



**EDITORS**  
**RÉVISEURS**  
**CANADA**

## **Q3 Reports**

## **Directors**

**September 11, 2022**

**National Executive Council Meeting**

**Zoom**

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## National Executive Council (NEC) Directors

### President – Maria Frank

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

- Support and oversee the Human Resources Committee, the Francophone adviser, and the equity, diversity and inclusion (EDI) adviser
- Provide guidance and support to the vice-president when work commences on the annual report
- Provide guidance and support to all directors as needed

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

- Plan and run NEC meetings, including inviting branches and twigs to attend as timing permits
- Support directors as needed

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

- None at this time

**4. Budget request / Demande de budget**

- None at this time

## Vice-President – Marcia Allyn Luke

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

- Provide support to the president as needed
- Shadow the president and learn about the president's roles and responsibilities
- Provide support to the awards coordinator as needed
- Lead the execution of the annual report for 2022
- Work with the Canadian Dictionary team to help facilitate an agreement with a publisher for a base dictionary

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

- Support the president as needed
- Shadow the president and learn about the president's roles and responsibilities
- Support the awards coordinator as needed
- Work with the Canadian Dictionary team to help facilitate an agreement with a publisher for a base dictionary
- Help orientate the new recording secretary

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

- None at this time

**4. Budget request / Demande de budget**

- Translation costs for annual report should be part of national budget. Will need normal costs for awards included in national budget.

## Past President – Heather Buzila

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

- Complete the revision of the quarterly report templates that was started in 2021
- With the director of branches and twigs, work to revise and update the branch and twig toolkits
- Update the National Nominations Procedures to emphasize the recommendations submitted by the Equity, Diversity, and Inclusion Task Force
- Begin the process of revising the association's strategic plan online and with member input
- Work with the list monitor and the director of volunteer relations to update the list monitor position description and submit a substantive motion to ratify it at the 2023 AGM
- In early 2023, form the national nominations committee and work to fill upcoming vacancies on the NEC, national committees, and national positions for 2023-2024
- Continue working with the core dictionary group to create an updated Canadian English dictionary
- Support the president as needed
- Support the Career Builder committee and the Student Relations committee as needed

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

- Update the report templates so they are ready to be used in Q4
- Begin the process of creating a new strategic plan
- Begin updating the branch and twig toolkits
- Update the national nominations procedures
- Continue working with the dictionary group

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

- None

**4. Budget request / Demande de budget**

- None

## **Treasurer**

1. What activities (actions) are you planning in the coming year? (Please fill in the table.) /  
Quelles activités (mesures) pensez-vous prendre dans l'année à venir? (Veuillez remplir le tableau.)
2. Priorities for the next quarter / Priorités pour le prochain trimestre
3. Requests or questions for the national executive council / Demandes ou questions pour le  
Conseil d'administration national
4. Budget request / Demande de budget

## Secretary – Mina Holie

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

- Liaise with other directors for various activities
- Facilitate going through the list of Action Items during the meetings
- Keep a list of motions/voting results up to date
- Provide support to the recording secretary as needed, while working together
- Support the Conference Committee when needed

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

- Track and organize motions, while managing the online voting system
- Request and compile the Q4 Reports
- Prepare a list of requests for the Q4 meeting
- Update the list of Action Items
- Review the meeting minutes prepared by the recording secretary and edited by the NEC directors

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

- What folders and documents can the recording secretary have access to on our shared drive?

**4. Budget request / Demande de budget**

- None



## Director of Branches and Twigs – Ellen Keeble

1. **What activities (actions) are you planning in the coming year? (Please fill in the table.) / Quelles activités (mesures) pensez-vous prendre dans l'année à venir? (Veuillez remplir le tableau.)**
  - Update toolkits for branches and twigs
  - Assist branches/twigs with any questions and send out reminders.
  - Schedule Zoom meetings for quarterly all chairs meetings.
  
2. **Priorities for the next quarter / Priorités pour le prochain trimestre**
  - Attempt consistent EC branding across individual twig/branch websites
  
3. **Requests or questions for the national executive council / Demandes ou questions pour le Conseil d'administration national**
  - None at this time
  
4. **Budget request / Demande de budget**
  - None at this time

## Director of Marketing and Communications – Kristain Oliveira-Barnes

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

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Represent Canada's Editors / Représenter les réviseurs du Canada	<ul style="list-style-type: none"> <li>The 4-minute social media videos highlight several editors and the difference in their editing tasks. These are great videos to amplify, showing thought leadership and expertise in the editing industry.</li> </ul>	<ul style="list-style-type: none"> <li>Leverage 4-minute videos that were created this year</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	<ul style="list-style-type: none"> <li>Francophone volunteer will help us translate any mar comm materials, ensuring a bilingual and diverse association.</li> </ul>	<ul style="list-style-type: none"> <li>Find a francophone volunteer</li> </ul>
Innovative and Agile / Innovation et agilité	<ul style="list-style-type: none"> <li>Work with Google Ads volunteer to flush out strategy, increase keywords, and increase reach.</li> <li>Review reports from the last six months to see where we have opportunities to expand and grow.</li> </ul>	<ul style="list-style-type: none"> <li>Expand the strategy for Google Ads to help increase reach and engagement</li> </ul>
Communications and Marketing / Communication et marketing	<ul style="list-style-type: none"> <li>To achieve this, we continue to focus on liaising with other committees; working to establish the committee as a resource for the association, committees, and branches; and trying to improve consistency of our efforts and messaging.</li> </ul>	<ul style="list-style-type: none"> <li>Increase value of the Mar Comm Committee</li> </ul>

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	<ul style="list-style-type: none"> <li>The MarCom committee is developing an NEC board member's idea to use visual metaphors for social media campaigns. Ideally, we would like to engage our members by letting them weigh in on the metaphors, too.</li> </ul>	<ul style="list-style-type: none"> <li>Visual metaphors</li> </ul>

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

- Leverage and amplify the videos that were created earlier this year across our social channels to help continue to build thought-leadership and credibility.
- Review previous results from Google Ads campaign for the past six months and refine the strategy to further expand and amplify.
- Work with Director of Volunteering to find a Francophone volunteer to assist the MarCom committee with bilingual communications.
- Draft social media campaign for visual metaphors and start working towards that goal.

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

- The committee plans to ask for an operating budget of \$ 4,500 in the next budget request period. This will allow us to continue with a French video promotion. This budget would also allow for potential additional costs if we need to hire a brochure designer and if ambassadors are running out of brochures (brochures will likely end up being digital, discussions are happening around this right now).

## 4. Budget request / Demande de budget

- The invoice for a 4-minute video and ten 1-minute videos in English, including closed captions was \$1,500. Our budget is \$4,500.
- Budgeting to use \$2,000 of that for printing and shipping of brochures as handouts for our ambassadors in the outreach campaign.
- Discussions are in place around whether brochures are the best use of dollars. Option to leverage the \$2,000 to create digital assets or use for social amplification/campaigns.

## **Director of Member Recruitment and Retention – Suzanne Aubin**

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

- Contact members who have information about freelancers insurance in Québec.
- Contact an ex-member who is considering rejoining.

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

- Maintain contact the Mentorship Committee in order to learn what their goals and needs are.
- Consult with the Marketing and Communications Committee regarding the outcome outlined above.

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

- How does one know when a task force is required?

**4. Budget request / Demande de budget**

## Director of Professional Standards – Arija Berzitis

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

- Recruit accomplished volunteers to add to the Certifications Steering Committee, including the new co-chair Saleh Waziruddin who is moving the exam bank from unwieldy Excel to MS Access.
- Pilot testing of two exams will occur over the weekend of Sep. 9-12.
- Provide a rough draft of the reviewed material to a plain language writer such as Gael Spivak as a rewriting task.

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

- Oversee the Certifications Steering Committee as it wants to possibly move to only one exam per year due to the enormous workload needed by volunteers to run and mark the exams (estimated that 100 hours go into each exam). The committee talked about setting up an early bird deadline to register and offering a discount for early registrants, as a minimum of 8 test-takers are needed to run each exam as decided in a poll conducted a while ago; this will also aid in setting up a study buddy program.
- Continue as support for the Certifications Steering Committee and the Standards Committee.

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

- What does the NEC think about holding only one exam per year starting in 2023?
- Can we also set up early-bird pricing to recruit candidates for the test(s) earlier?

### 4. Committee budget request / Demande de budget du comité

## Director of Publications – Kaitlin Littlechild

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

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Represent Canada's Editors / Représenter les réviseurs du Canada	<ul style="list-style-type: none"> <li>Define what editing means and what it brings to the client.</li> </ul>	<ul style="list-style-type: none"> <li>Become the authority on editing: certification, standards, training.</li> </ul>
Bilingual and Diverse / Bilinguisme et diversité	<ul style="list-style-type: none"> <li>Broaden appeal to all types of editors.</li> </ul>	<ul style="list-style-type: none"> <li>Provide useful publications to support editors locally and remotely.</li> </ul>
Innovative and Agile / Innovation et agilité	<ul style="list-style-type: none"> <li>Get things done.</li> </ul>	<ul style="list-style-type: none"> <li>Keep regular contact with committee members and volunteers.</li> <li>Improve efficiency and organization.</li> </ul>
Communications and Marketing / Communication et marketing	<ul style="list-style-type: none"> <li>Our targeted communication activities reach potential members, clients and employers.</li> </ul>	<ul style="list-style-type: none"> <li>Plan for communicating with potential members, clients (employers) and related partner organizations.</li> <li>Identify gaps, such as industries where we have a low profile.</li> </ul>
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	<ul style="list-style-type: none"> <li>Help others by being part of the community.</li> </ul>	<ul style="list-style-type: none"> <li>Engage membership.</li> <li>Support members with little or no experience.</li> </ul>

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

- Work with committee to finalize ELAP Structural Editing exercises and determine timeline for formatting work
- Perform structural edit on diversity handbook and work with sub-committee to develop a plan to move it forward
- Write introduction to diversity handbook

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

- None

**4. Budget request / Demande de budget**

- \$1,500 for the designer to format the files for the ELAP Structural Editing volume including its cover, booklet, and exercises – as requested in the Publication Committee report.

## Director of Training and Development – Blazej Szpakowicz

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

- As ever, my main focus for the coming year will be on supporting the Training and Development Committee as necessary.
- New plain language standards are expected shortly; the Training and Development Committee aims to have Gael Spivak and Greg Ioannou deliver webinars on them this fall.
- Drafts of the new professional editorial standard are expected in September. These are very different from existing standards and will provide a rich mine of new topics for the future, albeit probably a year or two down the line
- The contract for French-language webinar coordinator Karel Malkoun ended in March; she's currently finishing work on the webinars she already set up for 2022. We expect to have fewer French webinars in future—they typically underperform, and Karel was doing a massive amount of work to generate a steady stream of them. We do have a rich bank of recordings to promote, and a variety of potential contacts for future French webinars (conference presenters, Canada Clair).
- Proposals for November and later webinars, both English and French, are due Sep. 30.

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

- The Training and Development Committee has a full schedule of both English and French webinars for much of the next quarter.
- We may need additional hosts (this was true as of the last committee meeting, so it may already have been sorted out).

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

- The Training and Development Committee has asked the NEC to discuss and investigate possibilities for the live captioning of webinars and other online material. We tried automatic captioning for the conference, but the results are not ideal. Therefore, we need a better solution. Greg Ioannou suggests that we ask other organisations, e.g., the BPC or ACP (the latter have an accessibility initiative, which may include captioning).

### 4. Budget request / Demande de budget

- None



## Director of Volunteer Relations – Leah Morrigan

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

Strategic Priority / Priorité stratégique	Outcome / Résultat	Actions / Mesures
Bilingual and Diverse / Bilinguisme et diversité	<ul style="list-style-type: none"> <li>See page 9 of the strategic plan. / Voir la page 9 du plan stratégique.</li> </ul>	<ul style="list-style-type: none"> <li>The Volunteer Services committee is always aware of French volunteers and attempts to balance EC information in both languages. The committee is working with Sylvie Collin on VolunteerConnect. Sylvie handles French-speaking volunteers, updates, and translates the French volunteer positions and postings.</li> <li>We asked Sylvie to do a "Francophone sensitivity training" webinar, but she decided to start working on a one-page reference document that we will share with our members – it should go on the website as well.</li> </ul>
Communications and Marketing / Communication et marketing	<ul style="list-style-type: none"> <li>See page 11 of the strategic plan. / Voir la page 11 du plan stratégique.</li> </ul>	<ul style="list-style-type: none"> <li>Update the member welcome kit in the works</li> </ul>
Membership: Increased and Engaged / Membres plus nombreux et plus actifs	<ul style="list-style-type: none"> <li>See page 12 of the strategic plan. / Voir la page 12 du plan stratégique.</li> </ul>	<ul style="list-style-type: none"> <li>Send out volunteer calls for other directors continues to be successful</li> </ul>

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

- As there are new members in each of my committees, I'm allowing the new director and members meet and talk, let their ideas develop.
- Continue working with Sylvie Collin to ensure a Francophone presence on the volunteer side.
- Member Services to work on new member welcome kit in tandem with the website task force.

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

- N/A

## **4. Budget request / Demande de budget**

- Oxford English Dictionary subscription: \$3,500 (US?) per year (Breanne worked it out to about \$3/member)
- Canadian Press subscription: \$6,400 US per year