

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

**National Executive Council  
Meeting Minutes  
Q1**

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CSI Spadina  
March 14 and 15, 2020



**EDITORS  
RÉVISEURS  
CANADA**

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**PRESENT:**

**NATIONAL EXECUTIVE COMMITTEE**

Heather Buzila	President
Breanne MacDonald	Vice-President
Gael Spivak	Past President
Michelle Waitzman	Treasurer
Janice Dyer	Secretary
Anne Curry	Regional Director, Branches and Twigs – East
Shauna Babiuk	Regional Director, Branches and Twigs – West
Virginia St-Denis	Director, Communications
Heather Ross	Director, Member Recruitment and Retention
Berna Ozunal	Director, Professional Standards
Anne Brennan	Director, Publications
Greg Ioannou	Director, Training and Development
Patricia MacDonald	Director, Volunteer Relations

**OTHERS**

Lucy White	Interim Executive Director
Michelle Ou	Senior Communications Manager
Caitlin Stewart	Training and Development Manager (Sunday)
Nicole Watkins Campbell	Recording Secretary
Natasha Bood	Incoming Executive Director

**1. Call to order**

Heather Buzila called the meeting to order at 8:50 a.m., and invited directors to tweet during the meeting.

**2. Emergency info**

**3. Approval of agenda (Appendix A)**

MOVED BY Anne Brennan

SECONDED BY Michelle Waitzman

that the agenda be approved.

Passed. All.

**4. Reminder about guidance documents**

**a) Introductions**

**b) strategic plan and parking lot notion**

**c) policies and procedures: privacy , consultation and confidentiality**

<http://www.editors.ca/members/readup/constitution/index.html>

**d) acronyms and initialisms**

**5. New business**

**a) Google for Non-Profits; ads grant**

**i) Association file storage**

NEC discussed the pros and cons of Google G Suite for nonprofits.

Pros: cost, which is lower than for other similar products, like Dropbox; ease of use, familiarity; continuity as volunteer directors turn over; good for emergency planning. Recent upgrades to Google docs allow it to hold formatting when changed to and from Microsoft Word.

Cons: Google is always offering paid services, and an organization can easily find itself paying for something it hadn't intended to. Editing google documents can be tricky because everyone can work on the same document (even the same sentence) at the same time; also it doesn't save previous versions: all documents are live documents.

Michelle Ou would need to shut down existing account and set up new acct. Paid Dropbox still in place to Nov. She needs board to approve this.

MOVED BY Virginia St-Denis  
SECONDED BY Greg Ioannou

that NEC instruct Michelle Ou to proceed with G-Suite for Nonprofits project and to give the current user until May 1 to back-up and remove files from current system so National can begin using new system.

Passed: all

**b) Student affiliate ODE memberships with reduced fee**

NEC discussed giving students listings on the ODE at a reduced rate of \$40.

The problem appears to be that the Online Directory of Editors doesn't show them as students, and they are competing with experienced editors.

**Action**

*Heather Buzila to tell student relations committee that the NEC can't reduce fee now.*

**c) Revised meeting schedule for 2020–2021 (Appendix B)**

NEC discussed not having a full meeting in November and replacing it with a small budget meeting. It's part of a larger concern about reducing the cost of NEC meetings. A financial subcommittee and executive members interested in budgeting could participate. Branches and twigs would have to be informed of the change in schedule. The NEC plans on having a full meeting in January. The plan adds a January meeting, so doesn't save money on NEC meetings.

NEC discussed adding a meeting to the AGM: after the conference, people are too tired for a productive meeting; also, NEC would be covering the costs of members to go to conference. ACES has its meeting at their conference, but their members attend the conference for professional development. Suggestion of holding all meetings by Zoom; discussion of that point to take place later.

However, the time between the November Q 4 meeting and the March Q 1 meeting is now too long, and that also needs to be resolved.

**Action**

*Heather Buzila to set up discussion for meeting timing and format.*

**d) Update on committee file storage (Appendix C)**

Janice Dyer reported that her research showed that everyone is storing documents on Dropbox or their personal computers. It's expected that no one will have a problem with moving files to a platform where more people will have access to make sure that committee files are available when there are changes. The CSC files are confidential, and this change will not apply to them. The change is important for succession planning and emergency planning.

**Action**

*Heather Buzila to add into corporate calendar a twice-a-year reminder to directors to remind committees about file storage.*

**e) Regional directors of branches and twigs: change to one position instead of two?**

NEC discussed having one director of branches and twigs instead of two. Heather Buzila found it to be manageable to do it on her own. It is more time to be in touch with counterpart and ensure sending info to branches and twigs. The organization needs at least one bilingual director to deal with branches and twigs.

Moved by Heather Buzila

Seconded: Virginia St-Denis

That we combine directors of East Branches and Twigs and West Branches and Twigs into one national Director of Branches and Twigs and reduce the number of directors by one.

Passed: all

**6. Insurance task force**

Heather Ross discussed the issues the task force has faced in completing its work. They have lost members, including the team leader. Files have been shared for continuity. They are looking for another

team member. One problem is the difficulty of comparing insurance programs; also, how would this benefit be incorporated into membership costs? Not every member wants it.

**Action**

*Heather Ross to speak with Berna Ozunal and Tania Cheffins about insurance task force.*

## **7. Certification (Appendix D)**

### **a) Future of agrément**

#### **i) Updated text for website**

Virginia St-Denis recommended that communication on this topic say only that the next agrément exam is postponed until further notice.

### **b) Situation with former agrément members and Société québécoise de la rédaction professionnelle (SQRP)**

Sylvie Collin from Québec Branch joined the meeting by Zoom to discuss future options for working with francophone members of the Agrément committee, who left the committee because they had a different view of what certification should be and how it should be managed. They are now discussing joining with SQRP, a professional writers' organization that certifies French writers in Québec, to create a new certification for francophone editors. SQRP doesn't now certify editors and it offers fewer benefits to members than Editors Canada, including networking or training. In fact, many members of SQRP are also Editors Canada members. Even though the former members shared their files with Editors Canada, no one at Editors Canada is qualified to hold a certification exam for francophone editors. Editors Canada has a reciprocity agreement with SQRP, and SQRP supported the French editors conference in the fall. Their President called Sylvie as soon as the former members contacted her, so we have a good relationship with them. There might be an opportunity to expand that relationship and benefit Editors Canada and members of both organizations. Editors Canada has francophone members across the country.

**Action**

*Heather Buzila to schedule Zoom meeting with Sylvie Collin and Gael Spivak on SQRP.*

### **c) CSC rethink: update**

CSC wants to simplify the certification exam by making Part A multiple choice to reduce the burden of marking. After the committee's rethink exercise, they decided to reduce volunteers and honoraria. NEC discussed the pros and cons of the recommendation. Pros were that CSC knows their work better than anyone else in the organization. Cons were concerns that this change would reduce the rigour of the exam itself. BELS offers a scientific editing test using only multiple choice. The revised Editors Canada exam would still allow a component to test editing work.

**Action**

*Berna Ozunal to tell Certification Steering Committee to go ahead with changes to Part A of the certification exam.*

#### **d) Foundations test: update**

This is still in the development stage. The Committee wants to pilot it later this year, with no definite launch date in mind.

The suggestion was raised of paying CSC committee members to help with retention. They organize and mark the certification exams, which is a lot of work, and the heart of the association's offering to members.

This opens the possibility of other committee members wanting to be paid, which is not an option.

To resolve problems with the copyediting exam in November, it was suggested that the committee have stricter guidelines about who is responsible for what.

### **8. Publications (Appendix E)**

#### **a) Update on ELAP**

New Edit Like A Pro. Haven't been able to get ELAP files after Sept meeting. People on editorial board are staying on the board. Hoping to have it done in time for conference.

##### **i) Proofreading**

##### **ii) Structural editing**

##### **iii) Copy editing**

##### **iv) Stylistic editing**

Also looking for files for Editing Canadian English and publication files on Dropbox.

PDFs of final documents and production files of Editing Canadian English exist; might need to look for working files for Editorial Niches.

#### **Action**

*Anne Brennan to communicate with Michelle Ou on the files for Editing Canadian English and Editorial Niches.*

John had asked Captus not to print any more copies of the publications. Editors Canada will share revenue on any pdf files. A question remains about whether Editors Canada needs new ISBNs for these publications.

Anna Karens has production files for the books. Greg Ioannou sent those files to Anne Brennan for print on demand and ebooks.

#### **Action**

*Lucy White to find contract with Captus and termination letter.*

#### **b) Chapbooks**

Editors Canada has changed the name of chapbooks to “handbooks”; the new one was sent to IngramSpark on Monday.

Looking for help with marketing (Communications and Marketing committee having trouble keeping members). Suggestion of using the conference as a marketing opportunity for the new handbook.

**Action**

*Breanne MacDonald and Anne Brennan to talk about promoting the handbook at the conference.*

**Action**

*Patricia MacDonald to talk to Virginia St-Denis about finding volunteers for Marketing Committee.*

The committee is seeking authors to write handbooks, especially one on plain language. They are looking at what Society for Editors and Proofreaders (sfep) has and have asked blog writers if they can use their plain language writings. They would welcome suggestions for other topics.

Distribution: Handbooks are also ebook and could be distributed through Amazon.

A suggested topic was how the new international plain language standards work.

**Action**

*Anne Brennan to talk to Gael Spivak on how new plain language standards might tie into a handbook.*

## **9. Budget (Appendixes F, G, H)**

### **a) 2019 Financials/Audit**

Today’s budget presentation is based on unaudited figures. Editors Canada has \$42,000 shortfall, mostly revenue, and especially loss of membership (\$27,000), loss of the Agrément team members (\$18,000), and conference shortfall (\$9000). Unbudgeted francophone conference profit balanced out losses somewhat. When the budget is presented at AGM, we’ll have to be clear how that money factors in. Funds from twigs and branches will help revenues a bit. The figures will be audited during the week of April 6.

### **b) 2020 budget; revisions needed**

### **c) Cash-flow problems**

We could be in a situation where we can’t pay our bills – sometimes we delay paying them a month. Losing the conference could create significant difficulty.

The conference is the current most likely crisis. Reserves are gone. The immediate issue is cash flow. Strategic planning, new website – we can’t afford those. Also, having depleted reserves, we need to rebuild those.

We’re projecting a significant deficit for 2020 after membership expectations are adjusted and must reduce expenses by \$37,000 in 2020 to break even.

We’re short-staffed for a membership coordinator and certification support staff.

We have \$10K in budget to hire contractors as needed and \$5K for francophone services. We might have to lose those. We need to put off further hiring.

Big costs: staff and contractors, NEC meetings and AGM, the office lease, retainers for professional services, platform fees, services like Giftool and Findjoo, translation to and from French.

NEC discussed co-working spaces and virtual work, including any additional costs of having employees who work from home.

**Action**

*Lucy White to find office lease contract: terms and penalty to break contract early.*

**Action**

*HR committee to talk with office staff about the possibility of other office locations and working remotely.*

Last year, Editors Canada paid \$11,000 on audit and legal fees. The auditors audit certification exams and last year they did extra.

Platform and fees, services, like ecommerce: Editors Canada paid \$8000 in fees last year plus \$16,000 in credit card fees. Some of these platform fees allow Editors Canada to save money on staffing because they save staff time.

Editors Canada spent \$10,000 on providing bilingual service last year, including translation and additional printing costs. The NEC discussed the question of being able to provide a truly bilingual program, and options of scaling back to being a unilingual service.

Conferences normally attract 175 participants; the last international conference brought in 400—they're bigger overall. For the coming conference, we budgeted for 300 people. The budget anticipates a \$29,000 surplus.

**d) Making the association sustainable**

Editors Canada needs to immediately reduce expenses for 2020 and 2021. Every part of the association is affected. Some things need to be delayed or put on hold or cancelled, including services.

Long-term, the association needs to look at what kind of services we offer, share services with other organizations, reviewing our mandate and strategic plan. It must streamline and get back to basics.

**e) Revised meeting schedule**

NEC members discussed the option of holding a meeting dedicated to strategic planning and one for budgeting and financial considerations.

**10. Edmonton twig**

The Edmonton twig met with the NEC via Zoom. The twig has co-coordinators but is looking for new volunteers. Had an event with Writers' Guild. Have had first social. Good feedback but small turnout, including students from Grant McEwan College. Held a PD session in October on certification and a pre-

holiday celebration where participants read their own work. Also had a session on insurance for freelancers.

## **11. Branches and Twigs**

Communication with branches and twigs and among them has been good. They want more information about funding plans. There are reallocated budgets for each twig.

Twigs need to do some planning for 2021 and need some information to help.

### **Action**

*Anne Curry and Shauna Babiuk to meet with the Executive Director to talk about ensuring membership lists are accurate.*

- a) Branch concerns re: no more webinar revenue sharing**
  - i) Webinar income splitting information (Appendix L)**
  - b) Saskatchewan Branch: motion to change branch to a twig due to lack of response from SK executive? (Appendix J)**

Michelle Boulton and Perry Millar joined the NEC meeting via Zoom. The Saskatchewan Branch is considering becoming a twig. Over time, the branch has lost members and particularly volunteers. The branch will try one more time to form an executive, but will become a twig if the effort is unsuccessful. Details in the report at Appendix J.

Moved by: Shauna Babiuk  
Seconded by: Anne Curry

That: The Saskatchewan Branch have until March 31, 2021 to form a full executive, at which time if the requirements are not met, they will begin to take steps to become a twig or dissolve.

Passed: 12 in favour; 1 opposed

## **12. Upcoming website issues**

- a) Drupal 7 (which our website uses) will no longer be supported in 2021, which will cause us lots of problems.**

Michelle Ou reported that Drupal will no longer support our website after November 2021 when they move away from their Drupal 7 software. The Editors Canada site's security certificate will also end. NEC members discussed moving away from Drupal, possibly to Wordpress.

There's time to deal with this, but we need to start thinking about it now.

**Action**

*Greg Ioannou to contact Tamra Ross about Drupal and our website.*

**Action**

*Breanne MacDonald to look into website with Michelle Ou this summer.*

### **13. Implementing the Rethink (Appendix J)**

Heather Buzila provided a report that summarizes the progress made on the Rethink to date. This report shows good progress being made in several areas and many changes already implemented. The NEC will reevaluate outstanding Rethink suggestions after the AGM to develop a new set of short-term tasks.

**Action**

*Heather Buzila to add hyperlinks to Rethink update.*

### **14. Finding Work for Members Task Force (Appendix K)**

Different ways of finding work for members. They want different kinds of work. Created a matrix and a succinct motion and explanation for the AGM vote.

The federal government has changed how it hires contractors: now individual members can get work, and Editors Canada should focus on helping people figure out how to do that. Need to strike a committee to finalize this work and bring it to NEC as substantive motion. There is no need to consult with members now—more work to be done first.

Marketing and Communications is looking at a strategy to market editors to potential clients. The info is available but needs a bit more work.

Greg Ioannou thanked Gael Spivak for her support in guiding the task force through the governance stages.

### **15. Webinars**

Editors Canada webinars are a work in progress. The most recent group has focussed on getting work. Next batch of webinars should be more linked to standards. Editors Canada needs to think how to reach out to presenters.

- a) Translating and presenting “How to present a webinar” and “How to use the ODE” into French**
- b) Sylvie Collin has ideas of people to approach for more French webinars once these two have been done.**

Editors Canada is applying for funding to the Canada Council for the Arts and to Heritage Canada, which has been more encouraging. There was a meeting with culture organizations, but Editors Canada wasn't

invited. It might be useful to have them support EC in some way. Natasha Bood (incoming Executive Director) knows people at Canada Council, and will be encouraged to try again with them.

The most recent webinar was on CP Style, a practical program people will want for five years. It had 18 registrants.

The recent free webinar on editing your resumé for freelance editors should be offered in French; it was extremely successful in English.

The NEC recognized the real cost of staff time for doing this work.

## **16. Google Drive demo**

Gael Spivak showed how Google Drive works, how to save documents and change, create folders, and give different levels of access to committees or individuals. An important note: Google Drive saves every 10 to 20 seconds, and you can't undo work.

## **17. Reports (Appendix M, N, O)**

### **a) committee and director requests in the reports**

Janice Dyer has asked Sylvie about francophone mentors.

Anne Curry, Director, Branches and Twigs East, reported interest in having financial procedures in one document, a repeated request. It's not possible, but NEC members understood that twigs are concerned about the current financial situation.

#### **Action**

*Anne Curry to provide to Michelle Waitzman with more detail on request for financial policy information.*

NEC discussed providing members with more financial information, even if it's only interim information.

#### **Action**

*Heather Buzila to talk with Natasha Bood to ask for year-to-date statements.*

Most organizations give members a profit and loss and balance sheet.

#### **Action**

*Michelle Waitzman to put together a package of financial information for branches and twigs.*

*Michelle Waitzman to contact Anne Curry and Shauna Babiuk to let them know they can share it with the twigs and branches.*

It was suggested that NEC set up a Google folder, updated quarterly, that shows the balances for twigs.

#### **Action**

*Breanne MacDonald to work with Michelle Waitzman to set up folder for financial information.*

Branches are asking for membership lists with addresses to help them promote their organizations and services to editors.

**Action**

*Anne Curry to follow up with Quebec branch for copy of bilingual flyer to promote ways to hire an editor; Virginia St-Denis would like to be able to share it with the rest of the association.*

Janine Harker is creating social media kits that branches and twigs can use. It will improve social media sharing between branches and twigs and National, offering platforms, tips, and tricks. It's in the works and a priority for next quarter.

Some branches and twigs are looking at holding Zoom meetings: Editors Canada has information about how to do this; right now they contact Caitlin a week before.

Some branches are concerned about losing webinar revenue to the National association. NEC members suggested offering another free professional development webinar or charging non-members more for webinars. Toronto Branch has invited students from editing courses to meetings and sometimes have more non-members than members.

Other suggestions:

- Adding ODE to membership, however in-house editors will not want to pay for it.
- Offering parts of the conference online at a cost to members and a higher cost to non-members.

**Action**

*Sauna Babiuk to follow up with NEC regarding BC branch's request for talking with provincial MLAs about Editors Canada.*

The Training and Development committee wants an update on approval and translation of the presentation manual.

Editors Canada has been using the presentation manual for years. The translation group could translate it with enough time.

**Action**

*Greg Ioannou to look at the webinar presentation manual and cut it back to a more reasonable size and to send it to volunteer translation group.*

Volunteer Management Committee wants help to identify where Editors Canada has a low profile and suggestions how to close those gaps, including finding industries that don't use a lot of editors.

**Action**

*Patricia MacDonald to talk to Monica Laane-Fralick about her request in the Volunteer Management Committee Q1 meeting report.*

## **18. Review of outstanding action items from previous meetings: flagging things that still need to be done and assigning a due date (Appendix P)**

The NEC reviewed the action items.

## **19. Member Recruitment and Retention**

### **a) Questionnaire for in-person interviews subcommittee**

Heather Ross and Alana Chalmers, chair of Member Services Committee, described a qualitative research project to learn more about how to retain Editors Canada members. They will begin by talking with five randomly selected people including members and non-members, taking care to ensure that members are not confused about the quantitative research and the online member survey being organized by Communications and Marketing.

Alana will provide a more detailed proposal for NEC review.

## **20. Conferences (Appendix Q)**

### **a) Any updates on 2020?**

#### **i) Contingency plan for coronavirus**

People are panicked right now, but the conference is in June, and we have no idea what the virus will be like then. If government cancels travel, Editors Canada will be in a different situation. This is an international conference. International visitors might not be able to come. ACES hasn't cancelled yet: they'll decide by April 6. Their conference is in May.

Concern was expressed that people might not register, which would affect cash flow. The NEC discussed livestreaming all or part of the conference.

#### **Action**

*Breanne MacDonald to look into the cost of livestreaming the conference.*

The NEC discussed changes to the June conference to reduce costs in the face of the possibility of cancelling due to pandemic. The hotel cancellation clause doesn't include a rebooking cost. They're not obligated to rebook Editors Canada, but they would be open to it.

If we can livestream, we might get revenue from people who couldn't have afforded to attend anyway. Livestreaming will work only for plenaries or look into making livestream available for international people.

About 20 % of expected attendees are travelling from the US; many international participants would travel through the US. Virus is expected to peak in June. If hotel sees that everyone else is accommodating, etc. they might be more open to us moving it to fall.

We're planning to go ahead, but also thinking about the options of downsizing and rebooking.

We can't postpone the international conference until 2021 because of other commitments.

Tweeting about the conference stopped in mid-March. A message will go out during the week of March 16.

Communication will go out about events during coronavirus. Twigs and branches may still meet until government changes that. Communication will go out about contacting the office, which will close, because staff will work from home where they can: members will have to email the office; Michelle Ou to put outgoing message on office phone that office is closed.

**ii) ACES table – need a decision**

Breanne to follow up.

**b) Any updates on 2021?**

The committee have booked the venue. A conference coordinator may soon be in place.

**c) One-day workshop for non-editors: Are we doing anything with this?**

This decision is to come.

## **21. Committees**

**a) Virtual group**

Planning for the first online group continues, with the planning group meeting this week to set an agenda. The first virtual meeting will take place at the beginning of April. There is also interest in starting a francophone group. Zoom can accommodate 100 participants.

**b) Do we need quarterly reports from the awards coordinator, conference adviser, and francophone adviser? Should report requests go directly to task force leaders?**

These are national positions, and a while ago, Editors Canada decided NEC no longer required quarterly reports from national positions. However, for these three, we do need reports. They could report through their Director. Especially in a year when the francophone advisor is planning a conference, they should report to NEC. Report requests do not need to go directly to task force leaders.

**Action**

*Janice Dyer to ask Sylvie Collins for a francophone report before each meeting.*

**Action**

*Executive Director to add task force leaders to committee email list.*

**Action**

*Directors to let task force leaders know they're being added to committee email list. Janice will send task force reporting template to them when it's time to submit committee reports.*

## 22. Calgary twig

Ryan Smith joined the NEC meeting via Zoom. He took over as chair of the twig in January. He reported on their activities: possible community outreach to greater Calgary community; involvement with When Words Collide; and giving presentations. They are considering doing small monthly social gatherings with a topic for each gathering and a garden party social event. Then they will work on a seminar.

### **Action**

*Heather Buzila to connect the student relations committee and the Calgary Twig to look into speaking at Mount Royal College.*

## 23. Communications and marketing

### **a) Social media survey and toolkit (from Janine's committee report) (Appendix R)**

Janine has uploaded the social media toolkit. It's a one-pager on how twigs can get more attention through social media. She had meetings with twigs and branches and regional directors on how they're using social media to get twigs and branches and the national office working together to amplify their voices. She also created a tips and tricks document on creating effective social media posts.

The new tools will be available once NEC has approved the kit.

### **Action**

*Directors to read social media document over two weeks and give feedback to Virginia St-Denis to brainstorm one-on-one.*

## 24. Implementing the Copyright Policy and Procedures

NEC has approved the copyright policy.

### **Action**

*Gael Spivak to get copyright policy and procedures translated.*

NEC needs to figure out how to manage forms for people who create products for Editors Canada to assign copyright to the organization. Not doing it means risk to the organization. The organization also needs to streamline its process for signing forms.

### **Action**

*Virginia St-Denis to look at what MCC does for document and text of their confidentiality and code of conduct agreements.*

### **Action**

*Greg Ioannou and Caitlin to look into Docu-sign for Nonprofit for webinars and copyright forms.*

**Action**

*Berna Ozunal to talk to Certification Steering Committee about their confidentiality form and how they track the forms.*

**25. Other business****a) Heritage Canada grants****b) SFU agreement and Queen's University**

Michelle Waitzman spoke about meeting education providers to sign up students to Editors Canada, including Queen's. Gael has it on hold until we hear from Simon Fraser University.

**Action**

*Gael Spivak to approach Queen's University about student affiliate partnership.*

**c) Mentorship**

Mentorship is going well: there are two levels of mentorship, updated documentation, working with Janine on marketing.

**d) Canadian Society of Magazine Editors**

There is no update. NEC has had no luck in contacting them and is letting this go.

**e) "What can a professional editor do for you?"**

Janice has rewritten this brochure; it's ready for design.

NEC discussed the rules around being a student member. There are members with years of experience taking a part-time course who have a student membership. This is considered unethical; it doesn't happen very often. As the organization works to attract student members, trying to police how student memberships are used may not be useful.

**Action**

*Virginia St-Denis to write a sentence or two to clarify on the website the requirements to be a student affiliate.*

Update on Nominations Committee: Gael has worked with the committee for several weeks, talked with about 30 people across the country to help on the NEC and various national committees. Only one has said yes. Gael asked that if people have ideas, send them to her.

**26. Next meeting**

June 27, 2020 by Zoom.

## **27. Adjournment**

MOVED BY Greg Ioannou

SECONDED BY Patricia MacDonald

that the meeting be adjourned.

Carried

# Appendix A – Agenda

## Attending:

NEC members

Lucy White, Interim Executive Director

Michelle Ou, Senior Communications Manager

Caitlin Stewart, Training and Development Manager (Sunday)

Nicole Watkins Campbell, volunteer recording secretary

1. Call to order
2. Emergency info
3. Approval of agenda (Appendix A)
4. Reminder about guidance docs
5. New business
6. Insurance task force
7. Certification
8. Publications
9. Budget
10. Edmonton twig  
Branches and Twigs
12. Upcoming website issues
13. Implementing the Rethink
14. Finding Work for Members Task Force
15. Webinars
16. Google Drive demo
17. Reports
18. Review of outstanding action items from previous meetings: flagging things that still need to be done and assigning a due date
19. Membership Recruitment and Retention
20. Conferences
21. Committees
22. Calgary twig
23. Communications and marketing
24. Implementing the Copyright Policy and Procedures
25. Other business
27. Adjourn

## Appendix B – Schedule of Upcoming Meetings

Fri, Dec 13, 2019, 8:53 AM

Greg Ioannou [gregioannou@gmail.com](mailto:gregioannou@gmail.com) via editors.ca

to NEC

I was enthusiastic about the two-city idea at first, but that enthusiasm cooled when I imagined trying to chair a meeting from the smaller location — and being one of the four people in Edmonton. I've been persuaded that the cheapest possible Toronto setup is preferable. (The internet at CSI is strong and stable. I have other concerns about it — mostly that the building is usually unstaffed on the weekend.)

I'd like to focus on the budget meeting. The dynamic of the budget part of the November meeting often isn't good, with about a third of the people in the room closely focussed on the spreadsheet, and everyone else just chiming in when their own responsibilities are discussed.

Maybe we need finance committee to focus on the spreadsheet and such, which would free up the November meeting for long-term planning and such?

That finance committee could meet by zoom or whatever.

So this doesn't save money, but it frees up a lot of time at the November NEC meeting for, possibly, more constructive discussions.

It also lets us change the date of that meeting — it's only in November so we can get a budget approved by the end of the year (which we didn't do) and set the member dues for the following year (which we sort-of did but forgot to tell the members about).

September, January, and April meetings, anyone? With a November finance committee meeting and a June NEC meeting, both by Zoom.

# Appendix C—Update on Committee File Storage

## File Storage for 2019-20 National Committees, Positions, and Task Forces

### Awards

Director: Breanne MacDonald	
Coordinator: Lesley Cameron	Dropbox

### Certification

Director: Berna Ozunal	
Co-chairs: Vicky Bell and Jess Shulman	secure online file server: Sync.com; Paid by EC

### Comité Agrément/Principes

Director: Berna Ozunal	
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### Communications and marketing

Director: Virginia St-Denis	
Chair: Janine Harker	

### Conference

Co-Chairs: Breanne MacDonald and Gael Spivak	Google drive; owned by one of the conference chairs—likely owned by the conference adviser in the future
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### The Editors' Weekly (blog)

Director: Virginia St-Denis	
Chair: Anna Williams	blog files: personal computer blog articles when published: WordPress

### Francophone adviser

Director: Patricia MacDonald	
Position: Sylvie Collin	

### Mediator

Director: Heather Ross	
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Position: Suzanne Purkis	
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**Member services**

Director: Heather Ross	Dropbox (H. Ross DB)
Chair: Alana Chalmers	Google drive (owner: A. Chalmers)

**Mentorship committee**

Director: Janice Dyer	Personal computer
Chair: Risha Gotlieb	Personal computer and Dropbox

**Publications**

Director: Anne Brennan	
Co-chairs: Paula Chiarcos and Jessica Riches	

**Student relations**

Director: Heather Buzila	
Co-chairs: Annette Gingrich and Robin Larin	Google drive through the SR committee

**Training and development**

Director: Greg Ioannou	
Chair: Tamra Ross	

**Volunteer management**

Director: Patricia MacDonald	
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**Finding work for members task force**

Director: Greg Ioannou	
Chair: ?	

**Honorary lifetime membership task force**

Director: Heather Buzila	
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**Improving access to member services task force**

Director: Patricia MacDonald	
Chair: Valérie Pominville	

### Insurance task force

Director: Heather Ross	Dropbox (H. Ross)
Chair: Z	

### Standards communication task force

Director: Berna Ozunal	
Chair: Amy Brown	

### Branches and Twigs

Ottawa-Gatineau Sara Caverley	used free trial of Dropbox Business—too expensive now using email attachments
Nova Scotia Jamie Serran and Margo Grant	Dropbox—they think it's through Editors NS (set up by previous coordinators)
Barrie Jacqui Woods-Powell	stored on work laptop will be transferred to personal computer and Dropbox in the next month
Edmonton Jessica Coles/Alicia Chantal	Dropbox, owned by the Edmonton twig Co-chairs share works in progress over personal Google Drive
Quebec Sylvie Collin	Reports and minutes are stored on Dropbox linked to administrator's personal email address; will be changing to Editors Quebec account; others are stored on personal computer
Kingston Stephanie Stone	Dropbox account belongs to one of the coordinators
NL Claire Wilkshire	personal computers sharing docs in the past: Dropbox
BC Jesse Marchand	Dropbox lined to <a href="mailto:bcsecretary@editors.ca">bcsecretary@editors.ca</a> email archived yearly
Toronto Catherine Dorton	Dropbox managed by Catherine Google drive set up by treasurer

Hamilton-Halton Laura Van Alphen	no standard location for file storage previous chairs used Google Drive
Kingston-Waterloo Maxie Bai Martin	Dropbox linked to twig's editors.ca email address new password every year
Manitoba	Dropbox
Calgary	Dropbox

# Appendix D – Director of Standards Report

Professional Standards Director, Berna Ozunal

Quarterly report to national executive council for meeting of March 14–15, 2020

1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)

- Comité Agrément/Principes (CAP) (no longer active)
- Certification Steering Committee
- Standards Committee (not yet officially formed)

2. Note successes, accomplishments and challenges from the past quarter

## Comité Agrément/Principes (no longer active)

- The Comité Agrément/Principes resigned in the fourth quarter of 2019
- All French certification programs and products have now been put on hold indefinitely

## Certification Steering Committee

### Accomplishments

- There has been good progress on the Foundational Skills testing planning
- The certification exams are being critically re-evaluated and the team is looking for ways to improve the experience for candidates, security, accessibility, and cost and labour efficiencies
- We maintain a dedicated but small group of extremely skilled core volunteers on this committee

### Challenges

- The committee requires more help and more volunteers
- The committee lost some key support in the office with the resignation of a staff member
- There were some hiccups during the administration of the certification exam onsite in Toronto, which has led to rethinking some of the procedures and policies around onsite exam administration

## Standards Committee (not yet officially formed)

- Some volunteer committee members are in place and a volunteer chair has been found; the committee should be active starting in June 2020

### Certification Steering Committee

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors / Représenter les réviseurs du Canada	Become the authority on editing: certification, standards, training.	<ul style="list-style-type: none"> <li>• Rethinking the certification program; looking for ways to be more inclusive and accessible</li> </ul>	<ul style="list-style-type: none"> <li>• participating in meetings whenever possible</li> <li>• updating committee on NEC activities and initiatives as they affect the committee</li> <li>• Acting as a resource to the committee for questions and decisions</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	<ul style="list-style-type: none"> <li>• Broaden reach geographically, with more local groups and more online benefits for remote groups</li> </ul>	<ul style="list-style-type: none"> <li>• Looking for ways to open up the testing to candidates who don't have access to Canadian urban centres</li> </ul>	<ul style="list-style-type: none"> <li>• Fielding questions from editors not living in Canada but interested in our certification program</li> </ul>
Innovative and Agile / Innovation et agilité	Broaden appeal to all types of editors	<ul style="list-style-type: none"> <li>• Planning and discussing details of the Foundational Skills test</li> </ul>	<ul style="list-style-type: none"> <li>• Providing some material for multiple choice questions from exams I've created</li> </ul>

**3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**

- Pursuing the Accessibility Standards work that the Training and Development director discussed with me at the last quarterly meeting I attended
- Support the Certification Steering Committee, including finding ways to show appreciation for their hard work
- Determining next steps (if any) after CAP committee dissolution

**4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**

- What should we do with all the files I moved to the Sync drive from CAP?

# Appendix E – Director of Publications Report

## 1. Groups and individuals who report through me

- Publications Committee, chaired by Jessica Riches and Paula Chiarcos
  - ELAP Subcommittee, no chair
  - Chapbook Subcommittee, chaired by Paula Chiarcos

## 2. Successes and challenges during the past quarter

### Successes

We finally have *From Contact to Contract* ready for sale. It should be on IngramSpark in the next day or two. The electronic version will be \$3.95 and the print-on-demand version will likely be \$5.95.

We've decided to refer to the series as *handbooks* instead of *chapbooks*.

We've begun researching topics for new handbooks. We have a committee of two (plus me) working on this.

### Challenges

#### *From Contact to Contract: How Editors Get Clients to Work With Them*

It has taken some time to get *From Contact to Contract* published. The final holdup was getting access to the Editors Canada credit card, so we could submit the files to IngramSpark. We now have what we need, and the book will be available for sale shortly.

Unfortunately, it looks like the Marketing and Communications Committee is unable to do much to help us with marketing the book. We'll therefore need to figure out how to do this on our own.

#### *Edit Like a Pro*

Because of personal issues largely beyond her control, it's been a struggle to get the files for the proofreading and structural editing volumes of *Edit Like a Pro* from the outgoing chair of the ELAP Subcommittee. Finally, last week, we succeeded in getting the files and uploading them to Egnyte, which we'll use as our sharing and storage repository for all publications files.

The members of the ELAP editorial board are willing to continue in that capacity. We should therefore be able to complete the proofreading volume in time for the conference.

It would be nice to get the structural volume done in time for the conference, too, but I don't know whether we can.

## 3. Status update on activities I wish to accomplish, outside of supporting my committee and subcommittees

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that I have determined will meet the intended outcomes)	Update (what I've done to advance those actions)
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Represent Canada's Editors	(Page 8 of the strategic plan)	(Page 8 of the strategic plan)	—
Bilingual and Diverse	(Page 9 of the strategic plan)	(Page 9 of the strategic plan)	—
Innovative and Agile	(Page 10 of the strategic plan)	(Page 10 of the strategic plan)	—
Communications and Marketing	(Page 11 of the strategic plan)	(Page 11 of the strategic plan)	—
Membership: Increased and Engaged	(Page 12 of the strategic plan)	(Page 12 of the strategic plan)	—

#### 4. Priorities for the next quarter

##### *Edit Like a Pro*

The top priority is completing the proofreading volume of *Edit Like a Pro* and offering it for sale at the conference in June.

After that, the next priority is completing the structural editing volume.

##### *From Contact to Contract: How Editors Get Clients to Work With Them*

We expect to have this first handbook available for sale shortly. However, the Marketing and Communications Committee is unable to help us much with the marketing. I therefore need to recruit and/or train a volunteer or two to manage this.

#### 5. Requests and questions for the National Executive Council

##### **Requests**

Captus has run out of the stylistic and structural volumes of *MPES*. Since the new *ELAP* versions won't be available anytime soon, I wonder whether we can provide the *MPES* versions as print-on-demand books and/or downloadable PDF books through our own website. I'd like to discuss this at the meeting.

##### **Questions**

None at this time.

# Appendix F – Financial Update



**March financial update  
2020**

**Current status:**



**2019 Results**

	2019 Actuals	2019 Budget	Difference
Total revenues	534,745	574,302	-39,557
Total expenses	577,560	571,551	6,009
<b>Deficit/Surplus</b>	<b>-42,815</b>	<b>2,751</b>	

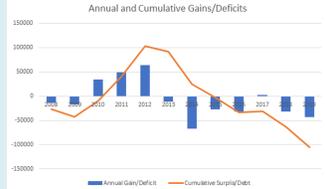
- Membership shortfall: over \$27,000
- Expected agrément income forgone: almost \$18,000
- Conference profit: about \$9,000 less than budgeted
- Balanced by unbudgeted francophone conference: \$7,000 profit
- Webinars: \$69,000, on budget but lower than 2018

**The Big Picture**



Editors Canada: Revenue & Expenses, 2008-2019

**The Big Picture**



Annual and Cumulative Gains/Deficits

2019 amount does not include debt forgiveness from twigs (\$20,000).  
Amounts do not include branch accounts (estimated total \$112,000).

**How Long Can We Survive?**

- We are one crisis away from bankruptcy
- Even without a crisis, we are treading water
- We have run out of “wait and see” time



**Immediate Issues**

1. Cash flow crisis: we are prioritizing which bills to pay and which can wait
2. Reserves depleted: if we have an unplanned major expense/shortfall we cannot pay for it
3. Budget currently projects a significant deficit for 2020 after membership expectations adjusted
4. We don't have a membership coordinator or support staff for certification

**Big Ticket Items**

- Staff/contractors
- NEC Meetings/AGM
- Office lease
- Retainers/professional services
- Platforms/fees
- Services (Giftool, Findjoo, etc.)
- Bilingualism/translation

**What Should We Do?**

- There is no easy solution, but we need to immediately reduce expenses for 2020 and 2021.
- This is not something a few people can fix while others carry on as usual. Every part of the association is affected by the financial problems.
- In addition to our immediate needs, we should explore long-term possibilities including restructuring, merging with another association, or adjusting our mandate.

# Appendix G—Balance Sheet Comparison

11:46 AM		Editors Canada			
2020-01-23		Balance Sheet Prev Year Comparison			
Accrual Basis		As of 31 December 2019			
	31 Dec 19	31 Dec 18	\$ Change	% Change	
<b>ASSETS</b>					
<b>Current Assets</b>					
<b>Chequing/Savings</b>					
10250 - TD Business Investor	10,080.41	10,084.83	-4.42	0.0%	
11000 - TD Chequing Account	1,432.27	20,043.96	-18,611.69	-92.9%	
11500 - TD TWIG Chequing Account	4.12	67.12	-63.00	-93.9%	
<b>Total Chequing/Savings</b>	<b>11,516.80</b>	<b>30,195.91</b>	<b>-18,679.11</b>	<b>-61.9%</b>	
<b>Accounts Receivable</b>					
12000 - Accounts Receivable	2,841.04	168.00	2,673.04	1,591.1%	
<b>Total Accounts Receivable</b>	<b>2,841.04</b>	<b>168.00</b>	<b>2,673.04</b>	<b>1,591.1%</b>	
<b>Other Current Assets</b>					
10100 - Term/GICs	20,869.00	20,869.00	0.00	0.0%	
10200 - Petty Cash	200.00	200.00	0.00	0.0%	
12001 - Undeposited Funds	-1,418.60	5,676.43	-7,095.03	-125.0%	
12200 - Accrued Receivables	4,295.12	4,295.12	0.00	0.0%	
12700 - Prepaid Expenses	4,567.62	5,972.03	-1,404.41	-23.5%	
15200 - ECE Books Inventory	880.38	880.38	0.00	0.0%	
<b>Total Other Current Assets</b>	<b>29,393.52</b>	<b>37,892.96</b>	<b>-8,499.44</b>	<b>-22.4%</b>	
<b>Total Current Assets</b>	<b>43,751.36</b>	<b>68,256.87</b>	<b>-24,505.51</b>	<b>-35.9%</b>	
<b>TOTAL ASSETS</b>					
	<b>43,751.36</b>	<b>68,256.87</b>	<b>-24,505.51</b>	<b>-35.9%</b>	
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
22000 - Accounts Payable	21,500.65	16,274.67	5,225.98	32.1%	
<b>Total Accounts Payable</b>	<b>21,500.65</b>	<b>16,274.67</b>	<b>5,225.98</b>	<b>32.1%</b>	
<b>Credit Cards</b>					
22050 - TD Business VISA	1,621.46	8,621.35	-6,999.89	-81.2%	
<b>Total Credit Cards</b>	<b>1,621.46</b>	<b>8,621.35</b>	<b>-6,999.89</b>	<b>-81.2%</b>	
<b>Other Current Liabilities</b>					
21000 - Due to/(from) Branches	5,974.45	5,974.45	0.00	0.0%	
21010 - British Columbia Branch	846.92	626.35	220.57	35.2%	
21030 - Saskatchewan Branch	7,605.95	5,015.24	2,589.71	61.6%	
21040 - Toronto Branch	2,589.49	2,589.49	0.00	0.0%	
21050 - Ottawa Gatineau	4,167.66	4,167.66	0.00	0.0%	
21060 - Quebec/Atlantic Cda Branch					
<b>Total 21000 - Due to/(from) Branches</b>	<b>21,184.47</b>	<b>18,374.19</b>	<b>2,810.28</b>	<b>15.3%</b>	
22015 - Fairley Fund	160.00	160.00	0.00	0.0%	
22016 - Virag Award Fund	6,728.00	4,228.00	2,500.00	59.1%	
22020 - Deferred Membership Revenue	23,621.55	12,787.00	10,834.55	84.7%	
22022 - Deferred Webinar Revenue	2,480.50	2,480.50	0.00	0.0%	
22023 - Deferred ODE Revenue	3,373.33	1,853.33	1,520.00	82.0%	
22024 - Deferred Conference Revenue	9,950.00	0.00	9,950.00	100.0%	
22025 - Deferred Pre-Conference revenue	225.00	0.00	225.00	100.0%	
24200 - Accrued Liabilities	11,293.06	11,293.06	0.00	0.0%	
25500 - GST/HST Payable	-8.97	88.01	-96.98	-110.2%	
26000 - Due to/(from) Twigs	6,034.10	6,538.96	-504.86	-7.7%	
26200 - Hamilton-Halton Twig	4,396.22	4,021.59	374.63	9.3%	
26300 - Kingston Twig	3,750.43	4,600.39	-849.96	-18.5%	
26400 - Nova Scotia Twig	10,354.36	10,167.42	186.94	1.8%	
26500 - Newfoundland and Labrador Twig	620.49	703.06	-82.57	-11.7%	
26600 - Calgary Twig	12,495.22	13,125.96	-631.74	-4.8%	
26700 - Manitoba Twig	3,400.32	3,428.86	-28.54	-0.8%	
26800 - Edmonton Twig	5,339.51	11,383.51	-6,044.00	-63.1%	
26900 - Barrie Twig	757.44	757.75	-0.31	0.0%	
<b>Total 26000 - Due to/(from) Twigs</b>	<b>47,148.09</b>	<b>54,728.50</b>	<b>-7,580.41</b>	<b>-13.9%</b>	
<b>Total Other Current Liabilities</b>	<b>126,155.03</b>	<b>105,992.59</b>	<b>20,162.44</b>	<b>19.0%</b>	
<b>Total Current Liabilities</b>	<b>149,277.14</b>	<b>130,888.61</b>	<b>18,388.53</b>	<b>14.1%</b>	
<b>Total Liabilities</b>					
	<b>149,277.14</b>	<b>130,888.61</b>	<b>18,388.53</b>	<b>14.1%</b>	
<b>Equity</b>					
30000 - Opening Balance Equity	-14,623.93	-14,623.93	0.00	0.0%	

Page 1

11:46 AM		Editors Canada			
2020-01-23		Balance Sheet Prev Year Comparison			
Accrual Basis		As of 31 December 2019			
	31 Dec 19	31 Dec 18	\$ Change	% Change	
32000 - Unrestricted Net Assets	-48,007.81	-16,526.40	-31,481.41	-190.5%	
<b>Net Income</b>	<b>-42,894.04</b>	<b>-31,461.41</b>	<b>-11,432.63</b>	<b>-36.3%</b>	
<b>Total Equity</b>	<b>-105,525.78</b>	<b>-62,631.74</b>	<b>-42,894.04</b>	<b>-68.6%</b>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>43,751.36</b>	<b>68,256.87</b>	<b>-24,505.51</b>	<b>-35.9%</b>	

# Appendix H—Profit and Loss Comparison

11:44 AM  
2020-01-23  
Accrual Basis

Editors Canada  
Profit & Loss Prev Year Comparison  
January through December 2019

	Jan - Dec 19	Jan - Dec 18	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
41500 - Twig Membership Transfers				
41510 - NF and Lab Memberships	0.00	0.00	0.00	0.0%
41520 - Hamilton Halton Memberships	0.00	0.00	0.00	0.0%
41530 - KW and Cuspath Memberships	0.00	0.00	0.00	0.0%
41540 - Calgary Memberships	0.00	0.00	0.00	0.0%
41550 - Kingston Memberships	0.00	0.00	0.00	0.0%
41560 - Nova Scotia Memberships	0.00	0.00	0.00	0.0%
41570 - Edmonton Memberships	0.00	0.00	0.00	0.0%
41580 - Manitoba Memberships	0.00	0.00	0.00	0.0%
41590 - Barrie Membership	0.00	0.00	0.00	0.0%
<b>Total 41500 - Twig Membership Transfers</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.0%</b>
41800 - TWIG Event Revenue				
41840 - Calgary Event Revenue	860.00	0.00	860.00	100.0%
41860 - Nova Scotia Event Revenue	395.00	0.00	395.00	100.0%
41870 - Edmonton Event Revenue	4,036.70	0.00	4,036.70	100.0%
<b>Total 41800 - TWIG Event Revenue</b>	<b>5,291.70</b>	<b>0.00</b>	<b>5,291.70</b>	<b>100.0%</b>
42000 - Award Funds				
42100 - Tom Fainley award	1,315.00	2,000.00	-685.00	-34.3%
42200 - Upton Scholarship award	650.00	455.26	194.74	42.8%
42300 - Virag Award	80.00	400.00	-320.00	-80.0%
<b>Total 42000 - Award Funds</b>	<b>2,045.00</b>	<b>2,855.26</b>	<b>-810.26</b>	<b>-28.4%</b>
43400 - Donations				
43450 - Individ, Business Contributions	1,787.00	2,468.00	-681.00	-27.6%
<b>Total 43400 - Donations</b>	<b>1,787.00</b>	<b>2,468.00</b>	<b>-681.00</b>	<b>-27.6%</b>
46400 - Other Types of Income				
46420 - Bank rebata	156.00	156.00	0.00	0.0%
46430 - Miscellaneous Income	179.37	643.96	-464.59	-72.2%
46450 - Tax refund - overpayment	0.00	980.75	-980.75	-100.0%
46470 - Interest Income	45.58	178.55	-132.97	-74.5%
46400 - Other Types of Income - Other	0.00	123.56	-123.56	-100.0%
<b>Total 46400 - Other Types of Income</b>	<b>380.95</b>	<b>2,082.82</b>	<b>-1,701.87</b>	<b>-81.7%</b>
47200 - Program Income				
47210 - Agreement Principles	8,750.00	2,500.00	6,250.00	250.0%
47215 - Franco Affairs	17,038.38	0.00	17,038.38	100.0%
47220 - Certification Revenue	17,350.00	18,247.00	-897.00	-4.9%
47230 - Membership	261,677.89	277,546.94	-15,869.05	-5.7%
47240 - Mentorship program	50.00	2,286.12	-2,236.12	-97.8%
47250 - Online Directory of Editors	40,140.79	40,130.27	10.52	0.0%
47260 - Conference Revenue	74,096.00	65,253.45	8,842.55	13.6%
47270 - Conference Sponsorship	1,300.00	8,605.00	-7,305.00	-84.9%
47280 - Online Training - Webinars	69,183.12	79,813.95	-9,630.83	-12.2%
47290 - Pre-conference revenue	9,670.00	8,675.00	995.00	11.5%
<b>Total 47200 - Program Income</b>	<b>499,257.18</b>	<b>502,077.73</b>	<b>-2,820.55</b>	<b>-0.6%</b>
48200 - Publication Income				
48210 - Calendar magnets etc	50.00	4,728.67	-4,678.67	-98.9%
48220 - Test Prep Guides	9,307.20	12,088.00	-2,780.80	-23.0%
48240 - ECE and Niches	8,321.24	13,076.49	-4,755.25	-36.4%
48260 - Study Guides	0.00	0.00	0.00	0.0%
48270 - MPES/IELAP	5,429.88	6,111.62	-681.74	-11.2%
48200 - Publication Income - Other	2,874.37	640.88	2,233.49	348.5%
<b>Total 48200 - Publication Income</b>	<b>25,982.69</b>	<b>36,647.66</b>	<b>-10,664.97</b>	<b>-29.1%</b>
<b>Total Income</b>	<b>534,744.52</b>	<b>546,131.47</b>	<b>-11,386.95</b>	<b>-2.1%</b>
<b>Gross Profit</b>	<b>534,744.52</b>	<b>546,131.47</b>	<b>-11,386.95</b>	<b>-2.1%</b>
<b>Expense</b>				
Reconciliation Discrepancies	-60.00	0.00	-60.00	-100.0%
60100 - Salaries Benefits and Insurance				
60105 - Regular Salaries	175,758.00	173,782.08	1,975.92	1.1%
60110 - EI	3,248.39	3,246.63	1.76	0.1%
60120 - CPP	7,291.29	6,902.43	388.86	5.6%
60140 - Professional Development	405.00	0.00	405.00	100.0%
60150 - Payroll Service Fee	804.30	791.55	12.75	1.6%
60160 - Tax Ben	0.00	0.00	0.00	0.0%
60170 - Long-term disability	-2,256.77	-1,798.26	-458.51	-25.5%

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**Editors Canada**  
**Profit & Loss Prev Year Comparison**  
January through December 2019

	Jan - Dec 19	Jan - Dec 18	\$ Change	% Change
60180 - Insurance - Liability, D and O	12,506.47	12,243.64	262.83	2.2%
<b>Total 60100 - Salaries Benefits and Insurance</b>	<b>197,756.68</b>	<b>195,168.07</b>	<b>2,588.61</b>	<b>1.3%</b>
<b>60300 - Awards and Grants</b>				
60310 - Tom Fairley Award	3,000.00	3,600.00	-600.00	-16.7%
60330 - Upton Scholarship Award	1,000.00	1,000.00	0.00	0.0%
60340 - Virag Award	400.00	505.02	-105.02	-20.8%
<b>Total 60300 - Awards and Grants</b>	<b>4,400.00</b>	<b>5,105.02</b>	<b>-705.02</b>	<b>-13.8%</b>
<b>60400 - Branch Expenses</b>				
60410 - British Columbia Branch	11,263.59	11,051.74	211.85	1.9%
60430 - Saskatchewan Branch	1,336.00	7,746.63	-6,410.63	-82.8%
60440 - Toronto Branch	14,012.51	14,768.53	-756.02	-5.1%
60450 - Ottawa Gatineau Branch	7,675.74	6,625.35	1,050.39	15.9%
60460 - Quebec Atlantic Branch	7,874.08	8,014.19	-140.11	-1.8%
<b>Total 60400 - Branch Expenses</b>	<b>42,161.92</b>	<b>48,206.44</b>	<b>-6,044.52</b>	<b>-12.5%</b>
<b>60900 - Twig Expenses</b>				
60910 - NF and Lab Expense	0.00	144.54	-144.54	-100.0%
60920 - Hamilton Halton Expense	177.88	843.17	-665.29	-78.9%
60930 - KW and Guelph Expense	0.00	939.53	-939.53	-100.0%
60940 - Calgary Expense	0.00	1,156.34	-1,156.34	-100.0%
60950 - Kingston Expense	40.00	313.18	-273.18	-87.2%
60960 - Nova Scotia Expense	25.00	939.53	-914.53	-97.3%
60970 - Edmonton Expense	0.00	1,373.16	-1,373.16	-100.0%
60980 - Manitoba Expense	0.00	361.36	-361.36	-100.0%
60990 - Barrie Expense	0.00	216.81	-216.81	-100.0%
<b>Total 60900 - Twig Expenses</b>	<b>242.88</b>	<b>6,287.62</b>	<b>-6,044.74</b>	<b>-96.1%</b>
<b>61000 - Customer Management Fees</b>				
61010 - GRTTool	2,938.59	0.00	2,938.59	100.0%
61020 - Member365/Pixel Era	3,459.10	0.00	3,459.10	100.0%
61030 - Findjoo	1,978.36	375.00	1,603.36	427.6%
61000 - Customer Management Fees - Other	0.00	11,115.07	-11,115.07	-100.0%
<b>Total 61000 - Customer Management Fees</b>	<b>8,376.05</b>	<b>11,490.07</b>	<b>-3,114.02</b>	<b>-27.1%</b>
<b>61100 - C/C processing fees</b>				
61110 - Mastercard MSP fees	1,726.02	961.20	744.82	75.9%
61120 - VISA MSP fees	3,676.73	2,170.15	1,506.58	69.4%
61130 - AMEX MSP Fees	371.09	38.64	332.25	855.4%
61150 - GBL MSP Fees	6,637.29	0.00	6,637.29	100.0%
61100 - C/C processing fees - Other	0.00	6,292.21	-6,292.21	-100.0%
<b>Total 61100 - C/C processing fees</b>	<b>12,411.13</b>	<b>9,462.40</b>	<b>2,928.73</b>	<b>30.9%</b>
<b>61200 - Charges and Fees</b>				
61210 - TD Monthly Plan Fee	696.00	696.01	-0.01	0.0%
61220 - TD Merchant Solutions Fees	1,317.17	1,259.58	57.59	4.6%
61230 - TD Bank charge	83.25	112.00	-28.75	-25.7%
61240 - TD Bank error	40.07	0.00	40.07	100.0%
61250 - TD VISA Annual Fees	149.00	0.00	149.00	100.0%
61260 - Square fees	13.05	42.81	-29.76	-69.5%
<b>Total 61200 - Charges and Fees</b>	<b>2,298.54</b>	<b>2,110.40</b>	<b>188.14</b>	<b>8.9%</b>
<b>62100 - Contract Services</b>				
62110 - Accounting Fees	19,106.50	15,375.00	3,731.50	24.3%
62120 - Editorial Services	0.00	538.65	-538.65	-100.0%
62130 - Translation services	9,112.95	10,256.95	-1,144.00	-11.2%
62140 - Legal Fees	11,380.00	18,156.25	-6,776.25	-37.3%
62150 - Project Services	14,179.00	17,528.00	-3,349.00	-19.1%
62160 - Computer Consulting	26,372.24	19,616.55	6,755.69	34.4%
62170 - Professional Services	0.00	0.00	0.00	0.0%
62180 - Development and Design	5,868.65	21,237.10	-15,368.45	-72.4%
62190 - Mentor Services	200.00	1,000.00	-800.00	-80.0%
<b>Total 62100 - Contract Services</b>	<b>86,219.34</b>	<b>103,708.50</b>	<b>-17,489.16</b>	<b>-16.9%</b>
<b>62800 - Facilities and Equipment</b>				
62820 - Facilities and venue rental	20,111.61	19,335.14	776.47	4.0%
62840 - Equip Rental and Maintenance	1,891.37	2,165.28	-273.91	-12.7%
62850 - Purchased tools and equipment	0.00	1,499.76	-1,499.76	-100.0%
62860 - Utilities	380.14	496.60	-116.46	-23.5%
62870 - Property Insurance	4,096.44	3,920.40	176.04	4.5%
62890 - Rent	18,380.24	26,014.87	-7,634.63	-29.4%

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Accrual Basis

**Editors Canada**  
**Profit & Loss Prev Year Comparison**  
 January through December 2019

	Jan - Dec 19	Jan - Dec 18	\$ Change	% Change
<b>Total 62800 - Facilities and Equipment</b>	44,859.80	53,432.05	-8,572.25	-16.0%
63000 - Conference Expenses	60,954.63	46,270.54	14,684.09	31.7%
64000 - Franco Affairs Expenses	9,309.12	0.00	9,309.12	100.0%
65000 - Operations				
65020 - Postage, Mailing and Courier	2,274.57	4,379.87	-2,105.30	-48.1%
65040 - Office supplies and furniture	981.64	3,694.43	-2,712.79	-73.4%
65050 - Telephone, Telecommunications	3,197.99	3,422.33	-224.34	-6.6%
65060 - Computer supplies	0.00	49.99	-49.99	-100.0%
65070 - Web Apps and other software	7,634.20	4,833.55	2,800.65	57.9%
65080 - External Printing	9,168.44	5,659.64	3,508.80	62.0%
65090 - Moving expenses	1,143.00	4,568.53	-3,425.53	-75.0%
65095 - EAC National Office expense	0.00	500.00	-500.00	-100.0%
<b>Total 65000 - Operations</b>	24,399.84	27,108.34	-2,708.50	-10.0%
65100 - Other Types of Expenses				
65110 - Event meals and catering	1,521.94	3,000.15	-1,478.21	-49.3%
65120 - Penalty and late fees	0.00	369.12	-369.12	-100.0%
65130 - Interest Expense - General	0.00	39.15	-39.15	-100.0%
65150 - Memberships and Dues	1,350.08	1,135.00	215.08	19.0%
65160 - Honoraria	35,662.06	32,545.03	3,117.03	9.6%
65180 - Parking	3,272.56	568.92	2,703.64	475.2%
65190 - Speaker gifts	0.00	100.00	-100.00	-100.0%
<b>Total 65100 - Other Types of Expenses</b>	41,806.64	37,757.37	4,049.27	10.7%
65200 - Travel Expense				
65210 - Travel Fares	19,438.00	14,918.19	4,519.81	30.3%
65220 - Ground Transportation	2,113.55	3,349.92	-1,236.37	-36.9%
65230 - Per Diem	2,088.23	2,236.00	-147.77	-6.6%
65240 - Accommodation	0.00	2,234.76	-2,234.76	-100.0%
65250 - Travel Parking	551.60	412.54	139.06	33.7%
65260 - Travel meals and entertainment	141.20	480.35	-339.15	-70.6%
<b>Total 65200 - Travel Expense</b>	24,332.58	23,631.76	700.82	3.0%
65300 - Marketing and Promotion				
65310 - Advertising Expenses	3,210.00	2,082.25	1,127.75	54.2%
65300 - Marketing and Promotion - Other	554.59	0.00	554.59	100.0%
<b>Total 65300 - Marketing and Promotion</b>	3,764.59	2,082.25	1,682.34	80.8%
65400 - Refund Expense				
65410 - Membership Refund	1,845.00	1,674.45	170.55	10.2%
65420 - Webinar Refund	616.37	492.06	124.31	25.3%
65430 - Study Guide Refund	0.00	35.00	-35.00	-100.0%
65440 - Certification Refund	475.00	1,900.00	-1,425.00	-75.0%
65450 - Online Directory Refund	0.00	390.03	-390.03	-100.0%
65460 - Agreements Refund	9,300.00	150.00	9,150.00	6,100.0%
65470 - Conference Refund	1,729.20	626.50	1,102.70	176.0%
65480 - ODE Refund	240.00	0.00	240.00	100.0%
65490 - Pre-conference Event Refund	200.00	0.00	200.00	100.0%
<b>Total 65400 - Refund Expense</b>	14,405.57	5,268.04	9,137.53	173.5%
66000 - Bad Debt Expense	0.00	504.95	-504.95	-100.0%
<b>Total Expense</b>	577,639.31	577,613.82	25.49	0.0%
<b>Net Ordinary Income</b>	-42,894.79	-31,482.35	-11,412.44	-36.3%
Other Income/Expense				
Other Expense				
81000 - Rounding	-0.75	-0.94	0.19	20.2%
<b>Total Other Expense</b>	-0.75	-0.94	0.19	20.2%
<b>Net Other Income</b>	0.75	0.94	-0.19	-20.2%
<b>Net income</b>	<b>-42,894.04</b>	<b>-31,481.41</b>	<b>-11,412.63</b>	<b>-36.3%</b>

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# Appendix I – Saskatchewan Branch Report

## Report to the NEC:

### Status of the Saskatchewan Branch

**March 6, 2020**

**The Saskatchewan (SK) branch would like one more year to try to form an executive.** If, by May 2021, we can't find enough people to form an executive, or at least a couple of people to be twig coordinators, we will dissolve the branch.

#### Background

On Feb 17, 2020, Shauna Babiuk (on behalf of the NEC) emailed the SK branch to ask if we would like to become a twig. She let us know that, if we wanted to become a twig, a motion would need to be made at the 2020 AGM to dissolve the branch and form a twig. She also said that, if we didn't want to become a twig, we would have one more year to meet the requirements of being a branch.

On February 27, the SK branch held a Zoom meeting to discuss the options presented to us by the NEC. We decided to use the coming year to try one last time to revitalize the branch and recruit new volunteers. Following are some of the things we plan to undertake in the coming year:

- Start sending out the branch newsletter again
- Plan an AGM in May and invite all members to come and share their ideas
- Host monthly social events beginning in the fall
- Try to organize a workshop in the fall (Despite dwindling attendance at meetings and social events, our workshops were always well-attended.)
- Renew relationships with other related organizations in our community (SK Books, IABC, PWAC, etc.)

We have had some interest from potential volunteers, so we will use the next year to recruit people. What we really need is a leader.

#### History of the SK Branch

The SK group has been around since 2001, and we were very active and successful in the early days. We used to consistently get 20 or 30 people out to our monthly meetings. However, as early as 2008, we started to see signs of trouble.

“Over the past year, the Saskatoon branch was slowly running out of steam. For some years, the driving energy within the branch was coming largely from the same handful of members. This year . . . we are facing problems: difficulty attracting new people to volunteer at the executive

level or to support various tasks, a decline in monthly meeting attendance and burnout on the part of those who have worked to establish and run the branch.”

*(Editors' Association of Canada Annual Report, 2008–2009)*

Since 2008, we've made a number of efforts to remediate the problem. (See Appendix below.) When national approached us about taking on the 2018 conference, we thought it might be an opportunity to raise the profile of the association in our community, generate new interest, and maybe bring a few new volunteers out of the woodwork. As it turned out, none of those things happened.

We struggled to find local conference committee volunteers, so Michelle Boulton and Perry Millar drew on their network in other parts of the country and we managed to pull off a great conference.

## **Appendix 1:**

### **Efforts to revive the SK branch**

Following is a summary of the things we have done to try to re-energize the Editors SK branch.

#### 2008

- Scaled back programming to every other month.

#### 2009

- Downsized the executive.
- Instead of structured monthly meetings, alternated lunch meetings with evening coffee and dessert meetings.

#### 2010

- Scaled back programming even more.

#### 2011

- Following national referendum, began discussing the implications of becoming a twig.
- In January, we held a member potluck and meeting to discuss the future of the branch. About half of our members either attended or sent questions, ideas, thoughts, etc. We were encouraged by this rate of response, but it did not translate into more volunteers.
- At the AGM that spring, Perry presented a short history of the branch—how we started “with a bang” but our energy gradually subsided. Those in attendance indicated they could not commit to executive roles, but would be willing to help with smaller, one-off events.
- Moved from the executive-run model to one where non-executive members take turns planning smaller functions, such as an after-work meeting for drinks or a coffee meeting.

#### 2013

- Due to poor turnout the previous year, we did not have monthly meetings in 2013–14.

- At the election in June, a couple of new members came forward, which gave us some hope for renewal. Perry and Michelle agreed to co-chair for a year with the hope of bringing on new volunteers to take over. At the end of that year, they both planned to step back from the branch executive.

#### 2014

- In spite of a growth in local membership, we continued to have difficulty finding volunteers.
- The executive continued to wrestle with finding a new direction for the branch. With a lack of volunteers, it continued to be a struggle to provide services. We were also uncertain what those services should be—our industry was changing quickly and we were uncertain about how our organization could adapt.

#### 2016

- Michelle and Perry submitted their 2-year exit strategy (to stay on the executive until the end of 2017). The other executive members were concerned about finding people to replace them.

#### 2017

- Saskatchewan agreed to host the national conference. The executive members agreed to stay on until after the conference. The hope was that the conference would raise the profile Editors SK in our community, generate interest, and maybe attract a few new volunteers. That did not happen.

#### 2018

- In February, the 2018 executive held a strategy meeting.
- At our AGM in July, we elected a chair and a treasurer, but the other two executive positions required by National (marketing/PR and secretary) were not filled.
- We sent out a series of email appeals to branch members asking for volunteers.
- At the end of 2018, Michelle was the only remaining member of the branch executive. Perry agreed to continue as a past chair (mostly to ensure we had 2 people to sign cheques), but she did not want to attend executive meetings.

#### 2018

- We had a couple of new faces at our AGM in July. They expressed some interest, but no one was prepared to commit to an executive position.
- Following the AGM, we circulated job descriptions for the executive positions to all members with an urgent appeal for volunteers. People come forward for a couple of positions, but no one was willing to chair the group.

## Appendix J – Implementing the Rethink

### Update of Rethink tasks as of March 2020

\*covers tasks that were categorized as short term or done/in progress

#### Developing and Promoting Standards

##### Completed tasks

- Develop webinar on how writers can work with editors; scheduled for May 5, 2020: Why to Hire an Editor: And What to Expect When You Do

\*no outstanding short-term tasks

#### Educating Editors

##### Completed tasks

- Make webinars more relevant to editors
- Sell more webinars
- \*In progress\* Implement online editorial training (get update from Greg)
- Create a bank of webinars (Not sure what this is referring to...didn't we have this already?)
- Create non-standards-related webinars
- Rethink mentorship program: program revamped to have two levels of mentorships and be accessible to students
- Create webinars for non-editors/external audiences
- Create list of upcoming webinars
- Address gaps in webinars

##### To do

- Create a one-page document for mentees and another for mentors detailing how to properly prepare for a mentorship (e.g., could include information for mentees about developing strong questions to ask the mentor). (Janice)

#### Evaluating Editors

Berna needs to go through this section and set priorities/list what's already been done.

#### Connecting Editors

##### Completed tasks

- Finding Work for Members Task Force looking into securing large contracts
- Encourage branches and twigs to partner with local groups (e.g., writing groups)
- Create SEO webinar: "Be Visible Online: SEO for Editors and their Clients," December 12, 2019
- Post on Twitter and Facebook outside of Editors Canada groups

##### To do

- Develop web content aimed at self-publishing authors about the benefits of hiring an editor (MarComm committee? Virginia?)
- Create page on website: "Everything writers want to know about editors"

- Create FAQ sheet about what writers ask about editing/editors; make it available for print
- Gather testimonials from authors who use editors; add to web page

## Building Communities

### Completed tasks

- Created our virtual group, the Editors' Vine, to reach members who aren't able to travel to in-person meetings
- Welcome Kit has been updated and is available to download
- Rethink mentorship program: program revamped to have two levels of mentorships and be accessible to students
- Suggestions to improve student affiliates' experience at conference

### To do

- Identify volunteer roles that can be filled by Student Affiliates and encourage them to sign-up. (Heather B. and Patricia)
- Research membership organizations and their experiences with member recruitment and retention. (Heather R.)

## Administering It All

### Completed tasks

- Discuss changing NEC meeting schedule (will be done at 2020 Q1 meeting)
- Twigs will be receiving a set amount each year based on previous years' expenses
- Branch financials will be included in the overall association finances for the audit each year, beginning in the audit for 2019 (\*Currently, no changes are being discussed regarding branch finances)
- Regional directors continue to have regular meetings via Zoom and communicate regularly via email
- Focus on supporting current student affiliates in addition to recruiting new student affiliates

\*no outstanding short-term tasks

## Volunteers

### Completed tasks

- Create opportunities for editors to volunteer as project managers (Finding Work for Members Task Force)

### To do

- Patricia to contact people as listed in spreadsheet? (Or is this done already?)  
DONE (reported in the last report)

## General Comments

### Completed tasks

- Strengthen relations with francophone editors by creating the position of francophone adviser

\*no outstanding short-term tasks

## Appendix K – Finding Work for Members Task Force

### Background to Finding Work for Members Committee Motion

As mentioned in the report from the finding work for members task force (phase 1), the task force searched pertinent federal legislation and association governance documents for information on concerns about a finding work initiative (raised at the 2019 annual general meeting).

It is important to note that the task force members included one person who was opposed to the initiative (to provide balance and credibility).

The task force members unanimously agreed that nothing in these documents suggested Editors Canada should not move forward with developing an initiative, and that such an initiative would fit well with the association's stated priorities and members' stated wishes.

However, the following are limiting factors to be kept in mind:

- rules governing the existence of one corporation within another
- the name such an initiative should have to avoid the appearance of conflict of interest
- the potential for legal ramifications if a member who uses the service runs into liability issues

To address these limiting factors, the task force suggests the following.

- Member proposals (i.e., bids to government, corporations, etc.) must not be submitted under the Editors Canada banner.
- The Editors Canada logo must not be used.
- Editors Canada staff must not serve a coordinating function or provide office support.

No proposal should suggest it or its applicants are endorsed by Editors Canada as an organization (although some clients value hiring individuals who are members of

Editors Canada or hold Editors Canada Certification, and there is no problem with including that on individuals' resumes or CVs, if the proposal calls for them).

Using existing membership survey data, the task force brainstormed the types of work opportunities members might like to explore and factors to consider in helping members prepare for and connect with work opportunities. The preliminary results are in this matrix (English only, as it's a working document).

A committee could continue to explore this work and bring a motion to the 2021 AGM to vote on going forward or not.

To reflect the change in focus, it should be called the Committee to Prepare Members for Work Opportunities.

Next steps would include the following:

1. Gather data on types of work and the kinds of training Editors Canada members would require to do that work.
2. Link with related organizations to identify and work together toward filling gaps in educational opportunities related to those areas.
3. Determine the means and cost to build and maintain a database to manage all the information related to this initiative, including identifying gaps in educational or networking opportunities.

The more these gaps are filled, the better the opportunities for an in-house editor to pursue a promotion, a lateral move, or a shift into freelancing, or for a freelancer to expand services into related areas, shift areas of specialty, or prepare to apply for an in-house position.

The committee would therefore be a way of providing all members with a comprehensive guide to exploring different types of work, planning career moves, and improving their income.

The committee's work will also promote:

- Editors Canada services within the association
- networking opportunities for Editors Canada members with members of associations in related professions
- editors to employers

Motion: The Finding Work for Members Task Force moves that the Editors' Association of Canada strike a

Standing Committee to Prepare Members for Work Opportunities to help:

- freelance editors learn how to find contract opportunities, enhance their professional practice, and improve their income
- freelancers who wish to find in-house employment to acquire the training, education, and networking opportunities to facilitate the transition
- in-house editors acquire the training, education, and networking opportunities to prepare for a promotion, facilitate a lateral career move, or transition to freelancing.
- editing as a viable profession and a valuable service.

## Appendix L – Webinar Income Splitting

### Webinar program was launched in early 2016:

- 2016 Q1 – the minutes say the NEC briefly discussed webinar income splitting but put it aside until webinars were up and running to see what revenue they bring in
- 2017 Q1 – the action items say John has simplified the webinar royalty system

### Branches and Twigs Task Force by David Johansen and Margaret Shaw

- September 12, 2017 report says that branches and twigs receive 50% of webinar profit for each member that attended from that branch or twig. Non-member webinar registrations go to the nearest branch or twig.

### May 10, 2018 email from John to twigs and branches:

Here is a reminder as to how webinar revenue is calculated. We gather the information for all webinar sales in the calendar year of 2017, which includes the live webinars and webinar recordings sold in 2017.

For the live webinars, branches and twigs receive 50% of the profits of the live webinar, proportionate to the number of participants in their catchment area (i.e., members and non-members within a branch or twig territory).

For the recording sales, the instructor receives 25% of that revenue and the branches/twigs receive 37.5% of the revenue (i.e., 50% of the remaining 75%)—proportionate to the number of sales from their territory.

### May 18, 2018 email from John to NEC:

The webinar financials continue to be a contentious issue with some of the branches so I thought I would do a deep dive into the entire financial picture surrounding the webinar program.

Attached

and below is a detailed breakdown of the financial picture of the 2017 webinars. Here are some highlights:

- Branches and twigs received 38% of the total revenues from 2017 webinars. Branches and twigs receive 50% of the profits (i.e., after costs), according to our current arrangement. It should be noted that currently, the branch/twig share of the live webinars is calculated using only the costs of the instructor fee and technician fee. If the other administration costs indicated in the attached spreadsheet were taken into account, branches and twigs would be receiving even less than they are currently.

- The association profit is 29%.

## **June 25, 2018 email from John to NEC:**

During Saturday's meeting I said I would do some more analysis on the webinar revenue sharing with branches and twigs. This message represents Part A of that analysis. Recall that the current method for calculating a branch or twig share involves identifying by each individual where they are geographically located. This is easy for members but for non-members, staff (currently Caitlin) has to assign each non-member to a particular branch or twig. This often involves google mapping their location or tracking by postal code.

In the Action items, I proposed to abandon this method and do an easier calculation based on the proportion of members a particular branch or twig represented in the whole association. I think it was Heather who suggested basically the same thing.

Someone (Gael?) asked how much staff time is taken up in the administration of webinars. Staff administration time is about 6 hours per webinar. This includes time spent pre and post webinar by Caitlin, myself, and the bookkeeper. I can reduce this to 4 hours per webinar by using the proposed new method for calculating webinar revenue transfer fees (proportional method).

Breanne raised some valid issues with this method, primarily that it does not reward a branch or twig for marketing webinars to their local community. Recall, with the current method, the more a particular branch or twig is represented in the purchasers, the more that branch or twig would get for a particular webinar. This would be nullified based on the proposed proportional method.

The attached spreadsheet shows how much branches and twigs were given for their share of 2017 webinar revenue using the current method (column E). Column F shows how much each group would have received using the membership proportion method. Not much difference with some groups but significant difference with a few twigs (KWG, Hamilton-Halton, NS). Note that this comparison is just based on one year. Not sure how/if this translates to a consistent pattern (not enough data to make conclusions).

### **QUESTION 1**

How do we feel about moving to this proportional method for the near future?

### **QUESTION 2**

Regardless of the answer to question 1, I would like to calculate webinar transfers including all the true costs for running the webinar program as I illustrated in the email dated May 18 (copied below). Note that this will result in a slight reduction in what branches and twigs would receive compared with sticking with the current method (even if we used the proportional method). This would retain more funds for the national association.

Non-member issue

To help with the association finances, it was suggested that non-member revenue not be included in the branch/twig calculation. To investigate the implications of this, for the 2017 webinar sales, I have calculated that there were 225 non-member purchases out of 620 total webinar purchases, representing 36.3% of webinar purchases. This would be a noticeable reduction in webinar revenue for branches and twigs.

### QUESTION 3

Should we remove non-members from the branch and twig share calculation? If combined with what I am proposing for question 2, this could be too dramatic a reduction in branch/twig revenue share. If I had to choose between taking action between question 2 and question 3, implementing the action in question 2 would be preferable from an administrative point of view.

### My Recommendation

I would like to recommend that we use a proportional method for calculating branch/twig revenue and that we include the true administrative costs in this calculation. This will reduce administrative time, add a bit more revenue in the general association coffers, and will be much easier to perform to provide branches and twigs with their funds in a timely manner (in August for January to July webinar sales, and in January for August to December webinar sales). I would like to do the next webinar disbursement in August for the Jan 1 to July 31 2018 webinars, so I hope we can make some decisions on this by early August.

# Appendix M – Summary of Requests

## 2020 Q1 Meeting – Quarterly Reports – Requests Summary

### President

- N/A

### Student Relations Committee

- We request that the NEC consider a reduced fee for students to purchase an entry in the ODE. We understand that student affiliates receive a substantial discount on the fee to join Editors Canada. However, every dollar can count for students. From speaking with other student affiliates, we understand that many find the cost prohibitive. This challenge could be addressed by setting a lower fee—perhaps half-price (\$40.00 per year). A lower fee would encourage more student affiliates to purchase an ODE entry, potentially leading to more income for Editors Canada. We could assist by communicating to students and student affiliates the newly reduced fee and direct them to the Editors Canada information on the benefits of the ODE.

### Vice President

- N/A

### Awards Committee

- N/A

### Past President

- N/A

### Treasurer

- N/A

### Secretary

- N/A

### Conference Committee

- N/A

### Mentorship Committee

- Please suggest members for the committee and as mentors.

### Communications

- N/A

#### **Communications and Marketing Committee**

- N/A

#### **Director, Branches and Twigs East**

- The association apparently does not have either a financial policy and or financial procedures all in one document. Could this be placed on the list of policies and procedures to be developed?
- At present, members have access to the financial summary and the auditor's report, which appear in the annual report. Some branch executive members and twig coordinators have requested access to finer detail of the budget and financial statement. Would the NEC consider granting such access?

#### **Editors Barrie**

- We have not received a financial update since the potential transfer of monies from twigs and branches to the national organization. We are unsure how much money the twig has. When will those updates be sent out?

#### **Editors Hamilton-Halton**

- N/A

#### **Editors Kingston**

- Most of the information being included in the latest membership lists is useful. Info about receiving the newsletter is not. We would appreciate also receiving members' addresses.

#### **Editors Kitchener-Waterloo-Guelph**

- Could we please receive membership lists in the same format as before? We need to know who the lapsed members are as well as the new ones. The information we would prefer is: name, location/city (full address isn't necessary), and membership information. It would also be helpful to be notified if there is no change so we don't think we're just being missed in the email list.

#### **Editors Ottawa-Gatineau**

- Is NEC pursuing any further debt reduction initiatives?
- What is the national debt owing?
- When can we expect a clearer financial picture for the association?
- What are the next steps for NEC's Rethink?
- Can we please learn more about NEC's recruitment and election process?

#### **Editors NL**

- N/A

#### **Editors Nova Scotia**

- We never really know how much money is in our account. And we're unsure of how much we « donated » to the national budget.

#### **Réviseurs Québec**

##### *Communications*

- **Banque d'images** : nous faisons notre possible pour respecter les normes visuelles de Réviseurs Canada dans nos communications publiques. Pour nous y aider, est-ce que les sections pourraient accéder aux images créées par/pour Réviseurs Canada? Nous pourrions les réutiliser ou les adapter à nos besoins. Exemples de contextes où nous en avons besoin : photo de couverture de la page Facebook, illustration pour la publication d'événements Facebook, courriel de souhaits des Fêtes aux membres et partenaires, présentations PowerPoint, etc.
- **Image bank**: we are trying our best to comply with Editors Canada graphic standards in our public communications. To help us do so, could EC grant sections access to the images created by/for Editors Canada? We could either reuse or adapt them to our needs. Examples of image uses: Facebook cover photo, illustration in Facebook event postings, Season's greetings emails to members and partners, PowerPoint presentations, etc.

##### *Passage de RQA/QAC à RQ/EQ / Change from QAC/RQA to EQ/RQ*

- **Adresses courriel de la section** : le 28 août, nous avons transmis à Adrienne Scott la liste des nouvelles adresses courriel de la section à mettre à jour, comme convenu avec le CAN et la permanence nationale. Cela devait être effectué à l'automne. Avec le départ d'Adrienne et les autres dossiers pressants, nous avons convenu de relancer John Yip-Chuck au début de 2020 seulement. À l'annonce de son départ imminent, nous avons de nouveau reporté notre demande. Les nouvelles adresses n'ont donc toujours pas été programmées. Nous attendons l'embauche du nouveau personnel pour la suite. Nous espérons que cela sera fait en 2020. Cela retarde cependant la mise en œuvre de certaines actions comme la programmation d'une réponse automatique.
- **Branch email addresses**: on August 28, we have sent to Adrienne Scott a list of new Editors Québec email alias to be created, as agreed with the NEC and head office. It was supposed to be done during the fall. With Adrienne gone and others pressing issues, we have agreed to wait for the beginning of 2020 to follow up with John Yip-Chuck. Learning that he was leaving too, we postponed our request again. Therefore the email addresses haven't yet been updated. We will await the hiring of new staff to reactivate the file. We hope this will be done in 2020. However, this delays the implementation of certain actions such as scheduling an automatic response.

#### **Editors Toronto**

- We would like to receive updated membership information monthly, so we can make sure our newsletter goes out to the right people. Even better would be notification as soon as we get a new member, but perhaps that's not feasible.

#### **Director, Branches and Twigs West**

- N/A

#### **Editors British Columbia**

- That the National social media accounts share content from our blog: West Coast Editor. Much of our content is about local seminars, but we do have book reviews and general content about editing that could be shared. Our Twitter account gets few views, so any retweets are greatly appreciated.
- That we receive enough funding to pay speakers to present at monthly meetings (also Zoomed across the province). Meetings are a free benefit. Right now, we ask editors to pay additional costs for Pro-D, but ideally there should be more Pro-D for members that is included in their membership.
- Our members have requested that the medical and dental insurance be reinstated.
- Our members want registration in the online directory to be included in membership.
- A couple of Zoom offerings at the conference perhaps? Not everyone can afford to go. What about a cheaper option of Zooming in for a couple of seminars where it would work well and the presenters aren't intimidated by it.
- Having booths at events is expensive, but it should be noted that being in the community raises the relevance of the organization as a whole. We don't typically attend events just to recruit members. We want authors to respect us and hire our editors. When funding branches, the outreach of the branch on behalf of the wider organization needs to be taken into account. Helping editors find work is a huge part of the value of an organization like this.
- The membership lists we receive from National need to show the lapsed members, as well as the new ones. The information we would prefer is: name, location/city (full address isn't necessary), and membership information. It would also be helpful to be notified if there is no change, so we don't think we're just being missed in the email list.
- We love that National is thinking of ways to connect with members outside of city centres. Keep it up!

#### **Editors Calgary**

- N/A

#### **Editors Edmonton**

- N/A

#### **Editors Manitoba**

- We are a small and quiet twig; is it acceptable to focus more on study groups instead of seminars?
- A comment: a new member to our group gave great feedback about the webinars on the Editors Canada site. The webinars are a great resource.

#### **Editors Saskatchewan**

- N/A

### **Member Recruitment and Retention**

- Review proposal for user research project (see report, along with responses to previous questions from NEC) and provide feedback.

### **Publications**

- Captus has run out of the stylistic and structural volumes of *MPES*. Since the new *ELAP* versions won't be available anytime soon, I wonder whether we can provide the *MPES* versions as print-on-demand books and/or downloadable PDF books through our own website. I'd like to discuss this at the meeting.

### **Publications Committee**

- N/A

### **Standards**

- What should we do with all the files I moved to the Sync drive from CAP?

### **Certification Steering Committee**

- During our "kick-off" meeting in late February, at which we discuss the work done in the previous year and lay out work for the next year, we decided we would like to bring to the NEC the issue of making a change to Part A of the professional certification exams: we would like to change it to multiple-choice and matching questions only. This would help to reduce time, subjectivity, and complexity in marking Part A; could potentially allow us to reduce the amount of honoraria that we offer to markers; reduce the burden on exam-setters; and reduce the time needed for candidates to answer the questions. We'd like to initiate this for the Stylistic Editing exam in 2020, but wanted to bring it to the NEC for discussion first. Please see the report in Appendix 1, which lays out our recommendation in more detail, along with the rationale for making this change.

### **Comité Agrément/Principes**

- 

### **Training and Development**

- N/A

### **Training and Development Committee**

- As above, our webinar presentation manual has been awaiting approval and translation since 2018: an update on this would be helpful as presenters have said this publication is very helpful in the webinar planning process and that the manual has reduced their anxieties about presenting.

### **Volunteer Relations**

- N/A

**Member Services Committee**

- N/A

**Francophone Adviser**

- N/A

**Improving Access to Members Activities Task Force**

- N/A

**Volunteer Management Committee**

- In Communications and Marketing, I have noted :  
    “Identify gaps such as in industries or geographical areas where we have a low profile and close those gaps.”  
I am not quite sure how I would go about finding this information so that the VMC can act upon it. Can you assist me with this?

**Member Insurance Task Force**

**Executive Director**

- N/A

# Appendix N – Committee Reports

## Certification, Vicky Bell and Jess Shulman

### 1. Status update on actions from your committee plan for the year

- **Develop and administer the certification exams**
  - In November 2019, we successfully administered the Copyediting exam to 26 candidates, 3 of whom took the exam remotely; this is a positive step for expanding the reach of the Certification program. However, we need to review the process for getting material to and from remote candidates, to cut down on shipping costs.
- **“Rethinking” the certification program**
  - We spent a large portion of 2019 on “rethinking” how the certification exam process is run, in 3 areas: New technology for administering exams in the future to save costs and boost security and convenience; new and/or streamlined test-setting procedures, again to save costs and efficiently use material we already have in our test bank; and initiating the new Foundational Skills test.
  - We are currently pulling reports together on our findings in all these areas and will discuss these at our half-day “kick-off” meeting at the end of February, with a view to making recommendations.
- **File storage and sharing**
  - We moved fully over to the Sync.com platform and have informed Anne Brennan, who was kindly donating space to the CSC for its files, that she can officially consider us “moved out”!
- **Foundational skills testing**
  - We received approval to move forward with the ProProfs Quiz Maker software, for running the exam. We’ve discussed writing questions within the software platform.
- **Communications and marketing**
  - We’ve continued to liaise with Michelle Ou to include relevant news in the monthly, association-wide e-news update.

### 2. Priorities for the next quarter

- **Administering 2020 exam**
  - At our “kick-off” meeting, we’ll begin the process for administering the 2020 Stylistic Editing Certification exam in November 2020, and allocate the tasks for this. At this point, we plan to administer it similarly to the way we ran the Copyediting exam in 2019: by “cloning” (altering) existing exam questions, thereby saving money and volunteer time.
- **Foundational Skills test**
  - We’ll begin the process of writing questions for the Foundational Skills test, using ProProfs Quiz Maker, with a view to piloting it later in 2020.
- **“Rethinking” the certification program**
  - The areas up for review in 2020 are: test structure (exam length, multiple-choice part A, [please see “request to NEC” section” below], etc.); expanding the reach of the program; the feasibility of taking over some (non-confidential) tasks from the office; exam

offerings (scheduling and timing); candidate preparation (providing webinars and prep sessions); managing the test bank; honoraria.

- Piloting new exam technology: We'll plan the piloting of new technology solutions for exam administration (currently under consideration and up for discussion: website-blocking software; remote proctoring; etc.)
- **Building the volunteer base**
  - We're still extremely short staffed, especially if we are required to take over some of the office duties and as we intend to begin writing questions for the new Foundational Skills test. We also need more members for succession planning, as there's a danger most members' terms will end at the same time.

### **3. Requests or questions for the national executive council**

- During our "kick-off" meeting in late February, at which we discuss the work done in the previous year and lay out work for the next year, we decided we would like to bring to the NEC the issue of making a change to Part A of the professional certification exams: we would like to change it to multiple-choice and matching questions only. This would help to reduce time, subjectivity, and complexity in marking Part A; could potentially allow us to reduce the amount of honoraria that we offer to markers; reduce the burden on exam-setters; and reduce the time needed for candidates to answer the questions. We'd like to initiate this for the Stylistic Editing exam in 2020, but wanted to bring it to the NEC for discussion first. Please see the report in Appendix 1, which lays out our recommendation in more detail, along with the rationale for making this change.

### **4. How much money from your budget have you spent? Is everything on track?**

## **Appendix 1: Proposed Update to Format of "Part A" of the Professional Certification Exams**

### Overview

During the first year of our 2-year "rethink" process, one of the primary goals of the Certification Steering Committee (CSC) has been to reduce the costs of the program and also reduce the burden on the many volunteers who contribute to administering the program (exam setters, shepherds, markers, and analysts). We've also looked at improving the experience for candidates, whether by modernizing technology or changing the format in which the exam is offered. As a subset of the process, we've examined the procedures for setting, administering and marking the professional certification exams.

The "rethink" is still in progress, but we believe we've found one specific tweak that can save time and money in the short term, and we wish to bring it to the NEC for discussion at this time, before exam-setting for the 2020 Stylistic Editing certification exam begins in earnest. Please see our recommendation below, followed by further details and a rationale section.

### Recommendation

Currently, Part A of the professional certification exams consists of multiple-choice, short-answer, fill-in-the-blank, and matching questions, covering PES section A (fundamentals of editing) and the relevant PES section for the given exam (B for structural editing, C for stylistic editing, and so on). The CSC recommends that moving forward, Part A be made multiple-choice and matching-question only. This would help to reduce time, subjectivity, and complexity in marking; could potentially allow us to reduce the amount of honoraria that we offer to markers; reduce the burden on exam-setters; and reduce the time needed for candidates to answer the questions.

## Request

We ask that at its March 14-15 meeting, the NEC discuss our proposal to make Part A of the professional certification exams multiple-choice and matching-question exclusively. Because we're currently in the process of setting the Stylistic Editing exam for 2020, we request that the NEC provide any thoughts (for or against this proposed change) immediately after its meeting, by mid-March; a positive response will then allow us to use the new format for the certification exams in 2020 (Stylistic Editing) and the future. (Any later, and we'll have to defer the change until 2021.)

## Rationale

### Marking

At present, the short-answer and fill-in-the-blank format of Part A frequently results in confusion, inconsistency, and subjectivity among markers. (As an example, a question that asks candidates to list the order of steps in a production schedule: markers often disagree on the "correct" order of steps, or it can be open to interpretation. Meanwhile, one wrong step can lose a candidate a significant number of marks because it throws off all subsequent answers.) Having one clear, correct answer (A, B, C or D) would make for quicker, fairer marking. Potentially, down the line, we might also be able to reduce the honoraria offered to markers, as the exams should take less time to mark overall if the bulk of the work is removed from Part A.

### Technology

The NEC has already approved the purchase of ProProfs exam software for the Foundational Skills tests. ProProfs makes it easy to write multiple-choice, matching and other "automated" short-form questions, and assign them to the Professional Editorial Standards that they test. If it switched to a similar format for Part A, the CSC as a whole could also use this software to write and store questions for Part A of the certification exams, with each question matched to an applicable Professional Editorial Standard. We may even be able to use ProProfs to administer Part A of the professional certification exams to candidates (this is to be determined, based on whether we allow candidates to have access to the Internet during exams or not), which would make taking and marking the exam even quicker. We think this is a good way to get maximum benefit out of software that we're purchasing already and would help us move away from the somewhat bulky Excel spreadsheet that we currently use as a test bank for certification. But with many of the question types that we currently use in Part A, we can't use ProProfs to its full capacity.

### Candidates

Multiple-choice and matching questions are much quicker to answer, and would enable candidates to spend the bulk of their time on Part B, the long passage for editing, which is the truer test of their abilities as editors and the way they work in the real world.

After each iteration of the professional certification exams, we solicit feedback from candidates who took the exam. In 2019, of 10 candidates who submitted responses to the question “Note any comments about the copy-editing exam,” 4 specifically mentioned the length, complexity or difficulty of Part A as it currently stands (see Appendix 2 for their responses). We have seen similar responses from candidates in previous years. Using exclusively multiple-choice and matching questions would address these concerns.

Rest assured, however, that we have no intention of making Part A “simpler.” According to a report written by CSC member and lead of the Foundations Skills testing project, Sarah Robins, cognitive complexity is the level of mental processing required for a specific task. For multiple-choice questions, there are 3 levels of cognitive complexity: Remember, Understand/Apply, and Analyze/Evaluate. For the Foundational Skills test, our intention is to set questions at the first 2 levels, which are considered beginner or intermediate; we would plan to set multiple choice questions at the Analyze/Evaluate level, as much as is feasible, for Part A of the professional certification exams.

We would follow this philosophy, again taken from Sarah’s report:

Items should give candidates the opportunity to demonstrate what they know and show how their knowledge might be applied to realistic situations. Items should not try to trick people or catch them out.

Items should be representative of important knowledge that sets the qualified candidate apart from the unqualified candidate. The goal is to give candidates challenging but fair opportunities to prove their mastery of the relevant skills.

Guard against introducing elements of cultural or regional bias and avoid scenarios that cater to a subset of the candidate audience. Items should be relevant to as many practitioners as possible and should focus on aspects of the job role that nearly everyone performs or should know how to perform.

We remain committed to ensuring that Part A of the exam constitutes approximately 30% of the total available exam marks, and will carefully consider the number and complexity of questions accordingly.

#### Key Consideration: Test Prep Guides

We recognize that making a change to the exam structure would necessitate a revision to our Test Prep Guides. We would make this a CSC project for the coming years. For the immediate term, we would commit to creating/issuing a short addendum to the current year’s guide that would outline the change for candidates. We would have this ready for the Stylistic Editing exam before registration opens in July of this year.

## Appendix 2: Candidate Feedback on 2019 Copy-Editing Exam

The below are unedited responses from candidates in response to the question “Note any comments about the copy-editing exam.”

“I think there should be more multiple choice questions.”

“The study materials recommended by Editors Canada were spot on. After reviewing the main ones and several extras, I felt thoroughly prepared for this exam. It was difficult, though, to complete in 3 hours. I felt that I was answering well but needed 4 hours to complete all the questions and still pass. In 3 hours, though, I simply didn’t have enough time to complete enough points to pass.”

“I found Part A to be more difficult than I expected. Given the marks, I spent too much time on those questions and ultimately, I ran out of time.”

(Bold added for quick reference) “I spent about six months preparing for the exam and was extremely well acquainted with the 2016 copy-editing practice exam included in the EC preparation materials. Without a doubt, I found the 2019 copy-editing exam to be far more complex than the practice test, especially in the first section of the exam. The scenario about the government publication editing/translation and the accompanying questions were very complex to think through--almost like a mind-bending riddle--and swallowed up more time than the test practically allows (when taking into consideration the rest of the questions and the main editing task at the end). Numbering the order of the tasks was very tricky because of potentially overlapping numbers. Of course, the scenario is realistic and very much like the real world of editing, but there are way too many ways of getting that question "almost right" and yet having the sequence of numbers completely wrong (i.e., one small deviation from the correct answer could affect the numbering of the rest of the tasks), so I'm not sure how the marking scheme is going to take that into account. Either way, this scenario was very labour and time intensive as part of a three-hour exam that includes so many other questions. Also, the larger passage to edit at the end was definitely more complex than the condominium newsletter edit in the practice exam. While it was very true to a real-world scenario, again, time was the biggest challenge. The first section had questions that were complex and time intensive, so the fact that the main passage was also more technical (and already had predetermined style guide decisions to be enforced) added to the overall difficulty of completing the whole exam in a thorough and timely fashion. Essentially, I found the scenarios and tasks to be very realistic and reflective of the work I do on a daily basis as an editor, but when you consider all the tasks that had to be done in a three-hour time frame, the exam wasn't realistic.”

## **Communications and Marketing Committee, Janine Harker**

### **1. Status update on actions from your committee plan for the year / Mise à jour du plan d’activité de votre comité pour l’année**

<b>Strategic Priority / Priorité</b>	<b>Outcome (in the strategic plan)</b>	<b>Actions (from the list in the plan or</b>	<b>Update (what you have done to</b>
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stratégique	/ Résultat (dans le Plan stratégique)	others that you have determined will meet the intended outcomes) / Mesures (à partir de la liste du plan ou d'autres actions que vous avez retenues pour atteindre vos objectifs)	advance those actions) / Mise à jour (les progrès que vous avez faits)
Represent Canada's Editors / Représenter les réviseurs du Canada	Strategic plan outcomes: <ul style="list-style-type: none"> <li>Become the authority on editing: certification, standards, training.</li> </ul> Committee workplan objective: <ul style="list-style-type: none"> <li>Maintain momentum on recurring or in-progress MarComm strategies aimed at highlighting Editors Canada's professional development tools and opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>The Communications and Marketing Committee will continue to support the development and implementation of MarComm strategies that are planned or in progress for several Editors Canada professional development tools and opportunities.</li> <li>The committee will strive, where possible, to ensure consistent messaging and approaches among these initiatives so that they collectively contribute to the objective of highlighting Editors Canada as a source for professional development.</li> </ul>	<ul style="list-style-type: none"> <li>In Q1, the Committee began working with the Mentoring Committee to develop additional methods of marketing the revamped mentoring program. The Committee also reached out to the Student Relations Committee to determine if there are opportunities to work collaboratively to address Mentoring and Student Relations communications and marketing objectives (work is in progress).</li> <li>In Q1, the Committee continued to coordinate Editors Canada's sponsorship of the 2020 Translation Games, which are scheduled to occur in March 2020 in Sherbrooke, QC.</li> </ul>
Communications and Marketing / Communications et marketing	Strategic plan outcomes: <ul style="list-style-type: none"> <li><i>Internal:</i> Members have effective communications channels among themselves.</li> <li><i>Internal:</i> Members are</li> </ul>	Each element of Editors Canada—national, branch, or twig—has some form of communications and marketing (MarComm) process in place, but there is wide variability in how effectively these processes	<ul style="list-style-type: none"> <li>A social media survey was disseminated to branches and twigs in December 2019 to solicit views about who Editors Canada uses social media at present, and what could be improved. A similar survey was made available to members.</li> </ul>

	<p>well-informed about the association.</p> <ul style="list-style-type: none"> <li>• <i>External:</i> Our targeted communication activities reach potential members, clients and employers</li> </ul> <p>Committee workplan objectives:</p> <ul style="list-style-type: none"> <li>• Enable Editors Canada to more effectively promote the value of membership by building skill sets and consistency among communications and marketing efforts.</li> <li>• Develop and implement a communications strategy aimed at raising the profile of the Editors Canada brand outside of the editing community, including the need to hire editors.</li> </ul>	<p>are employed. Through greater coordination and consistency among these elements, Editors Canada has opportunities to more effectively market and communicate the value of membership to existing and potential members. The following activities are proposed in support of this objective:</p> <ul style="list-style-type: none"> <li>• <i>Develop an evergreen MarComm calendar:</i> This calendar will be available to national, branch and twig leadership to highlight upcoming or recurring events that have a MarComm impact. The calendar will allow for advance planning and coordination of communications initiatives, and will reduce duplication of effort in cases where several elements of the organization have intentions to promote the same event/ initiative.</li> <li>• <i>Develop a set of shared MarComm tools and resources for use by national, branch and twig volunteers:</i> The toolkit will be a consolidation of existing resources and online links that have been found useful by current or past MarComm volunteers, and will be available on the Editors</li> </ul>	<p>The results of these surveys were provided to the Director of Communications in January 2020 for further review.</p> <ul style="list-style-type: none"> <li>• The Committee developed an outline for a “social media toolkit” that would provide tools and learning resources for Editors Canada staff and volunteers who use social media as part of their duties. The draft outline was provided to the Director of Communications in February 2020 for further review and potential discussion at the NEC.</li> </ul>
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		<p>Canada website (TBC).  Summaries of the best-practice exchanges (see above) will be included.  This repository of corporate knowledge will assist new volunteers to build MarComm skills and will contribute to consistency in MarComm activities and approaches across the organization.</p>	
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**2. Priorities for the next quarter / Priorités pour le prochain trimestre**

- Subject to approval to proceed, continue planning and developing the MarComm social media toolkit.
- Explore industry-specific MarComm opportunities.
- Explore strategies for more effective use of LinkedIn by the organization and by individual editors.

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

- None

**4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?**

N/A. The Committee does not have a budget (expenses are managed by the Director of Communications)

**Conference 2020, Breanne McDonald and Gael Spivak**

**1. Status update on actions from your committee plan for the year / Mise à jour des activités planifiées par votre comité pour l'année**

- We received more proposals than available spots, which has not happened before.
- The committee selected speakers, balancing topic coverage and speaker appeal while maximizing registration numbers.
- We added an extra room to accommodate more sessions.

- We released the schedule on February 6 and promoted it widely.
- We've secured one keynote speaker (who is being sponsored, so will not cost the conference) and are waiting for the other one to sign their keynote speaker agreement form.
- We have volunteers in place for all the main coordinating positions. We are still looking for photographers.
- We submitted an article to the monthly newsletter that goes out to many Government of Canada communications staff (most of whom are in Montreal and Ottawa).
- We have exceeded our sponsorship target by \$4,500 so far (not including the money saved with M-W sponsoring the keynote and with at least one more solid lead in the works).

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

- Announce keynote speakers.
- Market the early bird deadline.
- We've been asked to do a blog post for the Language Portal of Canada after we've announced our keynotes.
- Finalize all the venue logistics.

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

- none at this time

## **4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?**

So far, the only money spent has been venue deposits. We will know once early bird numbers are in (beginning of April) if everything else is on track.

## **Member Services, Alana Chalmers**

### **1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année**

<b>Strategic Priority / Priorité stratégique</b>	<b>Outcome (in the strategic plan) / Résultat (dans le Plan stratégique)</b>	<b>Actions (from the list in the plan or others that you have determined will meet the intended outcomes) / Mesures (à partir de la liste du plan ou d'autres actions que vous avez retenues pour atteindre vos objectifs)</b>	<b>Update (what you have done to advance those actions) / Mise à jour (les progrès que vous avez faits)</b>
Bilingual and Diverse / Bilinguisme et diversité	See page 9 of the strategic plan. / Voir page 9 du Plan stratégique.	<ul style="list-style-type: none"> <li>Redesign and update the in-house members web page</li> </ul>	<ul style="list-style-type: none"> <li>Publishing the updated web page at the end of February</li> </ul>
Communications and Marketing / Communication et marketing	See page 11 of the strategic plan. / Voir page 11 du Plan stratégique.	<ul style="list-style-type: none"> <li>Contribute in-house relevant content to Editors Weekly</li> </ul>	<ul style="list-style-type: none"> <li>Two more articles planned for April and June</li> </ul>
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	See page 12 of the strategic plan. / Voir page 12 du Plan stratégique.	<ul style="list-style-type: none"> <li>Start a new series of case studies on in-house style guides</li> </ul>	<ul style="list-style-type: none"> <li>First style guide case study publishes with the updated in-house web page</li> </ul>

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

- Plan user research with our members to learn about what they expect and need from the organization. Also, ask about their experiences with the organization.
- Look for new projects to help increase member retention.

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

## **4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?**

- We didn't receive any money.

## **Mentorship Program Committee, Risha Gotlieb**

### **1. Status update on actions from your committee plan for the year.**

<b>Strategic Priority</b>	<b>Outcome (in the strategic plan)</b>	<b>Actions (from the list in the plan or others that you have determined will meet the intended outcomes)</b>	<b>Update (what you have done to advance those actions)</b>
Represent Canada's Editors / Représenter les réviseurs du Canada	Become the authority on editing	<ul style="list-style-type: none"> <li>• Provide mentoring (part of professional development)</li> </ul>	<ul style="list-style-type: none"> <li>• We've made progress by expanding the scope of the mentorship program, now offering two levels of mentorship.</li> <li>• A few more mentorships started in this first quarter.</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	Offer all services in both languages. Broaden reach geographically.	<ul style="list-style-type: none"> <li>• Ensure francophone representation on the committee and among mentors.</li> <li>• Offer mentorship at a distance (Online or by telephone).</li> </ul>	<ul style="list-style-type: none"> <li>• We received a Francophone mentor application, which now brings the total of francophone mentors in Quebec to three.</li> </ul>
Innovative and Agile / Innovation et agilité	Don't keep revisiting old stuff.	<ul style="list-style-type: none"> <li>• Mentorship program is still growing. Take advantage of projects that come up quickly.</li> </ul>	<ul style="list-style-type: none"> <li>• Some of the committee members have produced a webinar designed for mentors, with Tamra Ross as moderator, but now it's in limbo. We need to get going on this and perhaps create a similar webinar for mentees.</li> </ul>
Communications and Marketing / Communication et marketing	Members have effective communication channels among themselves. /	<ul style="list-style-type: none"> <li>• Continue to market the mentorship program both through e-newsletters and The Editors' Weekly blog.</li> </ul>	<ul style="list-style-type: none"> <li>• The program is currently marketed mostly through e-newsletters.</li> <li>• Last year a few articles were published in the Weekly blog.</li> </ul>
Membership: Increased and Engaged	Engaged members (particularly novice editors and senior editors).	<ul style="list-style-type: none"> <li>• The program should attract members and increase membership value for novice editors and more experienced editors who want to</li> </ul>	<ul style="list-style-type: none"> <li>• Many of the mentees are novices and many of the mentors are senior, so we are definitely helping to reach these members.</li> </ul>

		mentor or branch out into other areas of editing.	
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**2. Priorities for the next quarter :**

- We need at least one new member to serve on the mentorship committee to replace Anita Jenkins, who retired.
- We need to get going on delivering mentor training via webinars.
- We need to find more ways to market the program, including at the annual EC conference.
- Send out a survey to members in order to get feedback on the program and also find out what their specific mentorship needs are.

**3. Requests or questions for the national executive council**

- Please suggest members for the committee and as mentors.

**4. How much money from your budget have you spent? Is everything on track?**

To date we have spent little, but also made little. We are on track with our budget for the year. We need a greater number of mentorships to generate more revenue toward office costs.

**Student Relations Committee, Annette Gingrich and Robin Larin**

**1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année**

<b>Strategic Priority / Priorité stratégique</b>	<b>Outcome (in the strategic plan) / Résultat (dans le Plan stratégique)</b>	<b>Actions (from the list in the plan or others that you have determined will meet the intended outcomes) / Mesures (à partir de la liste du plan ou d'autres actions que vous avez retenues pour atteindre vos objectifs)</b>	<b>Update (what you have done to advance those actions) / Mise à jour (les progrès que vous avez faits)</b>
Represent Canada's Editors / Représenter les réviseurs du Canada	Become the authority on editing: certification, standards, training.	<ul style="list-style-type: none"> <li>• Encourage editing programs in Canada to use the Professional Editorial Standards in curriculum development.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

		<ul style="list-style-type: none"> <li>• Liaise with the certification and agrément committees re: talking to students and instructors.</li> </ul>	
	Become the hub: the source of editors and the definitive representative of Canada's editors.	<ul style="list-style-type: none"> <li>• Create a student centre (building for the future).</li> <li>• Complete the career builder document to guide new editors in their first few years and get it up on the Editors Canada site.</li> </ul>	<ul style="list-style-type: none"> <li>• Career Builder is now available online and to send to instructors of editing-related courses and programs.</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	Offer all services in both languages.	<ul style="list-style-type: none"> <li>• Expand student outreach (francophone).</li> </ul>	<ul style="list-style-type: none"> <li>• Student presentation and facilitator's notes have been translated into French.</li> </ul>
Innovative and Agile / Innovation et agilité	Start with the goals most easily achieved.	<ul style="list-style-type: none"> <li>• Take advantage of projects that come up quickly.</li> </ul>	<ul style="list-style-type: none"> <li>• Compiled a comprehensive list of questions for contributing mentors to select from to feed Facebook page.</li> </ul>
Communications and Marketing / Communication et marketing	Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none"> <li>• Identify gaps, such as industries where we have a low profile.</li> <li>• Continue to make use of social media.</li> </ul>	<ul style="list-style-type: none"> <li>• Committee is following a schedule to ensure weekly Facebook posts of useful content.</li> </ul>
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	Increase our membership to 2,000 (members and affiliates).	<ul style="list-style-type: none"> <li>• Allow this to happen organically through the activities of the association and new services.</li> </ul>	<ul style="list-style-type: none"> <li>• Presentations in editing-related classrooms encourage students to join as student affiliates.</li> </ul>

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

- Continue work on Facebook mentoring project to provide information from seasoned professionals to new and student editors in our Facebook group.
- Continue to use social media to recruit student affiliates and provide meaningful content to readers.
- Provide post-secondary instructors with the Career Builder with request to share with students.
- Continue preparations for conference in order to maximize experience for student affiliates.
- Collaborate with other committees to include the student affiliate voice in their endeavours.
- Recruit an additional committee member, following recent member changes.

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

- We request that the NEC consider a reduced fee for students to purchase an entry in the ODE.

We understand that student affiliates receive a substantial discount on the fee to join Editors Canada. However, every dollar can count for students. From speaking with other student affiliates, we understand that many find the cost prohibitive. This challenge could be addressed by setting a lower fee—perhaps half-price (\$40.00 per year). A lower fee would encourage more student affiliates to purchase an ODE entry, potentially leading to more income for Editors Canada. We could assist by communicating to students and student affiliates the newly reduced fee and direct them to the Editors Canada information on the benefits of the ODE.

**4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?**

To date we have spent \$0.00 of the \$100.00 we have available to spend.

**Volunteer Management Committee, Monica Laane-Fralick, Chair**

**1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année**

<b>Strategic Priority / Priorité stratégique</b>	<b>Outcome (in the strategic plan) / Résultat (dans le Plan stratégique)</b>	<b>Actions (from the list in the plan or others that you have determined will meet the intended outcomes) /</b>	<b>Update (what you have done to advance those actions) / Mise à jour (les progrès que vous avez faits)</b>
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		<b>Mesures (à partir de la liste du plan ou d'autres actions que vous avez retenues pour atteindre vos objectifs)</b>	
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"> <li>Continue to advertise open volunteer positions and the benefits of volunteering on social media platforms and in the e-news update.</li> </ul>	<ul style="list-style-type: none"> <li>When open positions are known, they are advertised on social media, but not always in the e-news as the positions tend to get filled quickly.</li> <li>Benefits of volunteering will be posted more frequently.</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	<ul style="list-style-type: none"> <li>-Have a better balance of services for francophone members.</li> <li>-Broaden reach geographically, with more local groups and more online benefits for remote groups.</li> <li>-Broaden appeal to all types of editors.</li> </ul>	<ul style="list-style-type: none"> <li>Set up directory for special-interest groups in the volunteer directory that is planned.</li> <li>Involve francophone members and student members from across the country; expand student outreach to specifically include francophone students</li> </ul>	<ul style="list-style-type: none"> <li>Due to financial burden of creating an online directory, it has been decided that this may not be an option.</li> <li>Looking for ways to have a central listing of volunteers.</li> <li>To involve more francophone members and students, posts will be done on social media in both members' groups and student affiliate groups to engage participants.</li> </ul>
Innovative and Agile / Innovation et agilité	<ul style="list-style-type: none"> <li>•Be the lens through which we act and see.</li> <li>•Try new things; don't be afraid to fail.</li> <li>•Get things done.</li> <li>•Start with the goals most easily achieved.</li> </ul>	<ul style="list-style-type: none"> <li>Work to change the culture to one of "How can we do this?" Build this into our thinking.</li> <li>Seek outside expertise, find out</li> </ul>	<ul style="list-style-type: none"> <li>Seek ways to connect volunteers with open positions without the volunteer directory.</li> <li>Have researched</li> </ul>

	<ul style="list-style-type: none"> <li>•Don't proceed haphazardly but use the right tool for the right job.</li> </ul>	<p>what other organizations are doing and build on other people's innovations; how others have set up online volunteer directories and how they reach more people.</p> <ul style="list-style-type: none"> <li>• Take advantage of projects that come up quickly and connect volunteers to projects quickly.</li> <li>•</li> </ul>	<p>other organizations, still waiting on some responses. Once this is completed, the information will be analysed to determine if there are any opportunities we are missing.</p> <ul style="list-style-type: none"> <li>• Volunteers are connected to projects quickly once we are made aware of the need.</li> </ul>
Communications and Marketing / Communication et marketing	<ul style="list-style-type: none"> <li>•Members are well-informed about the association.</li> <li>•Members have effective communication channels among themselves.</li> <li>•Our targeted communication activities reach potential members, clients and employers.</li> </ul>	<ul style="list-style-type: none"> <li>• Improve the website by having the volunteer directory available and have open communication between volunteer management and all members.</li> <li>• Better support to branches and twigs to inform of volunteer opportunities and benefits of volunteering.</li> <li>• Social media presence maintained with volunteer needs, posts, recognition.</li> <li>• Identify gaps such as in industries or geographical areas where we have a low profile and close those gaps.</li> </ul>	<ul style="list-style-type: none"> <li>• As noted above, the volunteer directory is no longer an option. Will be using social media and e-news to "ask" for projects and will then reach out to volunteers.</li> <li>• Will be asking branches and twigs to post on their social media outlets with volunteer opportunities and benefits of volunteering that are suited to their needs.</li> <li>• Still need to find out where we have a low profile.</li> </ul>
Membership: Increased and	<ul style="list-style-type: none"> <li>•Increase retention.</li> <li>•Volunteer (with</li> </ul>	<ul style="list-style-type: none"> <li>• Continue with the VOTM recognition</li> </ul>	<ul style="list-style-type: none"> <li>• VOTM program is proving to be popular</li> </ul>

<p>Engaged / Membres plus nombreux et plus actifs</p>	<p>upward progression or not).</p> <ul style="list-style-type: none"> <li>•Talk about Editors Canada to others.</li> <li>•Interact on social media.</li> <li>•Reach out to the non-engaged; ask for help/contributions.</li> </ul>	<p>program, highlighting a member each month as nominated by another member.</p> <ul style="list-style-type: none"> <li>• Let others know about Editors Canada and the benefits of volunteering.</li> <li>• Adding a volunteer field on the membership form.</li> <li>• Improve the volunteer experience by ensuring that volunteers are matched with projects quickly and effectively and are given all the tools needed to succeed.</li> <li>• Request contribution from non-engaged volunteers for projects that interest them and ask them for ideas for new projects to help the organization move forward.</li> </ul>	<p>with the recipients of the nominations, however, getting nominations is challenging.</p> <ul style="list-style-type: none"> <li>• Volunteer field on “join/renew” application on website has been changed to two questions: <ul style="list-style-type: none"> <li>• “Are you currently a volunteer with Editors Canada?”</li> <li>• “If not a current volunteer, are you interested in becoming a volunteer with Editors Canada?”</li> </ul> </li> <li>• This has helped identify potential new volunteers.</li> <li>• More emails need to be sent, more e-news and social media content needs to go out to “find projects” for our volunteers so the VMC is aware of the need.</li> </ul>
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**2. Priorities for the next quarter / Priorités pour le prochain trimestre**

- Regular posts on social media and in e-news on the benefits of volunteering. Am looking for a volunteer to handle this on a regular schedule.
- Finding a way to get more nominations for the VOTM recognition program
- Determining the best channels to use to learn about new projects that need volunteers, and then matching the project to the volunteer as quickly as possible.
- Volunteer Handbook and the Committee handbook are both with our designer.

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

- In Communications and Marketing, I have noted :  
 "Identify gaps such as in industries or geographical areas where we have a low profile and close those gaps."

I am not quite sure how I would go about finding this information so that the VMC can act upon it. Can you assist me with this?

**4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?**

I have no budget and am not asking for one yet.

**Publications Committee, Paula Chiarcos**

**1. Status update on actions from your committee plan for the year**

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's editors.	Define what editing means and what it brings to the client.	<ul style="list-style-type: none"> <li>Become the authority on editing: certification, standards, training.</li> </ul>	<ul style="list-style-type: none"> <li>The first chapbook, <i>From Contact to Contract</i>, is ready for marketing. It will be on sale through IngramSpark, both as an ebook and as a print-on-demand book as soon as we can get the association's new credit card number. We hope to produce more small books like this and are currently researching potential topics.</li> <li>We have nearly completed the first and second volumes of <i>Edit Like a Pro</i>, which focus on proofreading and structural editing, respectively. We hope to have them available in time for the 2020 conference. We also aim to complete the final two volumes, which focus on copy editing and stylistic editing, in time for the</li> </ul>

			2021 conference.
Bilingual and diverse.	Broaden appeal to all types of editors.	<ul style="list-style-type: none"> <li>• Provide useful publications to support editors locally and remotely.</li> </ul>	<ul style="list-style-type: none"> <li>• Because they include live files for hands-on practice, the <i>Edit Like a Pro</i> volumes will be useful for professional development and for preparation for the professional certification exams. Post-secondary instructors will also find them useful as course materials.</li> </ul>
Innovative and agile.	Get things done.	<ul style="list-style-type: none"> <li>• Get training in ebook publishing.</li> <li>• Find volunteers for projects.</li> <li>• Organize to increase efficiency.</li> </ul>	<ul style="list-style-type: none"> <li>• Anne, Paula, and Jessica completed a three-part webinar called “Practical Ebook Publishing.”</li> <li>• We have also recently enlisted some wonderful new volunteers with experience in ebook publishing.</li> <li>• Anne has set up cloud-based document storage on Egnyte so the Publications Committee members can access and share important files. This will be a central repository for all Publications Committee files. We now need to be sure we have all of the files for <i>ECE3</i> and <i>Editorial Niches</i>, as well as for <i>ELAP</i> and the chapbook.</li> </ul>
Membership: increased and engaged.	Help others by being a part of the community.	<ul style="list-style-type: none"> <li>• Engage membership.</li> <li>• Support members with little or no experience publishing and offer the opportunity to learn new skills.</li> </ul>	<ul style="list-style-type: none"> <li>• We had contributions from dozens of volunteers who helped complete our projects.</li> <li>• Our upcoming projects will require help from many volunteers, who will have a chance to practise their publishing skills.</li> </ul>

## 2. Priorities for the next quarter

- Marketing of *From Contact to Contract: How Editors Get Clients to Work With Them*.
- Identifying topics for upcoming chapbooks.
- Completion and launch of *Edit Like a Pro: Proofreading*.

- Completion of *Edit Like a Pro: Structural Editing*.

### 3. Requests or questions for the national executive council

None at this time.

### 4. How much money from your budget have you spent? Is everything on track?

It's all on track at this time.

## Francophone Advisor, Sylvie Collin

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

- Collaborating with the Professional Development Committee to plan more webinars in French. Collaborer avec le comité du perfectionnement professionnel pour planifier plus de webinaires en français.
- Contacting the following committee chairs and discuss their current projects and the role a (bilingual) francophone member could play on their committee:
  - Volunteer Management
  - Communications and Marketing
  - The Editors' Weekly
  - Mentorship Task Force
  - Training and Development
  - Awards
  - Publications
  - Student Relations
  - National Magazine
  - Member Services Committee

Joindre les comités suivants et discuter de leurs travaux et du rôle qu'un membre francophone (bilingue) pourrait jouer sur leur comité :

  - Gestion des bénévoles
  - Communications et marketing
  - L'hebdomadaire des réviseurs
  - Groupe de travail sur le mentorat
  - Perfectionnement professionnel
  - Prix
  - Publications
  - Relations avec les étudiants
  - Revue nationale
  - Services aux membres
- Recruiting volunteers for national committees.  
Recruter des bénévoles pour les comités nationaux.

**2. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national**

- None  
Aucune

**3. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?**

- No budget needed at this point.  
Aucun budget requis pour le moment.

## **Improving Access to Members Activities Task Force, Valerie Pominville**

**1. Status update on any activities from your taskforce's plan for this year, based on your taskforce brief / Mise à jour des activités de votre groupe de travail pour cette année en vous référant au mandat de votre groupe de travail.**

- We determined the best practices for the creation of a virtual group.
- My supervisor Patricia MacDonald and I interviewed Janet MacMillan of SfEP's Cloud Club to get her insights about the advantages and disadvantages of such an undertaking.
- The December proposal presented to the NEC highlighted the wide range of benefits, including a possible increase in membership because remote editors and those unable to get to branch/twig events will be able to attend meetings and participate in networking activities, making their membership worthwhile.

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

- We need to find moderators for our virtual club.
- We need to set up meeting dates, times and topics for both time zones.
- We will go forward with advertisements to recruit members.

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

- We have no questions or requests for the NEC at this time.

**4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?**

As we plan to create a virtual club, we feel the only cost the NEC would have to cover is the one related to the Zoom licence. If we think of other anticipated costs, we will advise as soon as possible.

# Appendix O–Director Reports

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## President, Heather Buzila

- 1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)**
  - HR committee
  - Honorary life membership task force
  - Student relations committee
- 2. Note successes, accomplishments and challenges from the past quarter**
  - Worked with the honorary life membership task force, who have completed their work, which will allow members to vote on the new policy and procedures at the 2020 AGM
  - Took over the student relations committee portfolio from the past president
  - Worked with the HR committee to recruit and hire a new executive director
  - Worked with the NEC to create the position of conference advisor

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

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan)	Update (what you have done to
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		or others that you have determined will meet the intended outcomes)	advance those 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"> <li>• Build awareness</li> </ul>	<ul style="list-style-type: none"> <li>• I continue to be an advocate for Editors Canada in my workplace</li> </ul>
Bilingual and Diverse	Bilingual: Offer all services in both languages	<ul style="list-style-type: none"> <li>• Research organizations for francophone editors in Canada.</li> </ul>	<ul style="list-style-type: none"> <li>• I am meeting and working with the director of professional standards and the francophone adviser to determine how to best forward with the French certification program</li> <li>• I am supporting the francophone adviser in her efforts to best connect with the SQRP.</li> </ul>
Innovative and Agile	<p>Innovative: Be the lens through which we act and see</p> <p>Agile: Get things done</p>	<ul style="list-style-type: none"> <li>• Work to change the culture</li> <li>• Discuss new business at the start of national executive council meetings, instead of at the end when everyone is tired.</li> </ul>	<ul style="list-style-type: none"> <li>• I am working to promote a culture of positivity and cooperation both at in-person meetings and during online discussion</li> <li>• I am on top of developing situations within the organization and respond quickly</li> <li>• I have worked to reorganize the agenda to put more stressful topics at the beginning of the meeting</li> </ul>
Communications and Marketing	<p>Internal</p> <ul style="list-style-type: none"> <li>• Members feel consulted on issues important to them.</li> <li>• Members are well-informed about the association.</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• I am working to summarize the work the NEC and committees have done on the Rethink document for distribution to branches and twigs</li> </ul>

Membership: Increased and Engaged	Engaged members: talk about Editors Canada, go to meetings, volunteer	•	<ul style="list-style-type: none"> <li>• I continue to attend my local twig meetings as often as possible</li> <li>• I continue to promote Editors Canada to my colleagues at work</li> </ul>
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**3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**

- Finalize the hiring of a new executive director
- Work with the director of professional standards and the francophone adviser to determine the future direction of the French certification program
- Work with the director of publications as needed to finalize the first two volumes of Edit Like a Pro
- Work with the director of member recruitment and retention to advance the goals of the insurance task force

**4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports))**

- None

## **Vice President, Breanne MacDonald**

**1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**

- Awards coordinator

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

- For Awards, judges have been found for each award. Nominations for the Fairley and Virag awards are closed; Upton is still open.
- Annual report is in progress and on schedule so far, though still awaiting the audit.
- As part of the HR committee, have participated in the hiring process for a new ED.
- With previous ED's departure, I've been assisting with the planning of the Q2 meeting.

**3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions))**

- Continue to provide support for awards coordinator, if and as needed.
- Hire a new ED.
- Complete the annual report.

**4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**

- None at this time

**Past President, Gael Spivak**

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

- Student relations committee, until January 2020 (now moved to the president)

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

- Student work
  - Managed the partnership agreement with Simon Fraser University. Still waiting on word about the SFU insurance requirement.
  - Supported the director of communications with launching the Career Builder.
- Governance work
  - Wrote a copyright policy and procedure to address on-going concerns expressed by directors about volunteers and copyright.
  - Wrote a nominations fact sheet, something required by the National Nominations Policy but never done.
  - Recruited several members for the nominations committee and canvassed all directors and chairs about plans for next year.
  - Supported the president in some of her tasks.
- Other work
  - Kept this going: Found someone to a new video (for the students). I don't know if she will continue with this work, though. Videos are member services or comms.
  - Updated the in-house editors presentation (added the new definitons)
  - Helping find a new executive director.

**Status update on any activities you, as director, want to accomplish**

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures	Update
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"> <li>• Find synergy with other organizations: Working with the International Plain Language Federation Standards Committee and the ISO Technical Committee 37.</li> </ul>	in progress. I've commented on two drafts.

		<p>helping the Indigenous Editors' Association by providing governance support.</p> <p>getting the Spanish Editors Association involved in the conference.</p>	<p>Waiting to hear about governance help they want.</p> <p>his ran into some bumps after one of the leaders decided to not attend the conference.</p>
<p>Communications and Marketing / Communications et marketing</p>	<p>Our targeted communication activities reach potential members, clients and employers.</p>	<ul style="list-style-type: none"> <li>Continue our momentum in communications with partnering organizations:</li> </ul> <p>let 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.</p>	<p>we run into a bump with this one and it may not happen. Someone says it doesn't make sense without having data on the catch rate reducing the heavier the volume of errors is and what the catch rate is for non-typos such as style points.</p> <ul style="list-style-type: none"> <li>I'm going to dump this project because I can't get any traction on it.</li> </ul>

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

- Hire a good ED who will, I hope, stay committed to the staff and the association.
- With the nominations committee, find candidates for open director and committee chair positions.

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

- none

**Treasurer, Michelle Waitzman**

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

- n/a

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

- Worked with Interim Executive Director to ensure transition was as smooth as possible.
- Worked with HR committee to hire new Executive Director.

- Reviewed 2019 financials with bookkeeper and interim ED and prepared for audit. Results were quite alarming, with a large deficit and significant revenue shortfalls compared to the budget.
- Collected 2019 financial reports from branches to facilitate consolidated financial statements from auditor.
- Cash flow crisis is ongoing and must be addressed with NEC (and through directors with committees, branches & twigs).

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

<b>Strategic Priority / Priorité stratégique</b>	<b>Outcome (in the strategic plan) / Résultat (dans le Plan stratégique)</b>	<b>Actions (from the list in the plan or others that you have determined will meet the intended outcomes) / Mesures (à partir de la liste du plan ou d'autres actions que vous avez retenues pour atteindre vos objectifs)</b>	<b>Update (what you have done to advance those actions) / Mise à jour (les progrès que vous avez faits)</b>
Represent Canada's Editors / Représenter les réviseurs du Canada	See page 8 of the strategic plan. / Voir page 8 du Plan stratégique.	<ul style="list-style-type: none"> <li>• Become the authority on editing</li> </ul>	<ul style="list-style-type: none"> <li>• Help assess opportunities to sponsor/attend events to promote Editors Canada</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	See page 9 of the strategic plan. / Voir page 9 du Plan stratégique.	<ul style="list-style-type: none"> <li>• Offer all services in both languages</li> <li>• Broaden reach geographically, with more local groups and more online benefits for remote groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with staff and HR committee to weigh options for serving francophone members with no current bilingual staff.</li> <li>• Help support twigs by implementing new funding system and ensuring funds are allocated fairly.</li> <li>• Help branches prioritize their activities after the end of webinar revenue sharing.</li> </ul>
Innovative and Agile / Innovation et agilité	See page 10 of the strategic plan. / Voir page 10 du Plan	<ul style="list-style-type: none"> <li>• Get things done.</li> <li>• Don't proceed haphazardly, but use the right tool for the right job.</li> </ul>	<ul style="list-style-type: none"> <li>• Analyze new initiatives with a view to make sure they are sustainable/profitable for the organization. Prioritize revenue-</li> </ul>

	stratégique.		<p>generating and budget-neutral ideas.</p> <ul style="list-style-type: none"> <li>• Help move promising initiatives forward quickly, even if they are not in the current plan.</li> <li>• Try to replace labour-intensive admin with automated, low-cost alternatives.</li> <li>• Look for ways to reduce admin costs</li> <li>• I am happy to brainstorm with any director/ committee about revenue-generation or cost-reduction ideas.</li> </ul>
Communications and Marketing / Communication et marketing	See page 11 of the strategic plan. / Voir page 11 du Plan stratégique.	<ul style="list-style-type: none"> <li>• Members are well-informed about the association.</li> <li>• Our targeted communication activities reach potential members, clients and employers.</li> </ul>	<ul style="list-style-type: none"> <li>• Keep the NEC (and through them the committees and branches/twigs) informed about our finances using plain language that everyone can absorb easily.</li> <li>• Support the Marcomm team to make sure we are using our budget in this area efficiently for maximum impact.</li> </ul>
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	See page 12 of the strategic plan. / Voir page 12 du Plan stratégique.	<ul style="list-style-type: none"> <li>• Increased membership and retention</li> </ul>	<ul style="list-style-type: none"> <li>• Help find ways to increase member services through national office with limited staff time</li> <li>• Review expenses on member benefits to see if any are costing a lot for little difference to members</li> <li>• Work with past president when needed to expand student affiliate agreements with editing programs</li> <li>• Support other partnering opportunities as they arise</li> </ul>

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

- Finalize 2019 financial statements with auditors
- Try to stabilize cash flow with new ED
- Adjust 2020 budget to prevent another deficit
- Continue to seek out revenue-generating or expense-reducing opportunities

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

## **Secretary, Janice Dyer**

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

- Conference committee
- Mentoring committee

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

- See conference committee report for details
- Updated all mentoring documentation and applications forms, sent them to translation, and worked with Michelle Ou to post them to the website to address the changes to the mentoring program
- Worked with Alex Peace to ensure transition to new recording secretary goes smoothly
- Collected information from committees, branches and twig re: file storage
- Rewrote Hire an Editor brochure
- Began collaborating with student relations committee and marketing and communications committee to market the mentoring program

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

- Mentoring committee: continue working with mentoring committee, student relations committee, and communications committee to encourage participation of student affiliates and expand the program

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

N/A

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

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

- Editors British Columbia (branch)
- Editors Saskatchewan (branch)
- Editors Calgary (twig)
- Editors Edmonton (twig)
- Editors Manitoba (twig)

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

- Held two general branch and twig Zoom meetings (jointly hosted by regional director east) that were attended by chairs and coordinators from across the country. Provided meeting summary notes to all chairs and coordinators (participants and those unable to attend).
- Worked with other NEC directors to communicate Editors Canada financial information to branch and twig chairs and coordinators. In turn, corresponded with branch and twig chairs and coordinators to answer questions.
- Regularly communicated with branch and twig chairs and coordinators (jointly with regional director east) regarding updates, reminders, and requests and relayed information to directors, committee chairs, national office accordingly.
- Continued positive and open working relationships with branch and twig chairs/coordinators/executive members, committee chairs, NEC, and national office staff.
- Need to work together with executive director to ensure membership lists meet the branch and twig needs and are delivered accurately and on schedule (to be determined).
- Need to work with treasurer to ensure future funding plans and up-to-date financials are clearly communicated to branch and twig chairs and coordinators.

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

Strategic Priority	Outcome	Actions	Update (what you have done to advance those 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"> <li>• Educate my colleagues about Editors Canada and its benefits.</li> <li>• Build awareness among colleagues and others.</li> </ul>	<ul style="list-style-type: none"> <li>• Communicating with colleagues regarding Editors Canada and its benefits</li> <li>• Educating those around me about the benefits of having an editor as part of their team</li> </ul>
Bilingual and Diverse	Bilingual: Offer all services in both official languages.  Diverse: Broaden reach geographically, with more local groups and more online	<ul style="list-style-type: none"> <li>• Become informed of areas requesting availability of resources in both official languages.</li> <li>• Provide better</li> </ul>	<ul style="list-style-type: none"> <li>• No action at this time</li> <li>• Providing information (as it becomes available) regarding the virtual group</li> </ul>

	benefits for remote groups.	resources and support for local groups and beyond.	
Innovative and Agile	Try new things; don't be afraid to fail. Get things done. Don't proceed haphazardly.	<ul style="list-style-type: none"> <li>• Use social media better, beginning with familiarizing myself with the social media outlets available.</li> <li>• Take advantage of projects that come up.</li> </ul>	<ul style="list-style-type: none"> <li>• More familiar with social media outlets available but need to improve my own use</li> <li>• Continued interest in the virtual group</li> </ul>
Communications and Marketing / Communication et marketing	Members feel consulted on issues important to them. Members are well-informed about the association. Members have effective communication channels among themselves.	<ul style="list-style-type: none"> <li>• Use social media better, beginning with familiarizing myself with the social media outlets available.</li> <li>• Improve use of social media outlets among members.</li> <li>• Provide better support to branches and twigs, bringing their requests to fruition.</li> <li>• Have a communications protocol.</li> </ul>	<ul style="list-style-type: none"> <li>• Encouraging branch and twig use of social media and connecting groups to share content</li> <li>• Providing prompt responses to requests</li> <li>• Providing communication as directed by other NEC members or Association staff and vice versa</li> <li>• Updating toolkits with information regarding communications protocol</li> </ul>
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"> <li>• Allow this to happen organically through the activities of the association and new services.</li> <li>• Personally engage with local twig and, where possible, beyond.</li> <li>• Use social media and go to meetings.</li> <li>• Reach out to the non-engaged.</li> </ul>	<ul style="list-style-type: none"> <li>• Regularly attending local meetings</li> <li>• Hosting online meetings for chairs and coordinators, providing interaction and sharing of ideas</li> <li>• Encouraging communication between other chairs/ coordinators</li> <li>• Reaching out to those who are not engaged</li> </ul>

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

- Update branches and twigs toolkits.
- Communicate requests made by branch and twig chairs and coordinators and follow up.
- Along with regional director (east), work with executive director to establish membership list distribution.
- Along with regional director (east), ensure branch and twig chairs and coordinators receive financial updates and information.

- Follow up with Editors Saskatchewan regarding status and provide assistance as requested. Communicate details to NEC.

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

- None at this time.

## Director of branches and twigs – east, Anne Curry

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

- 3 branches (Ottawa-Gatineau, Québec, Toronto)
- 6 twigs (Barrie, Hamilton-Halton, Kingston, Kitchener-Waterloo-Guelph, Newfoundland and Labrador, Nova Scotia)

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

- With regional director (west), met with branches and twigs on January 18–19 via Zoom. As usual, we produced and distributed a detailed meeting summary to branch chairs and twig coordinators after the meeting.
- With regional director (west), regularly communicated with branch chairs and twig coordinators regarding updates, reminders and requests for information and relayed answers and feedback to directors and/or national office.
- Answered questions or dealt with concerns from twig coordinators and branch chairs.
- Facilitated the submission of (a) branch and twig contributions to the 2019 annual report and (b) Q1 2020 reports to NEC.
- Met with remote member services task force regarding the virtual group. They are doing great work, and I look forward to the start-up.
- Several weeks ago, I requested that the interim executive director ensure that up-to-date financial statements be prepared for twigs that included the remaining amount in their reserve. This has not yet occurred, and so coordinators do not know where their twig stands financially.
- Branches and twigs have received only one (incomplete) membership update since January. They need this information to plan and communicate effectively with members and to comply with CASL legislation.

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

Strategic Priority / Priorité stratégique	Outcome Résultat	Actions / Mesures	Update / Mise à jour
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"> <li>• Assist with Editors Nova Scotia/Canada outreach,</li> <li>• Represent Editors Canada in my work and day-to-day interactions</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Ongoing</li> </ul>

	Become the authority on editing, certification, standards, training	<ul style="list-style-type: none"> <li>• Provide information and support to twigs and branches to assist them in carrying out this role</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing, as requested by twigs and branches</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	Offer all services in both official languages	<ul style="list-style-type: none"> <li>• Communicate with branches, twigs and Editors Canada members in the official language of their choice</li> </ul>	<ul style="list-style-type: none"> <li>• Often communicated with Editors Québec chair in French</li> <li>• Produced recent updates and reminders in French and English (unofficial translations and marked as such)</li> </ul>
	Have a better balance of services for francophone members	<ul style="list-style-type: none"> <li>• Advocate for an appropriate balance of services when budgeting decisions are being made</li> </ul>	<ul style="list-style-type: none"> <li>• Supported the work of the association's francophone adviser</li> </ul>
	Broaden reach geographically	<ul style="list-style-type: none"> <li>• Examine the feasibility of holding virtual meetings for remote members</li> </ul>	<ul style="list-style-type: none"> <li>• Participated in two meetings of the task force</li> </ul>
Innovative and Agile / Innovation et agilité	Try new things	<ul style="list-style-type: none"> <li>• Record, or get someone to record, a webinar about using Zoom</li> <li>• Encourage twigs, branches, and Editors Canada members to communicate using Zoom more</li> <li>• If considered feasible, create a virtual twig in one time zone to test the concept</li> <li>• Participate in other projects and initiatives as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• No action yet. May not be necessary</li> <li>• Ongoing</li> <li>• Abandoned</li> <li>• Ongoing</li> </ul>
Communications and Marketing / Communication et marketing	Internal	<ul style="list-style-type: none"> <li>• Promote the use of Editors Canada documents and publications, including branch and twig toolkits</li> <li>• Revise the welcome</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Shauna and I have identified topics that</li> </ul>

		<p>kit, branch and twig toolkits, and other documents as needed.</p> <ul style="list-style-type: none"> <li>• Monitor branch and twig websites, and offer praise and reminders for updating, as appropriate</li> </ul>	<p>need attention: financial procedures for twigs, insurance, etc.</p> <ul style="list-style-type: none"> <li>• Ongoing</li> </ul>
<p>Membership: Increased and Engaged / Membres plus nombreux et plus actifs</p>	<p>Engage members</p>	<ul style="list-style-type: none"> <li>• Promote the use of the welcome kit</li> <li>• Meet quarterly with branch chairs and twig coordinators in groupings that meet their interests and needs</li> <li>• Consult frequently with branch and twig executives, and advocate for their needs and interests as they request</li> <li>• If considered feasible, create a virtual twig in one time zone to test the concept</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing</li> <li>• Meeting for branches and twigs held in Q1, and meeting scheduled for Q2.</li> <li>• Probably, national meetings, one just for branches and one just for twigs in Q2</li> <li>• Communicate frequently with branches and twigs by email (same messages to all)</li> <li>• Abandoned</li> </ul>

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

- Update branches and twigs toolkits.
- Follow up on requests made and concerns expressed by branch chairs and twig coordinators.
- With regional director (west), ensure that branches and twig receive regular updates on membership.
- With regional director (west), ensure that twigs receive regular updates on their financial status (budget and reserve).

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

(repeated from Q4 2019)

1. The association apparently does not have either a financial policy and or financial procedures all in one document. Could this be placed on the list of policies and procedures to be developed?
2. At present, members have access to the financial summary and the auditor's report, which appear in the annual report. Some branch executive members and twig coordinators have requested access to finer detail of the budget and financial statement. Would the NEC consider granting such access?

## Director of Communications and Marketing, Virginia St-Denis

1. **List the groups or individuals who report through you (committee, subcommittees, taskforces, national positions, branches, twigs)**
  - Communications and Marketing Committee, Janine Harker, Chair
  - *The Editors' Weekly*, Anna Williams, Editor
  - Membership Survey, Susan Chambers, Survey Coordinator
  - *Active Voice*, dormant
2. **Note successes, accomplishments and challenges from the past quarter**
  - Implemented the marketing and communications strategy for the second winter webinar flash sale, which was held in December. The nearly \$14,500 in revenue in 2019 was less than the \$22,500 in 2018. Time did not allow for website and social media analytics to provide further evaluation of this work.
  - Continued work on the general webinar marketing and communications strategy.
  - Implemented the marketing and communications strategy for the Career Builder. Time did not allow for website and social media analytics to provide further evaluation of this work.
  - Continued work on the membership recruitment and retention marketing and communications strategy.
  - Provided advice for the in-house editors' website update.
  - Anna Williams has given notice that she will step down as the editor of *The Editors' Weekly* in June.
  - Transferred responsibility for the website updates done by the volunteer webmasters to Michelle Ou in the national office now that the backlog of corrections have been made.
  - The membership survey has been on hold for various reasons, including problems with the Survey Monkey account.
3. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
  - Help find a replacement for Anna Williams as editor of *The Editors' Weekly* and support a smooth transition.
  - Wrap up the development of the general webinar marketing and communications strategy and support its implementation by Linda Dessau and Miriam Bergeret (webinar social media volunteers).
  - Wrap up the development of the membership recruitment and retention marketing and communications strategy and implement it.
  - Wrap up work on the *From Contact to Contract* chapbook marketing and communications strategy and implement it.

- Continue working with Susan Chambers on launching the membership survey. This includes creating and implementing a marketing and communications strategy.

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

- None at this time.

**Volunteer Relations Director, Patricia MacDonald**

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

- Facebook group (members-only) monitor
- Francophone adviser
- Improving access to member services task force
- List monitor
- Translation group
- Volunteer management committee

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

The improving access to member services task force has found two moderators for our virtual group and has gained several new members to help us plan programming. We are working on a name.

The volunteer handbook and committee book are both out for design.

I am now receiving an email when members indicate they are interested in volunteering during the join/renew process (new volunteers only). I've been contacting these people and following up with more information when requested. A francophone volunteer is contacting francophone members.

Not a challenge but a disappointment: Very few emails to potential volunteers have led to new committee members, which is one thing I was hoping to boost. There are no new francophone members, which is even more disappointing.

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

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)

Represent Canada's Editors	<ul style="list-style-type: none"> <li>• Work on a gradual shift in culture to be a truly bilingual association.</li> <li>• Broaden reach geographically, with more local groups and more online benefits for remote groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit francophone volunteers to make this happen.</li> <li>• Supervise the task force for improving access to member services.</li> </ul>	<ul style="list-style-type: none"> <li>• A volunteer has contacted 50-plus potential francophone volunteers, and I am forwarding new contacts weekly.</li> <li>• If the virtual group is a success, we hope to offer a francophone version as well, or possibly launch both at the same time.</li> </ul>
Bilingual and Diverse	<ul style="list-style-type: none"> <li>• Have a better balance of services for francophone members.</li> </ul>	<ul style="list-style-type: none"> <li>• Recruit francophone volunteers to make this happen.</li> </ul>	<ul style="list-style-type: none"> <li>• Follow up with any francophone members who express interest in volunteering.</li> </ul>
Membership: Increased and Engaged	<ul style="list-style-type: none"> <li>• Engaged members who volunteer.</li> </ul>	<ul style="list-style-type: none"> <li>• Work on recruiting new volunteers and retaining the old.</li> </ul>	<ul style="list-style-type: none"> <li>• The overview of national committees is now up on the website. I am following up with potential volunteers as I receive email notification of interest.</li> </ul>

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

- Work with the improving access to member services task force to develop, promote, and implement the new virtual group.
- Finish the volunteer handbook and committee book.
- Continue to try to recruit francophone volunteers for our committees.

**4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports))**

- Nothing at this time.

## **Member Recruitment and Retention, Heather Ross**

- 1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs)**
  - Member services committee
  - Insurance task force
  - Mediator

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

- the in-house members page on the Editors Canada website has been updated and will be published at the end of February
- Editors Weekly articles about in-house editing continue to be published every two months
- a new series of case studies on in-house style guides will launch with the updated in-house web page
- work of the insurance task force is has been stalled without a lead/co-lead
- the mediator has not had any mediation activity in 2020

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

<b>Strategic Priority</b>	<b>Outcome (in the strategic plan)</b>	<b>Actions (from the list in the plan or others that you have determined will meet the intended outcomes)</b>	<b>Update (what you have done to advance those actions)</b>
Innovative and Agile	See page 10 of the strategic plan.	<ul style="list-style-type: none"> <li>• Propose new pricing options for bundles or packages such as conference-included membership</li> </ul>	<ul style="list-style-type: none"> <li>• on hold after initial discussions with M. Waitzman &amp; J. Yip-Chuck; deadline for a proposal would be early fall, well ahead of 2021 conference rate-setting and membership rate increase notice in Nov</li> </ul>
		<ul style="list-style-type: none"> <li>• investigate option of Quill &amp; Quire subscription for all members (Ottawa has this)</li> </ul>	<ul style="list-style-type: none"> <li>• Ottawa got a discount of \$10 (vs \$15)/per branch member for the digital subscription. There are no funds in the current budget; no further action at this time.</li> </ul>
		<ul style="list-style-type: none"> <li>• Investigate possibility of a member discount for Canadian Press online resources</li> </ul>	<ul style="list-style-type: none"> <li>• CP can offer 50% off/person (\$25 instead of \$50) and requires an administrator for group memberships. Not an option with current resources.</li> </ul>
Communications and Marketing	See page 11 of the strategic plan.	<ul style="list-style-type: none"> <li>• communicate the value of membership</li> </ul>	<ul style="list-style-type: none"> <li>• MarComm plan is being finalized for launch in April</li> </ul>
Membership: Increased and Engaged	See page 12 of the strategic	<ul style="list-style-type: none"> <li>• refine action plan for moving improving member retention</li> </ul>	<ul style="list-style-type: none"> <li>• meeting frequency increased to once a month; Slack being used as a committee workspace</li> </ul>

	plan.		
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- **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
- Draft options for pricing options for bundles or packages such as conference-included membership
- Support MarComm work for communicating the value of membership

**3. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports))**

- review proposal for user research project (below, along with responses to previous questions from NEC) and provide feedback

**Member Research Proposal**

The goal of this member research project is to gather information to support member retention.

By conducting individual interviews with a small number of our members we can learn more about their attitudes, wants, and experiences and gain a better understanding about what keeps members engaged and renewing membership year after year. We will be exploring questions that are not covered by our current survey.

**Goal:** retain members

**(S) specific**—we want to retain members (and reduce churn, with is currently almost 25% of membership annually)

**(M) measurable**—membership numbers increase/average length of membership increase

**(A) achievable/attainable**—engaging with a small number of members is achievable

**(R) realistic**—by keeping this project simple and incremental, we can we do it with the limited resources we've got

**(T) timely**—phase 1 completed by October 1

**Actions**

**Phase I:**

Determine:

- who should lead this effort? ⇨ Members services committee chair, Alana Chalmers. Alana has done user research at work using UX design research methods which are suitable for our organization. She has recruited participants, made sure they understood what they were

agreeing too and conducted interviews, and followed up with them with the work she did based on these interviews.

- who will support this effort? ⇒ The Director of Member Recruitment and Retention and the member services committee. There are currently only three members on the committee so additional members are being recruited to make sure there are enough volunteers to support all the tasks of the committee. It is hoped that a French member will join the committee.
- who should we interview first? ⇒ Members; characteristics to be determined (by mid-April)
- what questions should we ask? (first draft to be completed by committee by mid-April)
- duration and format(s) of interview (mid-April)
- how many people should we interview first? (mid-April)
- test run and refine questions and interview formats on committee members (by 1-May)
- recruit people to interview (starting 1-May–30-May)
- do interviews (May–June)
- what are the results of the initial interviews? Evaluate and synthesise results; what have we learned? (July)

Based on the analysis of Phase I, determine if continuation to Phase II is warranted.

**Phase II:**

Based on Phase I results, determine:

- who should we interview? (more members or move to non-members?)
- what questions should we ask?
- duration and format(s) of interview
- how many people should we interview first?
- test run and refine questions and interview formats on committee members
- recruit people to interview
- do interviews
- interview result analysis
- determine next steps

Comments	Responses
	AC: Alana Chalmers, HR: Heather Ross
<p>This is a major project, and the NEC needs a change to learn more about it. What is the intent and hope for this project? Does it align with the association's strategic priorities. We would need to approve any new committee, set up a mandate for it, set reporting lines and timelines. Is it even a committee, or a taskforce (short-term and project-focused group) or a sample group?</p> <p>Lastly, any qualitative research project is a massive undertaking. I've produced medical and research journals for more than a decade. I know</p>	<p>(AC) The goal of this project is to conduct individual interviews with a small number of our members. This will allow us to get detailed information about member attitudes, wants, and experiences. We can then use this information to provide direction to member retention and recruitment. This small user research project helps us bridge the gap between membership surveys.</p>

<p>MDs and PhDs who get large research grants to be able to do that work. Is this really something we can rely on volunteers to do? Will the value of this project outweigh the time and effort to do it? Can we make adjustments to the member survey to address what concerns there are that it isn't giving you what you think the qualitative research will? No concerns were raised about the membership survey, so I'm not understanding the problem.</p> <p>There is a lot of potential benefit to this. I'm more concerned about the time and effort needed to pull it off properly and our limited financial and human resources.</p>	
<p>I've been through this kind of user testing process as I worked on changes to the website of one of the major banks. As part of the testing, the programmers watched me as I tried to do specific things on the draft site. Every member of the review committee went through that process.</p> <p>I remember one part of it vividly. I was asked to do something on the site, and I did. And the person watching me said "why did you do that in three steps when there was a button on the first page that you just had to click?" And I looked back at that page, which was all in the bank's vivid color scheme, and the button I didn't click was grey, with grey text. It looked greyed-out, which I simply interpreted as "not important" and ignored it.</p> <p>In the review-group discussions afterwards, we focussed on unintended messaging like that -- what parts of the site weren't working for the user because of unintended aspects of the design and wording?</p> <p>So I've seen the process work effectively. It caught a lot of problems that simply reviewing whether the coding worked would have missed.</p>	<p>(AC) At this point, we're talking about user research rather than user testing. You're right, we aren't testing anything beyond our understanding of our members. Demographic data only gets you so much information. How do you fill in the spaces in between? Interviews give you more detailed information and help fill in those gaps. Talking to 5 people is an achievable goal and will get us enough data to use a design thinking approach to member retention. Doing user research is part of the information design process (included in the Plain Language certificate at Simon Fraser University) and the plain language process (see Kate Harrison Whiteside's Editors Canada webinar series on Plain Language).</p> <p>(HR) "how likely is it that any of the major problems we're confronting will be so simple that they can be solved by talking to 5 people?" We don't know, but the format we are proposing is small-scale and staged so that we can get information without a huge undertaking. It may not reveal a simple problem or point to a simple fix. The worst-case scenario is that we have some conversation with members.</p> <p>(HR) "How do we ensure that those 5 people really are an unbiased cross-section of the association?"</p>

But it's a big leap from using a methodology for user testing of programming to using it to make a professional association more effective for its members.

You start with "identify the target audience" That sounds like such a basic question. Who are we "testing"? "Users" -- meaning current members. "Former users"? "Non users" -- people we would expect to join but haven't? In the user testing I'm used to, it is people who already make intense use of the programming, people who are expert in how it works and who can identify subtle problems. I'm not convinced that people who are that involved in the association is at all who we should be testing.

I wondered about "In user testing you can solve 85% of problems by talking to 5 people." Yes, it is easy to point out that part of a webpage was being ignored because it looked greyed-out. Easy to identify, easy to fix. In that case, identifying the problem is 90% of the work. Fixing it is trivial.

How likely is it that any of the major problems we're confronting will be so simple that they can be solved by talking to 5 people? How do we ensure that those 5 people really are an unbiased cross-section of the association? (Actually, there's simple method for doing that. Pick one random member. Then identify the member who has the least in common with that member, on a range of 10 or 20 variables. Then identify the member who has the least in common with the first two. And so on. But that's assuming that it is members we want to be surveying, and I'm not persuaded that it is.)

Sorry -- this is really scrambled and I don't have the time to edit it. I'm intrigued by the notion of using a new technique. We've rarely made very effective use the survey information we've collected, and this process you're describing does make ongoing use of whatever you find.

This is part of the project task list for the committee to figure out.

## Appendix P–Action Items

### Action Items, Current

	<b>Action Item</b>	<b>Person (s) Responsible</b>	<b>Status</b>
1.	Heather Buzila to add into corporate calendar twice a year to remind directors to remind committees about file storage.	Heather Buzila	
2.	Heather Buzila to tell student relations committee can't reduce fee now. Policy gives them ODE listing at full price. Would have to go to AGM to fix.	Heather Buzila	
3.	Heather Buzila to set up discussion for meeting timing and format.	Heather Buzila	
4.	Heather Ross to speak with Berna Ozunal and Tania Cheffins about insurance task force.	Heather Ross	
5.	Heather Buzila to schedule Zoom meeting with Sylvie Collins and Gael Spivak on SQRP.	Heather Buzila	
6.	Berna Ozunal to tell Certification Steering Committee to go ahead with changes to Part A of the certification exam.	Berna Ozunal	
7.	Anne Brennan to communicate with Michelle Ou on the files for <i>Editing Canadian English</i> and <i>Editorial Niches</i> .	Anne Brennan	
8.	Lucy White to find contract with Captus and termination letter.	Executive Director	
9.	Breanne MacDonald and Anne Brennan to talk about promoting the handbook at the conference.	Breanne MacDonald	
10.	Patricia MacDonald to talk to Virginia St-Denis about finding volunteers for marketing committee.	Patricia MacDonald	
11.	Anne Brennan to talk to Gael Spivak on how new plain language standards might tie into a handbook.	Anne Brennan	
12.	Lucy White to find office lease contract: terms and penalty to break contract early.	Executive Director	
13.	HR committee to talk with office staff about the possibly of other office location vs working remotely.	Heather Buzila	
14.	Anne Curry and Shauna Babiuk to meet with Natasha Bood to talk about ensuring membership lists are accurate, ensuring branches and twigs have that information, and setting a schedule for sharing the lists.	Anne Curry Shauna Babiuk	
15.	Greg Ioannou to contact Tamra Ross about Drupal and our website.	Greg Ioannou	
16.	Breanne MacDonald to look into website with	Breanne	

	<b>Action Item</b>	<b>Person (s) Responsible</b>	<b>Status</b>
	Michelle Ou this summer.	MacDonald	
	Heather Buzila to add hyperlinks to Rethink update.	Heather Buzila	
17.	Michelle Waitzman to put together a package of financial information for branches and twigs.	Michelle Waitzman	
18.	Michelle Waitzman to contact Anne Curry and Shauna Babiuk to let them know they can share it with the twigs and branches.	Michelle Waitzman	
19.	Breanne MacDonald to work with Michelle Waitzman to set up folder for financial information.	Breanne MacDonald	
20.	Anne Curry to follow up with Quebec branch for copy of bilingual flyer to promote three ways to hire and editor; Virginia St-Denis would like to be able to share it with the rest of the association.	Anne Curry	
21.	Anne Curry to provide Michelle Waitzman with more detail on request for financial policy information.	Anne Curry	
22.	Heather Buzila to talk with Natasha Bood to ask for year-to-date statements.	Heather Buzila	
23.	Shauna Babiuk to follow up with NEC regarding BC branch's request for talking with provincial MLAs about Editors Canada.	Shauna Babiuk	
24.	Breanne MacDonald look into the cost of livestreaming the conference.	Breanne MacDonald	
25.	Greg Ioannou to look at the webinar presentation manual, cut it back to a more reasonable size and send it to volunteer translation group.	Greg Ioannou	
26.	Patricia MacDonald to talk to Monica Laane-Fralick about her request in the volunteer management committee meeting report.	Patricia MacDonald	
27.	Janice Dyer to ask Sylvie Collins for a francophone report before each meeting.	Janice Dyer	
28.	Executive Director to add task force leaders to committee email list.	Executive Director	
29.	Directors to let task force leaders know they're being added to committee email list. Janice will send task force reporting template to them when it's time to submit committee reports.	NEC Directors	
30.	Heather Buzila to connect the student relations committee and the Calgary Twig to look into speaking at Mount Royal College.	Heather Buzila	
31.	Directors to read social media document over next two weeks and give feedback to Virginia St-Denis to brainstorm one-on-one.	NEC Directors	
32.	Gael Spivak to get copyright policy translated.	Gael Spivak	
33.	Virginia St-Denis to look at what MCC does for	Virginia St-Denis	

	<b>Action Item</b>	<b>Person (s) Responsible</b>	<b>Status</b>
	document and text of their confidentiality and code of conduct agreements.		
34.	Greg Ioannou and Caitlin Stewart to look into Docu-sign Nonprofit for webinars and copyright forms.	Greg Ioannou	
35.	Berna Ozunal to talk to Certification Steering Committee about their confidentiality form and how they track the forms.	Berna Ozunal	
36.	Gael Spivak to approach Queen's University about student affiliate partnership.	Gael Spivak	

### Action Items, Past Meetings

	<b>Action Item</b>	<b>Person (s) Responsible</b>	<b>Previous Status</b>	<b>New Status</b>
37.	John Yip-Chuck to give more detailed financial reports to the NEC directors quarterly.	John Yip-Chuck		
38.	NEC directors to record actions completed on the rethink document.	NEC directors	Ongoing	
39.	Heather Buzila to provide interim reports on the rethink document and what has been done and by whom to the regional representatives.	Heather Buzila	In progress	
40.	Anne Curry and Shauna Babiuk to take the interim report on the Rethink document to the next meeting of the branches and twigs.	Anne Curry Shauna Babiuk	Ongoing Shared link with Bs&Ts. On agenda for April meeting.	
41.	Heather Buzila to keep track of actions that have been taken on the Rethink document and by whom and present the results to the membership at the AGM.	Heather Buzila	In progress	
42.	Anne Brennan to find the contract for the design and production for ELAP.	Anne Brennan		
43.	Anne Brennan to investigate the distribution plan for ELAP including the possibility of using UBC (who distribute ECE 3).	Anne Brennan	In progress	
44.	Virginia St-Denis to update the <i>15 Reasons</i> and <i>Hire an Editor</i> brochures.	Virginia St-Denis	Ongoing *Hire an Editor being laid out by volunteer, printed in 2020	

			*15 Reasons text being updated by Membership Committee	
45.	ED to check that the organization has the highest level of access and can't be locked out of Sync.	ED		
46.	Breanne MacDonald and Virginia St-Denis to work on sorting out access to organization-wide Google Drive.	Breanne MacDonald Virginia St-Denis	In progress	
47.	Virginia St-Denis to work with Janice Dyer on communicating the availability of the mentorship program to the student affiliates.	Virginia St-Denis Janice Dyer	In progress	
48.	Breanne Macdonald to add a question field to the membership sign-up form that finds out which school student affiliates go to.	Breanne MacDonald		
49.	Janice Dyer to contact the francophone adviser, Sylvie Collin, and Patricia MacDonald about finding a francophone member for the Mentorship Program Committee.	Janice Dyer Patricia MacDonald	In progress	
50.	Anne Curry to look for examples of financial policies in other organizations and report back to the treasurer.	Anne Curry	Ongoing	
51.	Virginia St-Denis to ask Anna Williams about whether it would be possible to combine blog posts into a chapbook and whether copyright contracts exist for the posts.	Virginia St-Denis	In progress	
52.	Gael Spivak and John Yip-Chuck to complete the collaboration agreement between SFU and Editors Canada and fulfill any requirements arising out of the agreement.	Gael Spivak John Yip-Chuck	In progress Waiting to hear about the insurance issue.	
53.	Anne Curry and Shauna Babiuk to link up Editors Toronto, BC, and Ottawa–Gatineau who are all interested in putting on seminars for non-editors.	Anne Curry Shauna Babiuk	In progress  Email sent to BC with info. Contact info sent to Toronto for Ottawa-Gatineau	
54.	John Yip-Chuck, Breanne MacDonald, and Heather Ross to talk about getting the pathways to success infographic out to	John Yip-Chuck Breanne MacDonald		

	members.	Heather Ross in progress; Michelle Ou asked for input		
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55.	Gael Spivak to look for past archives (ask Ruth Pincoe about the ones stored at McMaster University; ask Lee d'Anjou about the list of early motions) and to search for editor who are also indexers and who might be willing to index the minutes.	Gael Spivak	in progress  Gael contacted: Ruth and Lee, McMaster Archives, and one indexer Alex recommended. All still in the works. But now waiting for Greg to get back to me.	<b>DONE?</b> Received the past AGM minutes (and Michelle Ou put them on the website) and found an indexer. Checked in with her March 8/20 and she now has time to start the project.  We originally wanted to index the NEC minutes but that seems out of reach now.
56.	Berna Ozunal to investigate and discuss the pros and cons of ACP's new initiative and report back to the NEC.	Berna Ozunal	ongoing  This needs a bigger discussion and is still ongoing.	Ongoing
57.	Gael Spivak to negotiate a student affiliate partnership between Simon Fraser University and Editors Canada.	Gael Spivak	In progress	<b>See above?</b>
58.	Gael Spivak to draft the text for a page to advertise the organizations that are using our standards.	Gael Spivak	in progress  Drafted. Waiting for SFU agreement to get signed.	
59.	Greg Ioannou to negotiate a partnership agreement with the Editorial Arts Academy.	Greg Ioannou	in progress	

60.	Berna Ozunal ask CSC to email Anne Brennan once all the files are moved out of her storage account.	Berna Ozunal Anne Brennan	in progress  Just checking — I am confirming that they are done with Egnyte	
61.	Greg Ioannou and Gael Spivak to look into Heritage Canada grants again.	Greg Ioannou Gael Spivak	in progress  Gael was just to remind him. I did. Greg can give the update.	
62.	Berna Ozunal to suggest to Agrément that they make a recommendation on years of experience to potential test-takers.	Berna Ozunal	In progress	
63.	Shauna Babiuk to find out the host responsibilities in hosting a conference and talk to local twig about it.	Shauna Babiuk	in progress  Spoke with Breanne M. regarding host responsibilities. Will talk to local twig at a later date.	In progress. Will talk to local twig at later date.
64.	Janice Dyer to liaise with Breanne MacDonald and Shauna Babiuk and find a conference chair for 2021.	Janice Dyer Shauna Babiuk	In progress	
65.	Patricia MacDonald to check in with the Improving Access to Member Services on their progress and specifically about their idea of a virtual meeting group.	Patricia MacDonal d	in progress  The task force is working on a proposal.	In progress First virtual meeting is scheduled for April.
66.	Heather Ross to ask member services chair to put a call out video volunteer.	Heather Ross Gael Spivak	in progress	
67.	Anne Brennan to work with Greg Ioannou to help the ELAP with watermarks and production.	Anne Brennan Greg Ioannou	In progress  Jessica Riches is meeting with a member of Greg's team.	
68.	Berna Ozunal to ask the certification steering committee to reinstate copyright protection on the study guides.	Berna Ozunal	In progress	

69.	John Yip-Chuck to send a list of items to be fixed on the website to Virginia St-Denis as they come up.	John Yip-Chuck	ongoing	
70.	Virginia St-Denis to contact Sandra Gravel and Sophie Pallota about working on the French part of the website.	Virginia St-Denis	in progress Still on to do list to contact Sophie Pallota	
71.	Greg Ioannou to ask Tamra Ross about having the student affiliate status on the ODE and also to change the Aboriginal to Indigenous.	Greg Ioannou	in progress	
72.	NEC directors to create a standards committee with the mandate to continually monitor the editing environment for new and revised standards and update the current standards accordingly.	Berna Ozunal	in progress Gael has kindly offered to begin the recruitment process	In progress Berna wants to chair the committee (after her NEC term ends).
73.	<del>Berna Ozunal</del> to check on getting French onto the webinars subsite. CHANGED	Greg Ioannou	In progress	
74.	<del>Berna Ozunal</del> to set up a document with resources for people who have to sign documents (for webinars) about using the capabilities in Acrobat. CHANGED	Greg Ioannou	in progress	
75.	Greg Ioannou and Berna Ozunal to form a subcommittee (with John Yip-Chuck) to discuss building upon the webinar program (and to communicate with relevant branches and twigs in the process).	Greg Ioannou  Berna Ozunal	In progress Still to communicate with branches and twigs (which b and t are still holding seminars?)	
76.	Virginia St-Denis and Michelle Ou to use information about benefits in social media drives.	Virginia St-Denis Michelle Ou	In progress MarComm plan moving forward in new year, once other comms priorities are taken care of	

77.	Virginia St-Denis to follow up with Jessica Riches to find out when publication of chapbook will occur. CHANGED TO ANNE BRENNAN	Virginia St-Denis AND Anne Brennan	in progress Paula Chiarcos and Jessica Riches have a draft copy of the MarComm strategy and are updating it before implementation	
78.	Berna Ozuna to deal with mentorship issues as follows: change the communications (that is, separate call for mentees from call for mentors) clarify the requirements for mentees consistent (members/student affiliates) find proposal from Carolyn Brown, examine it to see if changes necessary, and if so, bring a recommendation for changes to the NEC for review	Greg Ioannou	changed to Greg Ioannou changed to Janice Dyer	
79.	Greg Ioannou to follow up with Paula Chiarcos on status of <i>From Contact to Contract</i> . CHANGED TO ANNE BRENNAN	Anne Brennan	in progress Anne has a call scheduled with Paula to discuss this.	
80.	Patricia MacDonald-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	in progress Should switch to Heather Ross	
81.	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	in progress Change to volunteer under Patricia MacDonald Should switch to Heather Ross	
82.	John Yip-Chuck to direct the national office to let branch and twig administrators know about lapsed members.	John Yip-Chuck	in progress will begin in September	
83.	John Yip-Chuck/Gael Spivak/Virginia St-Denis to look into getting the Editors Canada logo onto the Simon Fraser website.	John Yip-Chuck Gael Spivak Virginia St-Denis	in progress This will be done if we get an agreement in place.	

## Action Items, On Hold

	<b>Action Item</b>	<b>Person (s) Responsible</b>	<b>Status</b>
84.	Shauna Babiuk and Anne Curry to discuss with Michelle Waitzman and John Yip-Chuck what details from the financial statements can be shared with branches and twigs.	Shauna Babiuk Anne Curry Michelle Waitzman John Yip-Chuck	On hold Progress halted after John's resignation
85.	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 Very low on the priority list. Will try to get to in December. JY
86.	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
87.	Patricia MacDonald and John Yip-Chuck to talk about the volunteer directory.	Patricia MacDonald John Yip-Chuck	on hold possibly tie into directory of trainers?
88.	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
89.	NEC to review each year the list of possible trademarks to apply for.	NEC	on hold until March, 2020
90.	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; too many other priorities
91.	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
92.	Michelle Waitzman and John Yip-Chuck to pursue ideas from the accountant about keeping office expenses down.	Michelle Waitzman John Yip-Chuck	Ongoing

	<b>Action Item</b>	<b>Person (s) Responsible</b>	<b>Status</b>
93.	Virginia St-Denis to work with Greg Ioannou on a webinar flash sale.	Virginia St-Denis Greg Ioannou	In progress
94.	John Yip-Chuck to talk to Editors Toronto about partnering on professional development events.	John Yip-Chuck	on hold
95.	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
96.	Virginia St-Denis to connect with the publication chair about marketing and communications for future chapbooks.	Virginia St-Denis	on hold until further chapbooks in progress
97.	NEC to review the idea of a 10% discount for a two-year renewal after reviewing the relevant discussion in minutes of 2019 Q1, March.	NEC Directors	on hold
98.	Heather Buzila to contact Michelle Ou about setting up a new email address so that Editors Québec can gradually stop using the email address from QAC.	Heather Buzila	on hold Sylvie Collin wants to discuss this with her branch exec first. June 17: Still nothing from Sylvie
99.	Editors Canada president to contact presidents of organizations with whom Editors Canada has partnerships.	Heather Buzila	on hold until new president takes office
100.	Janice Dyer to emphasize the correct use of the raise hand and chat functions for online attendees at the AGM.	Janice Dyer	on hold until the AGM
101.	Gael Spivak to look at the revision of Branch and Twig policies and procedures with respect to changing the time of year that they are required to hold their AGM.	Gael Spivak	on hold until examination of all policies and procedures for revision
102.	Michelle Waitzman to talk to Breanne MacDonald (conference chair) and Heather Ross to discuss including membership fees at the conference.	Michelle Waitzman Heather Ross	on hold until Conference 2021 Not being pursued this year. Heather R investigating several options.

# Appendix Q – Conferences Contingency Plan

## 20 a.i. Conferences: 2020 contingency plan for COVID-19

### Current situation

- According to the Government of Canada, the risk to Canadians is low.
- No travel ban, no gathering ban.
- General message can go out to members.
- Already posted something on the conference website, conference twitter, and conference FB group.

### Cancelling: what are the consequences

If a government ban happens, what is the process (the contract).

- Does Editors Canada get a refund?
- We'd have to refund everyone's registration fee. Does our insurance help with this at all?

If there is no government instruction to cancel

- If we cancel, what would the cost be to Editors Canada and to individuals?
- If others cancel due to panic, we can work with the venue.

Excellent messaging about refunds in this post from the [Council of Science Editors](#) (bulleted to make it easier to read).

- Should a health emergency be declared in the Pacific Northwest region of the USA that results in a travel ban to Portland, or if the airport, hotels, or hospitals in Portland are closed, then CSE will cancel for 2020 and provide full a refund of all registration fees.
- If attendees cancel due to personal concerns about traveling and CSE has not canceled the meeting, then the standard cancellation refund policy remains in place.
- Furthermore, if the country of residence for the attendee has issued a travel restriction, prohibiting attendance at the CSE annual meeting for 2020, a full refund of all registration fees will be issued.
- This policy may change as the situation evolves.

### Partial in-person

Hold speaker spots for those who want to cancel, and Zoom them in. Work with venue to get professional AV to do that.

### Postponing

The virus may come back in October or November, so is postponing worthwhile? What if it peaks in May?

- We could look into September but if there is no change in the risk from June to Sept, it's really not worth the massive amount of work (every speaker would have to be contacted and they'd reassess the dates, and every registrant that is booked, or thinking of booking, would have to re-assess and re-book).
- July and August will be holiday time for people. Not worth moving it to then?

### **What can we do if we go ahead**

If the virus is still circulating, what can we do to help with people's safety?

- Order sanitizer or alcohol swabs for the bags? Will those even be in stock, due to hoarders?
- Ask people to not shake hands.
- No buffet food
- Include [instructions](#) from the Public Health Agency of Canada, in the bags and on the website.

Risk-informed decision-making for mass gatherings during COVID-19 global outbreak:

<https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/health-professionals/mass-gatherings-risk-assesment.html>

# Appendix R – Social media toolkit

## Editors Canada Social Media Toolkit – Brainstorming

*Last updated February 9, 2020*

<b>Intent</b>	<ul style="list-style-type: none"> <li>● Provide access to social media tools and information for individuals and committees that use social media to promote Editors Canada</li> <li>● Gather best practices in one location to support effective use of social media on behalf of Editors Canada</li> <li>● Create a repository of tools and techniques to assist with onboarding new volunteers holding social media responsibilities</li> <li>● Establish an Editors Canada “look and feel” for social media posts, including a style guide for social media platforms that are space or format-constrained (i.e. Twitter)</li> </ul>
<b>Audience</b>	<ul style="list-style-type: none"> <li>● Branch/twig social media volunteers</li> <li>● MarComm committee volunteers</li> <li>● National office/national committee volunteers</li> </ul>
<b>Format</b>	<ul style="list-style-type: none"> <li>● Housed in an access-controlled (members-only) area of the Editors Canada website</li> <li>● Passive (not interactive) HTML content, with options for PDF printing</li> <li>● Topic-specific content designed to be contained within one PDF page</li> <li>● Reviewed and updated as needed by the Communications and Marketing Committee</li> </ul>
<b>Content</b>	<ul style="list-style-type: none"> <li>● Overviews of social media platforms (Facebook, Twitter, Instagram, LinkedIn, etc)—overviews would include a description of the platform, audience types, most effective types of content (written vs visual, etc), and considerations from an Editors Canada perspective</li> <li>● Overviews and best practices for social media analytic tools, especially those that are free or nearly free (Hootsuite, etc)</li> <li>● How-to briefs on writing effective social media posts, using hashtags, linking to external content</li> <li>● How-to briefs on writing media releases and blog posts that will encourage wider media pick-up.</li> <li>● How-to briefs on using interactive social media options such as Facebook Live, chat sessions, etc</li> <li>● How-to briefs on using online polls</li> <li>● Evergreen MarComm calendar that lists important dates (conference dates, recurring campaigns, holidays) that are relevant to Editors Canada from a social media perspective</li> <li>● Overview of legal and copyright considerations for social media—getting permission to use photos, quotes, and externally-sourced content; ensuring attribution, etc.</li> </ul>
<b>Timeline</b>	<ul style="list-style-type: none"> <li>● Schedule TBD depending on NEC approval to proceed; development to production could take 6-8 months (depending on resource availability)</li> </ul>

## Appendix S—Online Motions, November 18 – March 10, 2020

<p>MOVED by Heather Buzila SECONDED by Michelle Waitzman THAT the NEC approve the proposal by the Foundations Testing Task Force to purchase ProProfs Quiz Maker.</p>	<p>All in favour: 12 Opposed:</p>	<p>November 29, 2019</p>
<p>MOVED by Michelle Waitzman SECONDED by Greg Ioannou THAT the membership fees be increased by 2% as of March 1, 2020 to \$292 for regular members (\$555 for 2 years) and \$146 for emeritus members, and that the student and transitional fees be maintained at \$54.95 for students, \$100 for transitional year one, and \$200 for transitional year two.</p>	<p>All in favour: 12 Opposed:</p>	<p>December 9, 2019</p>
<p>MOVED by Patricia MacDonald SECONDED by Anne Brennan  THAT the NEC appoint Annette Gingrich to be co-chair of the student relations committee.</p>	<p>All in favour: 12 Opposed:</p>	<p>January 6, 2020</p>
<p>MOVED by Janice Dyer SECONDED by Patricia MacDonald  THAT the NEC approve the Q4 meeting minutes</p>	<p>All in favour: 8 Opposed:</p>	<p>January 17, 2020</p>
<p>MOVED by Gael Spivak SECONDED by Greg Ioannou THAT the NEC approve and then implement three new governance documents to protect the interests of Editors Canada and its on-going projects. These are:</p> <ul style="list-style-type: none"> <li>• the Copyright Policy</li> <li>• the Copyright Procedure</li> <li>• the Copyright Assignment Form</li> </ul>	<p>All in favour: 11 Opposed:</p>	<p>February 24, 2020</p>

<p>Background: While reading a copyright blog, Gael Spivak discovered that works created by volunteers can be considered to belong to the volunteers instead of an association. To protect the interests of the association, the national executive council is closing that gap by putting a new policy and procedure into place. As part of this new process, volunteers will now sign a form that assigns copyright to the association. This form also protects volunteers who want to refer to and showcase the works they created as a volunteer.</p>		
<p>MOVED by Patricia MacDonald SECONDED by Anne Curry THAT the NEC approve the development of a virtual group, as proposed by the improving access to services for remote members task force.</p>	<p>All in favour: 11 Opposed:</p>	<p>January 31, 2020</p>
<p>MOVED by Gael Spivak SECONDED by Greg Ioannou THAT the NEC approve and then implement three new governance documents to protect the interests of Editors Canada and its on-going projects. These are: • the Copyright Policy • the Copyright Procedure • the Copyright Assignment Form Background: While reading a copyright blog, Gael Spivak discovered that works created by volunteers can be considered to belong to the volunteers instead of an association. To protect the interests of the association, the national executive council is closing that gap by putting a new policy and procedure into place. As part of this new process, volunteers will now sign a form that assigns copyright to the association. This form also protects volunteers who want to refer to and showcase the works they created as a volunteer.</p>		<p>February 24, 2020</p>
<p>MOVED by Janice Dyer SECONDED by Greg Ioannou THAT the NEC approve the 2019 AGM meeting minutes</p>	<p>All in favour: 10</p>	<p>March 9, 2020</p>