

Editors' Association of Canada/Association canadienne des réviseurs
Minutes of Executive Council Meeting
March 1–2, 2008

Day One
Saturday, March 1

1. Call to order

The meeting was called to order at 9:02 a.m. on Saturday, March 1, in the Fraser Room of the Marriott Residence Inn hotel, Vancouver. The president, Moira White, presided.

Attending:

Brendan Wild	Vice-president
Maureen Nicholson	Past president
Julia Cochrane	Secretary
Greg Ioannou	Treasurer
Dania Sheldon	BC branch representative
Licia Paddison	PP branch representative
Michelle Boulton (agenda items 6–9 only; by phone)	SN branch representative
Mary Anne Carswell	TO branch representative
Beverly Ensom	NCR branch representative
Blossom Thom	QAC branch representative
Barbara K. Adamski (agenda items 3–7, 9C–19 only)	Member-at-large
Krysia Lear (agenda items 1–17 only)	Member-at-large
Marta Horban	Executive director
Michelle Ou	Minute-taker

Guests:

Frances Peck (agenda item 16A only)	Professional Standards Committee chair
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2. Approval of agenda

The agenda was amended to include the discussion of a membership drive (deferred from the November 2007 meeting) and to correct item 4 to read Review of action points from November 2007 national executive meeting and item 13 to read Nominations for 2007–08.

Motion: MOVED by Licia Paddison, seconded by Blossom Thom, to approve the agenda, as amended. CARRIED.

3. Approval of November 2007 minutes of national executive meeting

Under item 4, Maureen Nicholson suggested that the consensus be revised to read “The *Active Voice* editors should proceed with an article they planned to include in a future issue.”

Under item 6, Maureen suggested that the Prairie Provinces branch inform Anita Jenkins of the request to nominate Anita as an Honorary Lifetime Member of the Editors' Association of Canada before the November 2007 minutes are posted on the website.

Action: Licia Paddison will inform Anita Jenkins of the request to nominate Anita as an Honorary Lifetime Member of the Editors' Association of Canada, to be presented at the 2008 conference in Edmonton, before the national office posts the November 2007 minutes on the website.

Under item 6, Blossom Thom clarified that the QAC report should read “The branch is offering an Antidote software workshop. Antidote has offered to provide a speaker for free if EAC puts the Antidote logo on the branch’s website. Executive council members determined that there is no official policy in place to prevent the branch from doing so; in the absence of a policy, for the short term QAC will comply with Antidote’s request.”

Under item 6, the motion was revised to read “MOVED by Greg Ioannou, seconded by Bev Ensom, that the Quebec/Atlantic Canada branch of the Editors’ Association of Canada initiate an application for funding for EAC national office to submit to the Official Languages program of Canadian Heritage. CARRIED.”

Motion: MOVED by Bev Ensom, seconded by Greg Ioannou, to approve the minutes of the November 2007 national executive council meeting, as amended. CARRIED.

Council members conducted a round of introductions and welcomed the new BC branch representative, Dania Sheldon, to the table.

Motion: MOVED by Greg Ioannou, seconded by Licia Paddison, to approve the in-camera minutes of the November 2007 national executive council meeting, as amended. CARRIED.

4. Review of action points from November 2007 national executive meeting

Action: Greg Ioannou will forward the list of francophone publishers in *Quill & Quire* to the national office for distribution of *Les Principes*.

Motion: MOVED by Greg Ioannou, seconded by Brendan Wild, to go in-camera. CARRIED.

5. Ratification of motions proposed and voted on via the email forum

Motion: MOVED by Blossom Thom, seconded by Barb Adamski, to ratify the motions passed on the executive email forum over the preceding quarter. CARRIED.

The motions as passed are as follows.

On November 29, 2007, MOVED by Greg Ioannou, seconded by Mary Anne Carswell, that the national executive council authorize a membership dues increase of up to 5%, effective March 1, 2008. Passed unanimously.

On January 8, 2008, MOVED by Maureen Nicholson, seconded by Michelle Boulton, that the national executive council appoint Barb Adamski as member-at-large to complete the term through to the June annual general meeting. Passed with one abstention.

On January 24, 2008, MOVED by Brendan Wild, seconded by Barb Adamski, that the association pay a \$25 per diem to members and staff travelling on pre-approved national association business when equivalent remuneration is not paid for by branch funds. Passed with Greg Ioannou and Maureen Nicholson (who asked that their votes be recorded) opposed.

6. Receipt of quarterly reports and business arising

Motion: MOVED by Maureen Nicholson, seconded by Krysia Lear, to receive the quarterly reports. CARRIED.

Vice-president

Action: Brendan Wild will send the report on the November 2007 quarterly executive council meeting to the national office to circulate for an executive read.

Noted: The June 2007 and September 2007 reports on the meetings of the national executive council are still outstanding.

Treasurer

Noted: Greg Ioannou did not submit a quarterly report because he did not receive financials from the national office until February 29.

BC

Noted: The branch temporarily suspended its scholarship program because it can't afford to keep it going.
Quarterly payments from national are still outstanding.

Prairie Provinces

Noted: The branch reported success with its “call-back” program. The branch contacts new members after a year to see how they are progressing.

Action: Moira White will update the association’s organization chart, which can be found in the restructuring materials.

Saskatoon

Due to increasing interest in Regina, the branch is considering changing its name from the Saskatoon branch to the Saskatchewan branch to be more inclusive. The branch requested guidance on feasibility and procedure.

The national executive council responded that a name change is possible. The branch would have to vote on the change at the branch level and bring it forth to the national executive council for approval.

Noted: The formation of a Saskatchewan branch would take members away from the Prairie Provinces branch. The Prairie Provinces branch would also be split geographically into Alberta and Manitoba, with Saskatchewan in between.
The national executive council would discuss the implications of a branch name change before granting approval.

Suggestion: Saskatoon should discuss a potential name change and its ramifications with the Prairie Provinces branch.

Toronto

The branch requested guidance on the procedure for recruiting a chair for the 2009 Conference Committee. The national executive council decided that it is up to the branch to identify a chair.

Noted: Jacquie Dinsmore (the potential 2010 Conference Committee chair) should be involved in 2008 conference-planning discussions.
Karen Black is reinvigorating the Toronto branch’s mentoring program.

NCR

- Noted:** The branch developed branded sticky notes to distribute at *Salon du livre*.
The branch is considering a proposal to develop French seminars in collaboration with Magistrad, a professional development school for translators.

QAC

The executive council discussed uploading partnership logos on the association website and identified the need to address partnerships in association advertising and sponsorship policies.

- Suggestion:** Partners who post links to EAC on their website should spell out the association's entire name to boost EAC Google hits.

There was a round of applause for Barb Adamski and Krysia Lear for their work with the association's national committees.

Members-at-large

- Noted:** Former EAC Marketing and Public Relations Committee chair Kelly Parry has agreed to be an external advisor for the committee. She is no longer an EAC member.

- Suggestions:** Have each committee's budget and tasks ready at the June meeting.
Marta Horban should fill in each committee's budget information before sending the quarterly report template to the committee chairs.
Reviewing and updating *The Committee Book* should be an ongoing task for the members-at-large.

- Action:** Barb Adamski and Krysia Lear will review and identify updates necessary for *The Committee Book* before the June 2008 meeting.

Executive director

- Actions:** The national office will send out a broadcast asking members who want to receive French broadcast emails to contact the national office.
Marta Horban will confirm whether national executive council roles and responsibilities and committee mandates have been translated. If not, Marta will determine whether the budget covers translation for those documents and *The Committee Book*.

- Suggestion:** Put out a call for volunteer translators to the francophone membership and remunerate the volunteers with free advertising.

- Actions:** Marta will make hotel and meeting room accommodations for the June national executive council meeting in Edmonton at the Marriott.
Helena Aalto will contact Karen Virag about making the Marriott the association's designated conference hotel. The national office will make note of the designated hotel on the website.

Affaires francophones

The committee put forth the question of *jumelage* (twinning) with other organizations, such as the Indexing Society of Canada.

Noted: EAC already has a history of reciprocal arrangements with the Indexing Society of Canada.
QAC has existing reciprocal relationships with some sister organizations.

Actions: Marta Horban will meet with Gaëlle Chevalier, a Toronto member of the Francophone Affairs Committee.
Barb Adamski will contact Anna Olivier to clarify what Anna has in mind with respect to “*un Guide du bénévole*” and what she means by *jumelage* or twinning.

Noted: *The Committee Book* was not developed for all volunteers. It is intended for committee chairs.

Action: Maureen Nicholson will draft a policy on reciprocal/cooperative relationships with other organizations.

Certification

Discussion deferred to agenda item 10.

Conference

Action: Helena Aalto will work with Michelle Ou to develop a project management template/checklist for the conference that outlines tasks that must be completed.

Suggestion: Inform selected conference presenters as soon as their sessions have been approved and publish rolling information about the conference on the website.

External Liaison

Noted: Twinning with other organizations is an External Liaison Committee function.

Forum

Action: Barb Adamski will let Alan Yoshioka know of any revisions that the forum may require.

Mediator

Jane Kidner reported a dispute between two EAC members over non-payment for services rendered. The relationship is an ongoing one and the client editor is consistently late in paying for work performed by the supplier editor. As Jane understands it, the client editor does intend to pay but is dealing with “cash flow problems.” Jane has assisted in setting up a mutually agreeable payment schedule, but whether it will be honoured remains to be seen.

Action: Barb Adamski will tell Jane that the supplier editor could file a formal complaint against the client editor under EAC’s Code of Conduct.

Noted: There will be no formal action from national executive council at this time because there hasn’t been a formal complaint.

Member Communication

Some national executive council members expressed concern that the post-2007 certification administration survey responses went through EAC rather than an online surveying tool that would allow anonymous responses.

Actions: Krysia Lear will let the Certification Steering Committee know that the post-2008 administration survey should be done through an online survey tool such as GiftTool.
Marta will confirm whether Doug Linzey signed a confidentiality agreement.

Noted: Doug Linzey does not intend to stand for election in 2008–09.

Membership

Noted: Heather Ebbs does not intend to stand for election in 2008–09.

Newsletter

The newsletter editors questioned the high subscription rate (\$69.95) for the newsletter because it is available as a free download on the association’s public website. They requested that the association consider either lowering the subscription fee or posting only the most recent issue of *Active Voice*.

Consensus: Lower the rate, but ensure that the rate still covers the cost of producing and mailing the newsletter.

Noted: The decision is the Newsletter Committee’s to make.
All issues of *Active Voice* were made available on the public site following a vote at EAC’s annual general meeting on June 11, 2005.

Action: Michelle Boulton and Wilf Popoff will work with the Marketing and Public Relations Committee to develop content for an *Active Voice* page on the website, and work with Michelle Ou to get it online.

Suggestions: Post some articles online.
Embed clickable links in the PDF newsletter.

The executive council discussed dropping the reference of the season on the newsletter cover and simply numbering each issue.

Noted: The decision is the Newsletter Committee’s to make.

Consensus: Make only the most recent issue of *Active Voice* available to the public online.

Publications

Actions: Krysia Lear will send the description of the Publications Committee to the branches to recruit members.
Marta Horban will send the publishing histories of EAC’s current titles to David Jolliffe in three weeks.
Krysia will set up a conference call between herself, David Jolliffe, Sheila Protti, Lynne Massey, Lee d’Anjou, Greg Ioannou and Marta Horban next week.

Website

Actions: Barb Adamski will let Ken Weinberg and Susan Davis know that Moira White apologizes for holding up a decision on the committee’s mock-up of a new home page with direct links to branch pages. The executive readers will review it again. Michelle Ou will recirculate the Website Committee’s mock-ups and the exec readers’ discussion to Brendan and Moira.

7. Finances: Reporting to national executive and committee chairs, branch reporting (previously agenda item 11)

Motion: MOVED by Greg Ioannou, seconded by Julia Cochrane, to go in-camera.
CARRIED.

7A. National executive council and national office responsibilities (previously agenda item 7)

Noted: Historically the executive read has not been a copy edit.

Suggestions: Remove the executive director from the executive read group.
Use the entire national executive council as the executive read group (the national office would take feedback from the first three responses received).
The executive director could submit a monthly report to the national executive council to report how priorities are being addressed.
There should be a two business-day turnaround for executive reads.

8. Tom Fairley Award

Maureen Nicholson reported that there were 10 submissions (nine English and one French) for the 2007 Tom Fairley Award. Maureen recruited three judges and thanked the executive council for their assistance identifying judges for the panel.

The judging schedule is set, the panel will hold a conference in April and the winner will be confirmed and notified in early May.

Motion: MOVED by Maureen Nicholson, seconded by Julia Cochrane, that the endowment funds be formally segregated from general revenue. MOTION AMENDED that the endowment funds be formally segregated from general revenue and that the interest generated be attributed to the endowment and not general revenue. CARRIED, as amended.

Noted: Maureen volunteered to lead or participate in a drive to increase the Tom Fairley Award endowment fund in 2008–09.
There has been discussion of soliciting donations for the Tom Fairley Award.
EAC is not a charitable organization and cannot issue tax receipts.

9. Status of ODE: rolling out, communication, promotion

Suggestion: Send everyone who is currently listed in the Online Directory of Editors (ODE) an invoice at end of April, pro-rated so that members who renew at the end of the year don't get a free listing for several months.
Send everyone in the ODE an invoice now and allow all members two free months.
Invoice everyone on April 1, remove entries that have not been paid for and pro-rate any new entries that are listed mid-year.

Consensus: Separate ODE invoicing from membership renewal dates.

9A. Report from ad-hoc marketing group (previously agenda item 12)

The ad-hoc marketing group presented six recommendations for the association.

Executive reads

Problem: Slow reads.

Recommendation: That the responsibility for executive reads be shared more broadly with all members of the national executive, with an expected turnaround of two business days.

Responsible for coordination: Executive Director.

Website currency

Problem: Stale website.

Recommendation: That new content be featured every week on the home page of the association website. Responsible for coordination: Communications Coordinator.

Website updates

Problem: Unclear authority.

Recommendation: That where committee chair mandates relate to a specific part of the association website, those committee chairs be given update authority for the content of their area. To help ensure better messaging, both the Marketing and the Website Committee chairs should be consulted through the committee list. Responsible for coordination: Communications Coordinator.

Action: The members-at-large will tell the committee chairs that it's their responsibility to develop content for their respective pages on the association website, but the national office will update the site.

More frequent and better communication with members

Problem: Out-of-date communication vehicles.

Recommendation: That a twice-monthly e-news in html format and including low-res images be developed, featuring news from across the association and including links to new elements of the website (for example, council reports to members). Responsible for coordination: Communications Coordinator.

Better communication between the national office and the national executive council.

Problem: Lack of information.

Recommendation: That staff report regularly (for example, biweekly updates to the national executive list) between quarterly meetings on progress or lack of progress toward goals, marketing and otherwise. Responsible for coordination: Executive Director.

Action: The branch representatives will ask their branches to forward their current external contact lists in electronic format (preferably Excel) to the national office.

Suggestion: Recruit an intern or find a volunteer through the “Get involved” section of the website to put together an external contact list.

Actions: The national office will check EAC's contacts in *Sources*.
Maureen Nicholson will forward the association calendar that Lynne Massey developed to Marta Horban.
The national office will create an ODE spec sheet.

- Suggestion:** Develop a postcard that promotes the benefits of membership and points people to the association website.
- Noted:** The national executive council thanked Michelle Boulton for the artwork she developed for EAC.
- Suggestion:** Hold a membership drive in April 2008 that offers a \$25 membership renewal discount for any member who refers a new full (i.e., not student) member. The referring member would receive a rebate cheque from the association for \$25.
- Noted:** The national office will have to update the membership application forms to collect referral names.
- Motion:** MOVED by Greg Ioannou, seconded by Brendan Wild, to offer \$25 for each new full member brought in by an existing member for a mini membership drive in April 2008. CARRIED.
- Noted:** The executive council intends to hold a full-fledged membership drive in September 2008.
- Consensus:** The association's priority should be sponsorship before certification. The professional development coordinator will focus on sponsorship instead of certification results, even though the results are already behind schedule.
- Actions:** Marta will ask Helena Aalto if she has the flexibility to give EAC an extra day for the next few weeks.
The Marketing and Public Relations Committee will discuss marketing the ODE and report back to the national executive council.

9B. Adjournment

Motion: MOVED by Licia Paddison to adjourn. CARRIED.

The meeting was adjourned at 4:17 p.m.

Day Two **Sunday, March 2**

9C. Call to order (previously agenda item 14)

The meeting was called to order at 9:06 a.m. on Sunday, March 2, in the Fraser Room of the Marriott Residence Inn hotel, Vancouver. The president, Moira White, presided. Attending: see item 1 above.

9D. Deferred items

- Motion:** MOVED by Julia Cochrane, seconded by Greg Ioannou, that three executive readers be recruited from a pool of national executive council members and staff. CARRIED.
- Motion:** MOVED by Mary Anne Carswell, seconded by Julia Cochrane, to go in-camera. CARRIED.

10. Certification update

The results of the 2007 administration were scheduled to go out in the first week of March, but they will not go out until the second week of March because the will of the national executive council is that the professional development coordinator put certification aside to focus on sponsorship.

Candidates expected to receive their results two weeks ago. Candidates were notified that there would be a delay of about two weeks due to circumstances beyond the association's control.

General feedback from the candidates indicates that there wasn't enough time to complete the copy editing test. Candidates also commented that writing the test doesn't accurately reflect what it is like to complete a copy editing job.

Noted: The Association of Translators and Interpreters of Ontario pass rates are approximately 20%. The Board of Editors in the Life Sciences' pass rates are approximately 70%.

The 2007 administration results were delayed because one set of test marks arrived at the national office two weeks late, marking analysis needed to be revisited because this year's analyst used a different protocol from last year's, the auditor determined that the audit trail showing the correspondence between marks and pass/fail results needed to be clarified and the association had not planned for the time needed to coordinate three tests (as opposed to two in 2006).

For the 2008 administration the Certification Steering Committee will consider the professional development coordinator's schedule and a clearer protocol for markers and the marking analyst. The Certification Steering Committee and the national office are taking steps to ensure that the delay in delivering results to the candidates will not occur again.

Noted: There will be an increase in the auditor's fee because he had to make repeat visits.
Some candidates complained about the Copy Editing study guide being published too close to the test administration.
The Certification Steering Committee is publishing the Structural and Stylistic Editing study guide earlier this year.

Motion: MOVED by Greg Ioannou, seconded by Julia Cochrane, to go in-camera.
CARRIED.

Two national executive council members who voluntarily identified themselves as candidates left the room.

11. Finances: Reporting to national executive and committee chairs, branch reporting
Discussed under agenda item 7.**12. Report from ad hoc marketing group**
Discussed under agenda item 9A.**13. Nominations for 2008–09**

Noted: Branch representatives also serve on the Nominating Committee. If they choose to stand for election they must remove themselves from the committee and appoint a designate from their branch.

The call for nominations will go out from the national office in first week of March.

Moira White (president), Greg Ioannou (treasurer), and Barb Adamski and Krysia Lear (members-at-large) intend to stand for their respective positions for the 2008–09 term. Julia Cochrane (secretary) is undecided and Brendan Wild (vice-president) will step down.

Michelle Boulton (newsletter), David Jolliffe (publications), Jane Kidner (mediator), Anna Olivier (affaires francophones), Frances Peck (professional standards) and Ken Weinberg (website) intend to stand for chair of their respective committees for the 2008–09 term. Heather Ebbs (membership), Lee Hunter (list monitor), Doug Linzey (member communication), Wilf Popoff (newsletter), Karen Virag (conference) and Alan Yoshioka (forum monitor) will step down.

Michelle Boulton is interested in succession training for the Newsletter Committee. She would like to recruit co-editors for *Active Voice*.

Vacancies for the 2008–09 term are the list and forum monitors, chairs for the membership, member communication, marketing and public relations, training and development, conference and online job tools committees, as well as an anniversary chair for the 2009 conference in Toronto.

Suggestion: The Online Job Tools Committee chair should be a marketing/research-oriented position.

Council members discussed charging employers to post job listings on the National Job Board.

Noted: Other associations charge employers to post listings on their job boards.

Consensus: Allow third-party notices on the National Job Board.

Motion: MOVED by Greg Ioannou, seconded by Maureen Nicholson, to charge \$250 for non-members and \$100 for members to post a job listing on the National Job Board effective immediately. Greg declared a conflict of interest and withdrew from the discussion. MOTION WITHDRAWN.

Motion: MOVED by Maureen Nicholson, seconded by Licia Paddison, to charge \$250 for non-members and \$100 for members to post a job listing on the National Job Board effective immediately. MOTION AMENDED to charge \$200 to post a job listing for a maximum of one month on the National Job Board, effective immediately. CARRIED as amended with one abstention.

Motion: MOVED by Greg Ioannou, seconded by Barb Adamski, to accept third-party and anonymous postings for the National Job Board. In discussion the executive council determined that the decision to accept third-party and anonymous postings would not overturn an official policy so a motion was not necessary. MOTION WITHDRAWN.

14. Call to order

Moved to agenda item 9C.

15. Conference Venues 2010 and 2011

- Suggestions:** Hold the 2010 and 2011 conferences in Ottawa and Montreal, respectively, because they are more profitable locations.
Hold the 2011 conference in Quebec City.
- Noted:** The Conference Committee already has a member in Montreal who is willing to chair the 2010 committee. The member is willing to plan a conference outside of Montreal.
- Actions:** Blossom Thom will ask Jacquie Dinsmore to do some preliminary research on conference venues in Quebec City for 2010.
The national office staff will post that the 2009 conference will be in Toronto and that the 2010 conference will be in Quebec/Atlantic Canada on the website.
Helena Aalto will start looking into dates for the 2009 conference in Toronto (taking into consideration any competing events in Toronto at the time).
- Suggestion:** Hold the 2011 conference in Vancouver or Victoria because the conference location usually alternates between western and eastern Canada.
- Actions:** The national office staff will post that the 2011 conference will be in British Columbia on the website.
Helena Aalto will get in touch with Hilary Leighton at Royal Roads University regarding conference sponsorship.
Dania Sheldon will tell the BC branch executive that the national executive council would like to hold the 2011 conference in BC.
- Noted:** Dania may volunteer to be the Conference Committee chair for the 2011 conference.

30 years in 2009

- Suggestions:** Invite early FEAC members, such as Eugene Melnick, Sandra Gulland and Barbara Gowdy to the conference.
Create an anniversary advisory group composed of one senior member and one junior member from each branch. The senior member would serve as a mentor/advisor for the junior member.
Invite Honorary Lifetime Members of EAC to contribute to the anniversary celebrations. They could provide testimonials about what EAC has meant to their career over the last 30 years.
- Noted:** Ruth Pincoe has access to FEAC's first-year membership list.
- Action:** Greg Ioannou will ask Ruth Pincoe and Lee d'Anjou for the association's first-year membership list.
The national executive council will discuss striking an anniversary advisory group on the national executive council email list.

16. Policy development

Barb Adamski reported that podcasts of branch meetings have been showing up on external websites without consent. Executive council members discussed the need to develop a policy on podcasting.

Noted: The Toronto branch password-protects its podcasts. BC has discussed instituting passwords as well.

The rest of the policy development discussion was deferred to agenda item 16B.

16A. Professional Standards Committee update

Frances Peck, chair of the Professional Standards Committee, joined the group to report the committee's progress on updating *Professional Editorial Standards* (PES). On March 1 and 2 the committee produced a draft outline for the new PES. Frances will send the outline to the national executive council for review and approval.

Proposed revisions to PES are as follows.

1. Rename Elementary Knowledge of the Publishing Process to Basic Skills and Knowledge or Foundational Skills and Knowledge and move it to the beginning of PES. These are the skills and knowledge necessary regardless of the type of editing an editor does.
Feedback from the committee's survey on *Professional Editorial Standards* indicates that the KP section is flawed and out of date. The committee intends to revise the standards so they apply to all editors and not just those who work in the book publishing industry.
2. Split Structural and Stylistic Editing into two distinct sections. Survey feedback indicates that stylistic editing can be done in conjunction with copy editing and is not necessarily tied to structural editing. In addition to this change, the committee intends to flesh out the structural and stylistic sections because the current standards are missing several components.
3. Structurally edit the current Copy Editing standards. The current standards are broken down into sub-standards, which is inconsistent with other sections of PES.
4. Update the Proofreading section.

The committee's timeline is as follows.

1. The committee will gather at a retreat one week before the 2008 conference with the intention of completing the first draft of the revised PES.
2. In late summer or early fall the committee will circulate the draft PES to the national executive council, the Certification Steering Committee and external focus groups for review. The committee will then adjust the draft based on the feedback it receives.
3. In late November the committee will circulate the draft PES to the membership for review and feedback.

Suggestion: The committee should target completion of the new PES for the association's 30th anniversary in 2009.

Noted: All of the standards will be written in a genre-neutral way.
The standards reflect the reality of editing in Canada. How the updated standards affect the certification tests is up to the Certification Steering Committee.

Frances left the meeting.

16B. Policy development continued

Suggestion: Get permission from speakers beforehand and post the podcasts in the members' area of the website with the stipulation that the podcast may not be redistributed.

Noted: BC decided that an announcement would be made before meetings to inform attendees that the meeting would be recorded. These announcements are not being made at branch meetings.
National does not have a communications policy.

Suggestions: Create a communications policy.
Tell attendees that recording meetings is not permitted.
Inform the branches that the national executive council is developing a communications policy, it is aware of the fact that podcasting of proprietary information is an issue and it is working on a solution.

Action: Moira White will review, revise and distribute advertising and volunteer policies for a vote on the national executive council email list and ratification at the June meeting.

The executive council discussed the need for an information management policy.

Action: Marta Horban (the association's privacy officer) will draft an information management policy and circulate it to the national executive council for review at the June or September meeting.

Noted: The association also needs a records management policy to determine how long EAC should keep its records.
A former EAC executive director sent EAC documents, including policies under development, to the McMaster University archives. These documents are now part of McMaster's public archives.

Action: Marta will look into the terms of McMaster's archiving of EAC documents and its reclamation policy.

17. Council priorities for the next quarter

The executive council determined that the top priority for next quarter is to bring in more revenue and ensure the financial health of the organization.

Certification

Actions: Krysia Lear will ask the Certification Steering Committee to set dates and fees for the 2008 certification administration.
Helena Aalto will determine the date that the national office will mail the 2007 candidate results and inform the candidates of the delay and mailing date.

Conference

Actions: Licia Paddison will ask the Prairie Provinces branch to identify francophone members.
Greg Ioannou will send the Café Press link for uploading artwork to Michelle Ou.
Michelle Boulton will design a conference postcard that the national office can print and distribute to the branches.
The branch representatives will ask the branches how many postcards they want.

Noted: The 2006 conference t-shirts were printed by Douglas College as part of an in-kind sponsorship.

Action: Maureen Nicholson will ask Michelle Boulton to design a 2008 conference t-shirt.

Review of strategic plan, in light of meeting

Suggestion: Use the president's annual report to start informing members that the national executive council will ask them for their opinion on EAC's new strategic plan for 2009.

Oops Awards

Consensus: The national executive council would like to hold the Oops Awards at the annual conference.

Suggestion: Use audio/visual aids for better presentation.
Prepare a press release after the Oops Awards.

Noted: Some members voiced their disapproval of the Oops Awards on the association's email forum.

Actions: Brendan Wild will organize the Oops Awards.
Moira will help with a PowerPoint presentation.

Sponsorship

Action: National office staff will add sponsorship to the conference website and invite sponsorship in external broadcasts.

Meeting Editorial Standards

Action: Krysia will ask David Jolliffe to develop an errata page for *Meeting Editorial Standards*.

Membership drive

Actions: The Marketing and Publication Relations Committee will develop materials for a membership drive.
The national office will report how many new members were referred during the April drive.

Online Directory of Editors

Action: Marta Horban will ask Deborah Windsor, executive director of The Writers' Union of Canada, for an ODE testimonial.

Suggestions: Ask members to advertise the ODE. Members could put links to the ODE in their email signatures, blog about it, etc.
Prepare an ODE article for *Active Voice*.
Start charging \$75 for ODE listings as of May 1. If members do not renew by July 1 their listings will be removed. Offer a pro-rated fee for new members only.

Action: Moira will draft a message about the ODE for the membership. The message will specify that if a member's membership lapses before their ODE listing is up for renewal, their ODE listing will be removed without refund.

Finances

Suggestion: Tell members that the association is experiencing cash flow issues and identify the initiatives that the association is undertaking to generate revenue, such as renewed sponsorship initiatives and charging for listings in an improved ODE that will generate clients.

Actions: Moira will draft an official message to the branches from the national executive council explaining that branch payments are delayed because the association is experiencing cash flow issues and is in a deficit budget. The branches will receive payments when national's finances are in order. Greg Ioannou will contact the branch treasurers to explain national's financial association and its impact on branch payments.

Noted: The treasurer deems national's short-term financial health to be ensured when the association's reserves total \$100,000 (or three months' operating expenses).

Suggestion: If corporate membership is contentious, focus on obtaining corporate sponsorship instead.

Review of EAC “new” structure five years later

Action: Moira and Licia will update the strategic plan.

18. Other business

Noted: Brendan Wild will be EAC's acting president from March 10 to 18.

Finances

Action: This week Moira White and Greg Ioannou will write a letter to the branch chairs to explain that national is experiencing cash flow issues due to revenue shortfalls and that the association is undertaking to renew sponsorship initiatives and charge members for listings in an improved ODE that will generate clients in an effort to generate income. The branches will receive payments from national in priority sequence when finances are in order.

Noted: The branch representatives may convey the financial message to their respective branches as well.

Marketing

Consensus: The Prairie Provinces branch may print its own brochures, but it may not use the association artwork designed for Café Press.

Member website logo

Noted: The association will have to update the member website logo for 2008–09.

Branch representative user guide

Mary Anne Carswell circulated a branch representative user guide she developed.

Consensus: The branch representatives are free to report on developments from the national executive council meetings that aren't discussed in-camera.

Noted: Executive council members should expunge their in-camera records at the end of their last term on council.

Membership list

Noted: The national office will update the membership list after the ODE upgrade is complete.

19. Adjournment

Motion: MOVED by Barb Adamski to adjourn. CARRIED.

The meeting was adjourned at 3 p.m.

Secretary

President