

**2015 March Videoconference  
EAC/ACR Canada National Executive Council Meeting  
March 28, 2015**

Present:

donalee Moulton	Co-Director of Publications
Marie-Christine Payette	Director of Francophone Affairs
Barbara Dylla	Regional Director of Branches and Twigs (East)
David Johansen	Treasurer
Moira White	Interim President & Co-Director of Professional Standards
Anne Louise Mahoney	Interim Vice-President & Co-Director of Publications
Gael Spivak	Director of Training & Development
Greg Ioannou	Past President
Breanne MacDonald	Co-Director of Volunteer Relations
Michelle Boulton	Co-Director of Professional Standards
Lesley Cameron	Regional Director of Branches and Twigs (West)
Michelle van der Merwe	Director of Communications
Carolyn L Burke	Executive Director
Alexandra Peace	Recording Secretary

**1. Welcome and roll call**

Moira White called the meeting to order at 3pm ADT. Moira White asked people to identify themselves as they start to speak and when (if) they have to leave in the middle of the meeting.

**2. Approval of agenda, receipt of quarterly reports**

**MOTION:** Moved by Greg Ioannou, seconded by Lesley Cameron, that the NEC approve the agenda as amended during the past week. Carried.

**MOTION:** Moved by Greg Ioannou, seconded by Lesley Cameron, that the NEC approve receipt of the quarterly reports. Carried.

**3a. Review of follow-up items from the February teleconference**

- i) Marie-Christine Payette let Sandra Gravel know that she is able to have non-members help out with French promotional materials under existing policy.
- ii) Greg Ioannou is chairing the nominations committee with help from Moira White and Michelle Boulton.

**Action:** Emily Staniland to work on an update of the governance documents and bring them to the NEC.

**Action:** Greg Ioannou and Michelle van der Merwe to look at the social media guidelines and bring them to the NEC.

- v) Carolyn L Burke finalized the draft version of the Respect in the Workplace document and circulated it to the HR subcommittee.

**Action:** Moira White and Anne Louise Mahoney to continue work on the Respect in the Workplace document and bring it to the NEC for consideration.

- vii) An estimate for ECE3 was prepared and brought to the NEC for a vote.
- viii) Greg Ioannou reported on his discussion with Lynne Massey about the governance documents. Lynne Massey is unable to work on this, but gave Greg some ideas about what kinds of things to include in the documents.

**Action:** Greg Ioannou to bring a draft of the possible changes to the governance documents to the NEC.

- ix) Conference 2016 (and conference models in general) were discussed on the listserv.

**Action:** NEC to continue discussions of possible models for conferences.

- x) Moira White posted the Branding Rollout Taskforce Brief on the NEC list and Dropbox and received approval.

### **3b. Review of follow-up items from November 2014, Q4**

- i and ii) Gael Spivak has all the documents for updating committee descriptions and mandates, with all the tracked changes. They need improving and approving. Updated versions are needed for people being recruited.

**Action:** (a)Gael Spivak to send current versions of the updated committee descriptions and mandates to NEC for any concerns to be flagged now; (b) NEC to vote on them; (c) NEC to ask someone (other than Gael Spivak) to revise the updated committee descriptions and mandates.

- iii) Moira White will talk about proficiency testing in a later agenda item.
- iv) Marie-Christine Payette informed the NEC that the francophone affairs committee is now looking into the development of French resources and is in contact with the public relations committee.

**Action:** Carolyn L Burke to continue to look for developers capable of maintaining the website and the editors.ca and reviseurs.ca email addresses.

- vi) As above: Greg Ioannou reported on his discussion with Lynne Massey about the governance documents. Lynne Massey is unable to work on this, but gave Greg some ideas about what kinds of things to include in the documents. Greg Ioannou to bring a draft of the possible changes to the governance documents to the NEC.

**Action:** Greg Ioannou and Michelle Boulton to review the social media policies drafted by Lesley Cameron, Barbara Dylla, and Anne Louise Mahoney.

- viii) Moira White distributed the remainder of the Branding Task Force minutes to NEC.

**Action:** Moira White to follow up with Meg Taylor at Ryerson about the Meeting Professional Editorial Standards.

- x) Carolyn L Burke spoke to a lawyer who gave some recommendations including the development of a workplace relations policy that is now underway.
- xi) Lesley Cameron, Barbara Dylla and Anne Louse Mahoney revised the social media guidelines, and gave them to Greg Ioannou and Michelle Boulton for further revisions.

**Action:** The human resources committee to continue work on hiring a new executive director.

- xiii and xiv) Moira White asked the rebranding feedback consolidation team for the feedback and distributed it. Moira White shared the feedback report with the creative agency.
- xv) Gael Spivak informed the NEC that Tom Vradenburg confirmed that the NCR will definitely host the 2017 conference.

**Action:** Emily Staniland to compile the NEC job descriptions by the next quarterly meeting.

- xvi) Some members of the executive, particularly the newest ones, may not have received invitations to the cloud.editors.ca for testing. There was a discussion about why something other than Dropbox is needed: Dropbox doesn't work for some people; some people can't access it (blocked by workplace); the committees would like an easy way to share files; the office would like a way to retain the files and make sure they are backed up regularly.

**Action:** Carolyn L Burke to resend the invitations for cloud.editors.ca to the NEC.

- xviii) Marie-Christine Payette has issued a call for francophone volunteers to develop association marketing materials in French.
- xix) National office has updated the organizational chart to include the interim NEC appointments.
- xx) Lesley Cameron has forwarded comments to the NEC from twigs about guidelines.

**Action:** National office to create a "how to use website" tutorial when new branded site launches.

- xxii) As above: Moira White distributed the Rebranding Task Force minutes to the NEC.
- xxiii) Barbara Dylla emailed Greg Ioannou with name of French speaker for conference.

- xxiv) Greg Ioannou mentioned that Jennifer Latham had developed a marketing plan that was never implemented.

**Action:** Moira White to speak to Jennifer Latham about external marketing plans for certification.

- xxv) The regional directors have been sending quarterly reports since last September.

- xxvi) Carolyn L Burke informed the NEC that development of CASL (Canadian Anti-Spam Law) materials is low priority for the national office at the moment.

**Action:** National office to develop CASL materials when time available.

- xxvii) Lesley Cameron, Barbara Dylla and Anne Louise Mahoney have drafted a social media policy, but as mentioned above, have passed to Greg Ioannou and Michelle Boulton for further revision.

- xxviii) Anne Louise Mahoney and Barbara Dylla have worked on the HR policy.

**Action:** HR policy to be reviewed by Moira White and David Johansen.

**Action:** Emily Staniland and Breanne McDonald to work with the volunteer management committee and to consult with Barbara Dylla to review the content of the volunteer policy and procedure and to propose revised text after the conference.

**Action:** Greg Ioannou and Emily Staniland will meet to work on the partnership policy when he is in Edmonton in early May.

#### 4. Budget

- a) 2014 Budget

David Johansen thanked Barbara Dylla for taking the initiative to reallocate budget funds for the blog upgrade.

Carolyn L Burke informed the NEC that the auditor has completed the 2014 audit and a draft sent to everyone. The draft financial statements have been approved. The auditor is now preparing the French version. Both English and French will be available to Moira White and David to sign and will be included in the annual report. Carolyn L Burke circulated the letter from the auditor and the final audit to NEC members during the meeting. The new auditor allocates revenues and expenses a bit differently than the previous auditor, but the totals are the same.

To summarize:

- in 2013, assets totalled about \$150,000; at the end of 2014, assets totalled \$70,000
- revenue has dropped in the following categories: membership fees, digital products, certification test and study guides, and copyright fees (that are gradually disappearing altogether)
- revenues increased for conference, though Greg Ioannou pointed out that some of those increases are from conference 2015 that came in in 2014
- roughly \$35,000 less in revenues than in the previous year
- expenses went up because of the focus on CASL and rebranding

Losses of \$11,000 in 2013 and \$67,000 in 2014 are cause for concern. Spending behavior has been adjusted, but still not enough to make the difference up. Carolyn L Burke pointed out that EAC/ACR has had a deficit two years in a row. If NEC loses money three years in a row, the auditor is legally required in the annual letter to report that the organization is no longer a 'going concern.' Greg Ioannou suggests that the conference fees will bring the revenues up for 2015, but wondered if balancing the budget may be more difficult in 2016.

Further discussion was held on the balance sheet. The revenues are \$30–40,000 short of what is needed. Equity is \$126,000; \$100,000 of which has come from the conference.

b) 2015 Budget

The various revenues, expenses, and expected attendance figures for conference 2015 were discussed. There was some difficulty in ascertaining the accuracy of any of these figures. The budget is being revised as updated figures are available.

Carolyn L Burke talked about the spreadsheet from her report that marks changes to date to the budget. This spreadsheet contains actual and proposed changes. Notable items: blog update and ECE print costs are newly in; the holding of this meeting by videoconference saved lots of money; the money for the blog update has come from the branches travel allocations.

**Action:** Carolyn L Burke to send some suggestions on how to save money to the NEC.

c) New requests for money/translation

Marie-Christine Payette and Anne Louise Mahoney request funds to help pay for translation of the annual report. It is a large job and needs to be done in a timely fashion so that the francophone members are able to have the French text ahead of the AGM and thus an ability to vote. They suggest paying a reduced per word fee for a total of about \$1350. The fee is low, but suggested that it is partly a volunteer task.

d) Request from Agrément

The NEC discussed the budget items for the francophone affairs committee and Agrément. Barbara Dylla brought a request forward from Sandra Gravel's report: J'aimerais savoir si le budget que j'ai demandé en Novembre dernier a été approuvé (\$1300).

**Action:** Barbara Dylla, Marie-Christine Payette, and Moira White to find out what the budget is for the two items.

e) Update on new branch accounting system

David Johansen updated the NEC on how the new accounting system is working for the QAC branch: Karen Schell is making progress with the system and a schedule has been adopted that everyone can work with. The branch will try to have all of the March figures on Sage Accounting.

## 5. Conference 2015

Greg Ioannou updated NEC on attendance figures: nearly 300 people registered now; four or five registrations per week are coming in; two more registration drives to come; and while lots of registrations are coming in from EAC members, more members of other associations could be targeted for advertising. Greg Ioannou is hoping for 400–450 registrations.

Breanne MacDonald reminded the NEC that extra work has been taken on by committee members for this conference.

## 6. Conference 2016

### a) Vancouver conference 2015

Lesley Cameron reported that the BC branch chair still hasn't committed to having the 2016 conference.

Gael Spivak informed the NEC of some concerns:

- the conference chairs have to pay for the conference, and
- the conference is run by volunteer committee with support from the national office.

### b) Conference chair policy

A discussion ensued about whether the conference organizers have to pay to attend the conference. It seems that the policies are in place for the conference organizers to sort out their own budgets, which would allow them to decide for themselves to cover their own cost and possibly the cost of the whole conference committee. It was pointed out that without direction from the NEC, such actions may be perceived to be self-serving.

Michelle Boulton reminded the NEC of Policy 3.7.4: Some volunteer assignments may be identified at their outset as eligible for in-kind compensation including but not limited to complimentary registration for the national conference or branch seminars. Such in-kind compensation must be authorized by the national executive council or branch executive, and be fairly and consistently allocated.

**MOTION:** Anne Louise Mahoney, seconded by Michelle van der Merwe, moved that conference chairs or co-chairs receive in-kind compensation in the form of complimentary registrations as per Policy 3.7.4. Carried.

## 7. Nominations update

Greg Ioannou has gathered a nominations committee and scheduled a first meeting. He will be contacting existing members of the executive council to see if they would like to stand before that meeting. The nomination forms went out last week; everything is on schedule.

## 8. Rebranding rollout and Marketing and Public Relations Committee

Moira White informed the NEC on the status of the rebranding rollout. The task force was approved by the NEC; now the job is to find people to be on it. Moira White will stay on until June.

**Action:** NEC to find people to staff the Rebranding Rollout Task Force and to check that the call for volunteers went out to branches and twigs.

Carolyn L Burke pointed out that some standard items are waiting for the rebranding, such as the brochures with updated membership pricing. Michelle Ou is working on all of this.

## 9. Human Resources Committee

Moira White reported on the committee's activities. Carolyn L Burke has brought the Respect in the Workplace document to the HR committee. The job description for the new executive director is in hand, and the advertisement for the job will go out soon. The interviews will be held after about two weeks of advertising the job.

**Action:** The human resources committee to continue work on the Respect in the Workplace Policy after the June quarterly meeting.

**Action:** Human Resources Committee to finish getting the advertisement out and to interview people.

**Action:** Greg Ioannou to go back onto the HR committee.

## 10. AGM and Annual Report

The NEC held a discussion about the preparation for the AGM and the preparation of the Annual Report. This discussion included the following points:

- It's important to include a list of all the volunteers involved in the various committees.
- Carolyn L Burke has sent all the NEC members concerned the report preparation schedule and templates to necessary to manufacture the report.
- Claudine Laforce has offered to collate and author the annual report.
- Marie-Christine Payette has translation well in hand.
- Carolyn L Burke is hoping to meet with Emily Staniland as the secretary to talk about the AGM.
- Gael Spivak pointed out that people other than EAC members will be around during the AGM and may need to have activities scheduled.

## 11. ECE 3

Anne Louise Mahoney reported on the status of the online and print versions of ECE 3. EAC/ACR has received a request from University of Ottawa library for a subscription of ECE 3 online. Concordia University Library has also inquired.

**Action:** Promote ECE 3 to other libraries and to government departments once the technical details have been worked out.

The designer has been working on a sample layout for the print edition of ECE 3 and it has been approved. It will be going to the printer by April 20th, 2015.

## 12. Marketing and Public Relations Committee

Michelle van der Merwe brought the plight of this committee to the attention of the NEC. Michelle Ou has taken on the responsibilities of this committee on top of her regular workload. She is valuable to the organization and there is concern that she not be overworked to the point of leaving. The NEC discussed problems and ways of filling this committee.

**Action:** NEC members to make recommendations of people to fill the Marketing and Public Relations Committee.

## 13. Volunteer Policy

**Action:** Emily Staniland will address the volunteer policy later in the summer.

## 14. Proficiency Testing

According to the survey results, a majority of respondents would like to see EAC/ACR have proficiency testing. Susan Chambers gave NEC a very good analysis of the poll.

NEC discussed the following topics related to proficiency testing:

- timeframe (perhaps next year?)
- means (will need its own budget, may be revenue neutral)
- separate committee (not a part of the certification committee)
- support that potential new volunteers might have to be on this committee?
- a variety of places that the proficiency test could be marketed to
- should it be a prerequisite for membership in EAC/ACR?
- using it to establish of EAC/ACR as authority of editing in Canada

## 15. Other business

### a) Professional Standards Report

NEC discussed the status of the Professional Standards Committee. Moira White and Michelle Boulton wrote the report as they were unable to contact the committee. Standards is now two years behind schedule for a variety of reasons.

**Action:** Nominations Committee to find new chair for Standards Committee.

### b) Updated Canadian dictionary



Greg Ioannou discussed the state of an up-to-date Canadian dictionary with industry members, including finding potential funding and a potential partner to produce one with EAC/ACR.

**Action:** Greg Ioannou to continue discussions about a Canadian dictionary on behalf of the NEC.

c) Prairie Province Branch

NEC discussed the fate of this branch, including whether it is still viable; whether Manitoba should be its own twig; whether Manitoba should join the Saskatchewan branch.

**Action:** Greg Ioannou and Emily Staniland to discuss the possibilities with PPB members.

**16. Next meeting**

Next meeting will be a one-hour teleconference call at on Wednesday evening, April 22, 2015.

**17. Adjournment**

**MOTION:** Greg Ioannou moved, and Gael Spivak seconded, that the meeting be adjourned. Carried.

### Action Items Arising from the Meeting

#	Action Item	Person(s) Responsible	Due Date
1	Emily Staniland to work on an update of the governance documents and bring them to the NEC.	Emily Staniland	April 22, 2015
2	Greg Ioannou and Michelle van der Merwe to look at the social media guidelines bring them to the NEC.	Greg Ioannou and Michelle van der Merwe	April 22, 2015
3	Moira White and Anne Louise Mahoney to continue work on the Respect in the Workplace document and bring it to the NEC for consideration.	Moira White and Anne Louise Mahoney	after the June conference
4	Greg Ioannou to bring a draft of the possible changes to the governance documents to the NEC.	Greg Ioannou	ongoing
5	NEC to continue discussions of possible models for conferences.	All members	ongoing
6	(a)Gael Spivak to send current versions of the updated committee descriptions and mandates to NEC for any concerns to be flagged now;	Gael Spivak	April 22, 2015
	(b) NEC to vote on them;	NEC	April 22, 2015
	(c) NEC to ask someone (other than Gael Spivak) to revise the updated committee descriptions and mandates.	NEC	April 22, 2015
7	Carolyn L Burke to continue to look for developers capable of maintaining the website and the editors.ca and reviseurs.ca email addresses.	Carolyn L Burke	ongoing
8	Greg Ioannou and Michelle Boulton to review the social media policies drafted by Lesley Cameron, Barbara Dylla, and Anne Louise Mahoney.	Greg Ioannou and Michelle Boulton	April 22, 2015
9	Moira White to follow up with Meg Taylor at Ryerson about the Meeting Professional	Moira White	April 22, 2015

	Editorial Standards.		
10	The human resources committee to continue work on hiring a new Executive Director.	Moira White, Greg Ioannou, Anne Louise Mahoney, David Johansen	Ongoing
11	Emily Staniland to compile the NEC job descriptions by the next quarterly meeting.	Emily Staniland	Q2
12	Carolyn L Burke to resend the invitations for cloud.editors.ca to the NEC.	Carolyn L Burke	April 22, 2015
13	National office to create a "how to use website" tutorial when new branded site launches.	National office	after rebranding launch
14	Moira White to speak to Jennifer Latham about external marketing plans for certification.	Moira White	April 22, 2015
15	National office to develop CASL materials when time available.	National office	as time available
16	HR policy to be reviewed by Moira White and David Johansen.	Moira White and David Johansen	April 22, 2015
17	Emily Staniland and Breanne MacDonald to work with the volunteer management committee and to consult with Barbara Dylla to review the content of the volunteer policy and procedure and to propose revised text after the conference.	Emily Staniland and Breanne MacDonald	after the June conference
18	Greg Ioannou and Emily Staniland will meet to work on the partnership policy when he is in Edmonton in early May.	Greg Ioannou and Emily Staniland	early May
19	Carolyn L Burke to send some suggestions on how to save money to the NEC	Carolyn L Burke	April 22, 2015
20	Barbara Dylla, Marie-Christine Payette, and Moira White to find out what the budget is for the two items.	Barbara Dylla, Marie-Christine Payette and Moira White	April 22, 2015
21	NEC to find people to staff the Rebranding Rollout Task Force and to check that the call for volunteers went out to branches and twigs.	NEC members	April 22, 2015
22	Human Resources Committee to continue work on the Respect in the Workplace Policy after the June quarterly meeting.	Human Resources Committee	after Q2
23	Human Resources Committee to finish	Human Resources Committee	immediately

	getting the advertisement out and to interview people.		
23	Greg Ioannou to go back onto the HR committee.	Greg Ioannou	immediately
24	Promote ECE 3 to other libraries and to government departments once the technical details have been worked out.	Marketing and Public Relations Committee	when the committee has volunteers
25	NEC members to make recommendations of people to fill the Marketing and Public Relations Committee.	NEC	immediately
26	Emily Staniland will address the volunteer policy later in the summer.	Emily Staniland	Q3
27	Nominations Committee to find new chair for Standards Committee.	Nominations Committee	April 22, 2015
28	Greg Ioannou to continue discussions about a Canadian dictionary on behalf of the NEC.	Greg Ioannou	ongoing
29	Greg Ioannou and Emily Staniland to discuss the possibilities with PPB members.	Greg Ioannou	May