising initiatives forward quickly, even if they are not in the current plan. • I am happy to brainstorm with any director/ committee about revenue-generation or cost-reduction ideas.
<p>Communications and Marketing / Communications et marketing</p>	<p>Members are well-informed about the association.</p> <p>Our targeted communication activities reach potential members, clients and employers.</p>	<ul style="list-style-type: none"> • Keep the NEC (and through them the committees and branches/twigs) informed about our finances using plain language that everyone can absorb easily. • Support the Marcomm team to make sure we are using our budget in this area efficiently for maximum impact.
<p>Membership: Increased and Engaged / Membres plus nombreux et plus actifs</p>	<p>Increased membership</p>	<ul style="list-style-type: none"> • Encourage organizations to pay for employee memberships with group discount.

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Confirm (hopefully) Canada Council funding for digital strategy webinar series
- Help to find ways to reduce spending/boost income for Q4
- Support conference co-chairs on sponsorship (working with coordinator)
- Start building an achievable budget for 2020 with the other directors

3. Requests or questions for the national executive council / Demandes ou questions pour le Conseil d'administration national

- Discuss changes to branch and twig funding formulas recommended by the auditor
- Decide on proposed pricing strategies to be discussed in Q3 meeting
- Approach 2020 budget extremely conservatively; we can't afford to fall short
- Can we look for an outside awards sponsor? As we look to highlight the value of membership, it seems counterproductive to ask our members to fund the awards.
- Identify other possible revenue generators: grants, sponsorships, etc.
- Identify places where we can reduce spending until we are in a better position. Explore initiatives where we can partner with other organizations or piggyback on their agreements or activities.

4. Budget Request / Demande de budget (If required / Au besoin)

n/a

Secretary, Janice Dyer

Planning document for the annual budget meeting of September 21 and 22, 2019

1. What activities (actions) are you planning in the coming year?

Strategic Priority	Outcome / Résultat	Actions / Mesures
Represent Canada's Editors / Représenter les réviseurs du Canada	Become the hub : the source of editors and the definitive representative of Canada's editors	<ul style="list-style-type: none">Continue to represent Editors Canada on the Humber College Professional Writing and Communications postgraduate program advisory committee
Bilingual and Diverse / Bilinguisme et diversité	Offer all services in both languages Broaden reach geographically, with more local groups and more online benefits for remote groups	<ul style="list-style-type: none">Continue to book Zoom meetings for committees and branches/twigs; promote this as an option for branches/twigs to reach wider audience for their own meetings
Communications and Marketing / Communications et marketing	Members feel consulted on issues important to them. Members are well-informed about the association	<ul style="list-style-type: none">Continue to attend Hamilton-Halton twig meetings as able and provide support as required
Membership: Increased and Engaged	Help others by being a part of the community	<ul style="list-style-type: none">Continue to facilitate Zoom meetings

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Help with planning for Q4 meeting
- Support conference committee as required
- Continue to run online votes and support recording secretary in getting minutes and action items done in a timely manner

3. Requests or questions for the national executive council / Demandes ou questions pour le Conseil d'administration national

4. Budget Request / Demande de budget (If required / Au besoin)

Regional Director of Branches and Twigs (West), Shauna Babiuk

Planning document for the annual budget meeting of 2019–2020 Q3

1. What activities (actions) are you planning in the coming year? (Please fill in the table.)

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Become the hub: the source of editors and the definitive representative of Canada's editors.	<ul style="list-style-type: none"> Educate colleagues about Editors Canada and its benefits. Build awareness among colleagues and others.
Bilingual and Diverse	<p>Bilingual: Offer all services in both official languages.</p> <p>Diverse: Broaden reach geographically, with more local groups and more online benefits for remote groups.</p>	<ul style="list-style-type: none"> Educate myself regarding French-language members in my region and their needs. Provide better resources and support for local groups and beyond.
Innovative and Agile	<p>Try new things; don't be afraid to fail.</p> <p>Get things done.</p> <p>Don't proceed haphazardly.</p>	<ul style="list-style-type: none"> Use social media effectively, starting with familiarizing myself with the social media outlets available and how they're being used. Take advantage of projects that come up.
Communications and Marketing	<p>Members feel consulted on issues important to them.</p> <p>Members are well-informed about the association.</p> <p>Members have effective communication channels among themselves.</p>	<ul style="list-style-type: none"> Use social media effectively, starting with familiarizing myself with the social media outlets available and how they're being used. Improve use of social media outlets among members. Provide better support to branches and twigs, bringing their requests to fruition. Have a communications protocol.

Strategic Priority	Outcome	Actions
Membership: Increased and Engaged	Engaged members who talk about Editors Canada to others, go to meetings, interact on social media, attend the AGM and vote, etc.	<ul style="list-style-type: none"> • Allow this to happen organically through the activities of the association and new services. • Personally engage with local twig and, where possible, others in my region. • Use social media and go to meetings. • Reach out to the non-engaged.

2. Priorities for the next quarter

- Become more familiar with my director duties, the governance of Editors Canada, and Editors Canada as a whole.
- Liaise regularly with branches and twigs execs/coordinators in my region to establish a good partnership and open working relationship.
- Continue collaborating with the regional director (east) to streamline duties/activities/distribution of information.
- Continue updating the Corporate calendar with director tasks.
- Make necessary updates to the toolkits.
- Research why most branches and twigs (west) did not use the strategic plan template for their Q3 update (if necessary, after discussion at Q3 meeting).
- Follow up on any outstanding action items prior to my appointment.
- Reach out to the Saskatchewan Branch to provide recommendations/assistance (if necessary, after discussion at Q3 meeting).

3. Requests or questions for the national executive council

- What recommendations do we have for the Saskatchewan Branch as they continue to struggle with numbers and having any kind of executive? Do we pursue those recommendations?
- Can future planning templates be updated with clearer instructions? Can we provide samples for those who have never contributed?

4. Budget Request (If required): None at this time.

Director of branches and twigs – east, Anne Curry

Planning document for the annual budget meeting of September 21–22, 2019

1. What activities (actions) are you planning in the coming year?

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Represent Canada's Editors / Représenter les réviseurs du Canada	Define what editing means and what it brings to the client.	<ul style="list-style-type: none"> Assist with Editors Nova Scotia/Canada outreach, e.g., Book Arts event at Wolfville Farmers Market Represent Editors Canada in my work and day-to-day interactions
	Become the authority on editing, certification, standards, training	<ul style="list-style-type: none"> Provide information and support to twigs and branches to assist them in carrying out this role
Bilingual and Diverse / Bilinguisme et diversité	Offer all services in both official languages.	<ul style="list-style-type: none"> Communicate with branches, twigs and Editors Canada members in the official language of their choice
	Have a better balance of services for francophone members	<ul style="list-style-type: none"> Advocate for an appropriate balance of services when budgeting decisions are being made
	Broaden reach geographically	<ul style="list-style-type: none"> Examine the feasibility of holding virtual meetings for remote members

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Innovative and Agile / Innovation et agilité	Try new things	<ul style="list-style-type: none"> • Record, or get someone to record, a webinar about using Zoom • Encourage twigs, branches, and Editors Canada members to communicate using Zoom more • If considered feasible, create a virtual twig in one time zone to test the concept • Participate in other projects and initiatives as appropriate
Communications and Marketing / Communications et marketing	Internal	<ul style="list-style-type: none"> • Promote the use of Editors Canada documents and publications, including branch and twig toolkits • Revise the welcome kit, branch and twig toolkits, and other documents as needed. • Monitor branch and twig websites, and offer praise and reminders for updating, as appropriate
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	Engage members	<ul style="list-style-type: none"> • Promote the use of the welcome kit • Meet quarterly with branch chairs and twig coordinators in groupings that meet their interests and needs • Consult frequently with branch and twig executives, and advocate for their needs and interests as they request • If considered feasible, create a virtual twig in one time zone to test the concept

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Learn the job.
- Continue to collaborate with regional director–west to support branches and twigs.
- Continue to revise and add to the calendar for directors' activities, the various kits, and other documents helpful to branches and twigs.
- Schedule meetings with branches and twigs for the next three quarters, including with groupings requested by them. For example, a few branches are interested in meeting to discuss items of mutual interest.
- Respond promptly to requests for assistance and support from twigs and branches.
- Examine the feasibility of holding virtual meetings for remote members and/or forming one or more virtual twigs.
- Participate in the creation and management of a virtual twig or twigs, if appropriate

3. Requests or questions for the national executive council / Demandes ou questions pour le Conseil d'administration national

- When will branches and twigs be advised of the current financial situation of the association? Who will share the information and how? What is the role of regional directors in this?
- Could regional directors organize regular virtual meetings for twig or branch members who live far from the usual meeting places, or should such members transfer to a virtual twig if one is formed?

4. Budget Request / Demande de budget (If required / Au besoin)

- None at this time.

Director of Communications and Marketing, Virginia St-Denis

Planning document for the annual budget meeting of Sept. 21-22, 2019

1. What activities (actions) are you planning in the coming year?

Strategic Priority	Outcome	Actions
Represent Canada's Editors	<ul style="list-style-type: none"> • Become the hub: the source of editors and the definitive representative of Canada's editors. • Define what editing means and what it brings to the client. 	<ul style="list-style-type: none"> • Build awareness. <ul style="list-style-type: none"> ○ I would create social media cheat sheets, including: <ul style="list-style-type: none"> ▪ Using Facebook Events and Live to share branch and twig meetings. ▪ Using online polls (including Facebook) to engage and consult members. ▪ Getting the most out of LinkedIn, Facebook and Twitter cheat sheets. • Educate human resource departments about Editors Canada. <ul style="list-style-type: none"> ○ LinkedIn cheat sheet ○ Update and retry Hire an Editor campaign from 2013 • Use training to promote the association. <ul style="list-style-type: none"> ○ LinkedIn cheat sheet
Bilingual and Diverse	<p>Diverse</p> <ul style="list-style-type: none"> • Broaden reach geographically, with more local groups and more online benefits for remote groups. <ul style="list-style-type: none"> ○ Facebook Events and Live cheat sheet 	<ul style="list-style-type: none"> • Provide better resources and support for local groups. <ul style="list-style-type: none"> ○ Facebook Events and Live cheat sheet ○ Online polls cheat sheet • Expand international outreach. <ul style="list-style-type: none"> ○ Facebook Events and Live cheat sheet ○ Online polls cheat sheet ○ Getting the most out of LinkedIn, Facebook and Twitter cheat sheets

Strategic Priority	Outcome	Actions
Communications and Marketing	<p>Internal</p> <ul style="list-style-type: none"> • Members feel consulted on issues important to them. • Members are well-informed about the association. <ul style="list-style-type: none"> ○ Communications channels list ○ Facebook Events and Live cheat sheet ○ LinkedIn cheat sheet <p>External</p> <ul style="list-style-type: none"> • Our targeted communication activities reach potential members, clients and employers. <ul style="list-style-type: none"> ○ LinkedIn cheat sheet 	<ul style="list-style-type: none"> • Online polls cheat sheet • Work with Susan Chambers to update and launch small, annual membership surveys • Use social media better. <ul style="list-style-type: none"> ○ Facebook Events and Live cheat sheet ○ Online polls cheat sheet ○ Getting the most out of LinkedIn, Facebook and Twitter cheat sheets • Provide better support to branches and twigs. <ul style="list-style-type: none"> ○ Facebook Events and Live cheat sheet ○ Online polls cheat sheet • Plan for communicating with potential members, clients (employers) and related partner organizations. <ul style="list-style-type: none"> ○ LinkedIn cheat sheet • Continue our momentum in communications with partnering organizations. <ul style="list-style-type: none"> ○ Ensure partner organizations are aware <i>before</i> campaigns tag them for member discount
Membership: Increased and Engaged	<ul style="list-style-type: none"> • Engaged members, who do some of the following: <ul style="list-style-type: none"> ○ Talk about Editors Canada to others. <ul style="list-style-type: none"> ▪ LinkedIn cheat sheet ○ Go to meetings. <ul style="list-style-type: none"> ▪ Facebook Events and Live cheat sheet ○ Interact on social media. <ul style="list-style-type: none"> ▪ Facebook Events and Live cheat sheet ▪ Online polls cheat sheet ▪ LinkedIn cheat sheet 	<ul style="list-style-type: none"> • Reach out to the non-engaged; ask for help/contributions. <ul style="list-style-type: none"> ○ Facebook Events and Live cheat sheet ○ Online polls cheat sheet

2. Priorities for the next quarter

- Continue working with Janine Harker, communications and marketing committee chair, to transition into that position, ensuring I hand-off projects that belong to the chair instead of the director.
- Continue working with Vicki Gladwish, communications and marketing committee member, to implement Career Builder MarComm strategy across all communications channels.
- Continue working with Anna Williams, The Editors' Weekly editor, and Lucy Payette, volunteer copy editor and WordPress person, to transition to Gutenberg (WordPress).
- Continue working with Susan Chambers, survey coordinator, to launch the first of four, smaller, annual membership surveys in the fall.
- Finish revising the draft MarComm strategy for membership. Once approved by Heather Ross, the director of membership recruitment and retention, implement the strategy across all communications channels. (See budget request below.)
- Implement the Edit Like a Pro MarComm strategy after Anne Brennan, director of publications, confirms it is being launched.
- Finish drafting the From Contact to Contract MarComm strategy after Anne Brennan, director of publications, confirms it is being launched.
- Other tasks that may arise from the September NEC meeting (for example, Giving Tuesday [Janine Harker is the lead MarComm], *Active Voice*, and webinars flash sale).

3. Requests or questions for the national executive council

- None at this time.

4. Budget Request (if required)

- Following discussions with all branches and twigs, Anne Curry and Shauna Babiuk will inform Michelle Ou about their needs to printed marketing materials (e.g., Hire an Editor, So You Want to Be an Editor, and 15 reasons to join Editors Canada). Quotes for costs would be available shortly after that for a fall printing for the new season. An additional spring printing should be done in time for the international conference in June. Because of limited storage space, one large printing would be difficult to accommodate.
- Research is needed to provide a rough estimate on Facebook ads to boost top organic posts for a webinar sale and a membership drive. Maximum of \$1,000 for both campaigns combined may be sufficient.

Volunteer Relations Director, Patricia MacDonald

Planning document for the annual budget meeting of September 21-22, 2019

1. What activities (actions) are you planning in the coming year?

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Bilingual and Diverse	<ul style="list-style-type: none"> Work on a gradual shift in culture to be a truly bilingual association. Broaden reach geographically, with more local groups and more online benefits for remote groups. 	<ul style="list-style-type: none"> With the help of the francophone adviser, recruit volunteers to ensure francophone representation on committees. Work with Nancy to streamline the translation process. Supervise the task force for improving access to member services.
Communications and Marketing / Communications et marketing	<ul style="list-style-type: none"> Members are well-informed about the association. 	<ul style="list-style-type: none"> Improve members' access to information about volunteering. Revive the volunteer directory project.
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	<ul style="list-style-type: none"> Engaged members who volunteer. 	<ul style="list-style-type: none"> Work on recruiting new volunteers and retaining the old.

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Help Heather Ross in the transition of the member services committee and insurance task force to her portfolio.
- Complete the volunteer handbook and committee book.
- Complete the reports to the NEC from the improving access to member services task force.
- Update the volunteer editors, proofreaders, and translators list.

3. Requests or questions for the national executive council: Nothing at this time.

4. Budget Request: Nothing at this time.

Member Recruitment and Retention, Heather Ross

Planning document for the annual budget meeting of September 21 and 22.

1. What activities (actions) are you planning in the coming year?

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	Increase membership through greater retention	<ul style="list-style-type: none">Gain a deeper understanding membership experience to identify the opportunities for increasing retention

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Shift the focus of the member services committee to member recruitment and retention
- Information gathering about members/membership: membership number trends, why members join, why members stay, why members leave
- Brainstorming and planning with committee

3. Requests or questions for the national executive council / Demandes ou questions pour le Conseil d'administration national

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4. Budget Request / Demande de budget (If required / Au besoin)

\$1,200

It's not clear if or how much money may be needed to support member recruitment and retention, so this is a placeholder amount.

Executive Director, John Yip-Chuck

Planning document for the annual budget meeting of September 21 and 22.

1. What activities (actions) are you planning in the coming year? (Please fill in the table.) / Quelles activités (mesures) pensez-vous prendre dans l'année à venir? (Veuillez remplir le tableau.)

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Represent Canada's Editors / Représenter les réviseurs du Canada	Define what editing means and what it brings to the client.	<ul style="list-style-type: none"> Educate human resources departments about Editors Canada. Do presentations and use training to promote the association.
Innovative and Agile / Innovation et agilité	Try new things, don't be afraid to fail.	<ul style="list-style-type: none"> Work to change the culture to one of "How can we do this?" Build this into our thinking. – new non-member pricing
Communications and Marketing / Communications et marketing	The website is inviting and it accurately reflects the association	<ul style="list-style-type: none"> Do continuous website development. Identify gaps, such as industries where we have a low profile. Continue our momentum in communications with partnering organizations.
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	Increase membership and retention.	<ul style="list-style-type: none"> Allow this to happen organically through the activities of the association and new services – new non-member pricing

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Work with treasurer, NEC, staff, and committees to create draft 2020 budget for November NEC meeting.

- Monitor spending for the rest of the year and work with treasurer and NEC to try and end the 2019 fiscal year in a break-even or profitable position.
 - Try to develop new project costing models to account for full administrative costs.
 - Work with staff to transition more “shopping cart” activities to Findjoo platform with the aim to increase efficiencies and save money.
 - Consult with auditor and treasurer to possibly integrate branch financials into national office administration.
3. **Requests or questions for the national executive council / Demandes ou questions pour le Conseil d’administration national**
- Nothing at this time
4. **Budget Request / Demande de budget (If required / Au besoin)**
- Nothing at this time