

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

**National Executive Council**

**2016 Q4 Meeting Minutes**

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Holiday Inn (30 Carlton St.), Toronto, ON

November 19 and 20, 2016



**EDITORS  
RÉVISEURS  
CANADA**

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## PRESENT:

Anne Louise Mahoney	President
Gael Spivak	Vice-President
Carolyn Brown	Treasurer
Breanne MacDonald	Secretary
Greg Ioannou	Past President
David Johansen	Regional Director, Branches and Twigs – East
Margaret Shaw	Regional Director, Branches and Twigs – West
Michelle van der Merwe	Director, Communications
Stacey Atkinson	Director, Training and Development
Marie-Christine Payette	Director, Francophone Affairs
Berna Ozunal	Director, Publications
Elizabeth d'Anjou	Director, Standards and Certification
Patricia MacDonald	Director, Volunteer Relations
John Yip-Chuck	Executive Director
Michelle Ou	Senior Communications Manager
Alexandra Peace	Recording Secretary

### 1. Call to order

Anne Louise Mahoney called the meeting to order at 9.04 am and invited directors to tweet during the meeting.

### 2. Introductions

### 3. Approval of agenda

MOVED by David Johansen  
SECONDED by Margaret Shaw  
that the agenda be approved.  
Unanimous

### 4. Approval of Q3 minutes

MOVED by Breanne MacDonald  
SECONDED by Patricia MacDonald  
that the minutes be approved as amended.  
Carried (1 abstention)

## 5. Consent agenda

The NEC discussed the idea of using a consent agenda (Appendix A) and decided that, while it was good to know about, it may not be useful at this time.

## 6. Finances

Carolyn Brown brought the NEC up to date on the current state of the finances (Appendix B), including the following points:

- There may be a surplus or deficit depending on a number of issues that are being worked on.
- **Prairies Provinces branch** money was obtained a couple of weeks ago. Distribution/dispersal to individual twigs needs to be sorted out.
- The revenues and costs were broken down.
- Payments for GST/HST had not been remitted for the first two quarters. Canada Revenue Agency has now been paid, and the office will be working on getting on top of the bookkeeping issue that cause this problem.

Thanks to Carolyn for all her work on financial matters over the past few months.

## 7. National office reporting of financial information to twigs

Michelle Ou reported that Grace Xing was hired on a short-term contract to sort out the twig bookkeeping and will continue to work on it until the end of the year.

## 8. 2017 budget

Carolyn Brown brought the projected budget to the NEC. Some of the figures were discussed and changed, including figures for conference budget, certification, publications (printing), honoraria for the Tom Fairley Awards, translation, conference call fees, event costs (booth fees for university job fairs and conferences), and national travel to branches and twigs.

### **ACTION**

*John Yip-Chuck will pay the Tom Fairley Award judges an honorarium of \$250 each, starting in 2017.*

### **ACTION**

*Breanne MacDonald and Stacey Atkinson to put a 'how to use Zoom for a conference call' document together.*

### **ACTION**

*NEC directors to talk to their committees and encourage them to use Zoom instead of Accutel for their conference calls. Note that only one group can use Zoom at a time, so people will need to schedule their times.*

## **ACTION**

*Carolyn Brown to allocate travel funds in the budget for the directors of the regions to be able to visit some of the smaller twigs.*

### **9. 2017 budget continued**

More figures were discussed, including NEC meeting costs, marketing/promotion budget, and conference promotion.

The budget is showing a deficit at the moment. So, need to decrease expenses, but more than that, need to increase membership and market services to non-members.

MOVED by Greg Ioannou

SECONDED by Elizabeth d'Anjou

that the budget be approved as amended.

Unanimous

### **10. Membership fee increase**

MOVED by Greg Ioannou

SECONDED by David Johansen

that as required by the membership procedure, as of March 1, 2017, Editors Canada membership dues increase to \$277 and emeritus member dues increase to \$138.50 (to reflect the increase in the Consumer Price Index).

The NEC discussed this with the following points:

- membership procedures mandate that this increase happen
- Consumer Price Index is up 1.3 % (most recent date of end of September)
- adds about \$4 to regular membership
- membership needs to be informed 3 months before (December 1)
- suggestion that a one-time promotion occur for new members to balance the increase in membership fees, for example, a reduction in fees for the ODE (But will that devalue the listing?), or one free recorded webinar (no expense to the organization)
- instead of reducing fees, promote what we have more

Unanimous

## **ACTION**

*John Yip-Chuck to direct Michelle Ou to inform the membership on December 1, 2016, of the increase in dues to take place on March 1, 2017.*

## 11. New business

The NEC discussed the idea of producing a new **Canadian English dictionary** with the following points:

- would energize membership
- everybody wants one
- could purchase one and Canadianize it
- lots of grants available for it
- need to make a business case

### **ACTION**

*Elizabeth d'Anjou and John Yip-Chuck to write a task force brief on developing a business plan related to creating a Canadian English dictionary.*

Committee chairs are not sure how to fill out the quarterly reports and also need help developing their work plans based on the strategic plan.

### **ACTION**

*Gael Spivak and Anne Louise Mahoney to develop a template for the committee chairs to develop their work plan and report their activities according to the strategic plan.*

## 12. Review of outstanding action items, Appendix C

The NEC discussed the possibility of adding a geographic requirement to the **partnership agreements** with organizations outside Canada (such as the US, Australia, Japan, depending on the agreement). That is, offer the benefits of being a sister organization as long as the person resides in the country where the other association is based. This would prohibit Canadians from joining international organizations (for a much lower membership fee) and getting all the benefits of Canadian membership.

### **ACTION**

*Gael Spivak and Elizabeth d'Anjou to review existing partnership agreements and suggest revisions that close the loophole of Canadian members joining foreign organizations for a lower membership rate and receiving full member benefits.*

### **ACTION**

*Michelle Ou will send letters (snail mail) to members who have lapsed within the past 2 years (who have requested no emails), including an exit survey, an invitation to return, and an offer of a free webinar recording.*

### **ACTION**

*Michelle Ou to send letters out to lapsed members on an ongoing basis until the database allows this to be automated.*

Carolyn Brown contacted the branches to see what they are using for accounting software. The national office is audited, but the branches are not. This should be changed so that the branches are audited as well. The branches do not need to use the same accounting software as the national office, but they do need to use the same chart of accounts. They will then be able to produce **financial statements** allowing the whole organization to be audited.

### 13. Review of committee requests, Appendix D

#### **ACTION**

*Gael Spivak to get more info from the Canadian Intern Association on exchanging a francophone version for the ability to use the English version.*

#### **ACTION**

*Anne Louise Mahoney to find a francophone to translate the internship documents (from Canadian Intern Association).*

#### **ACTION**

*David Johansen and Margaret Shaw will develop ideas for means of communication between **twigs** (perhaps a twice-yearly Zoom meeting).*

#### **ACTION**

*Elizabeth d'Anjou to develop the **standards** into a designed document, to develop another document that demonstrates how the standards apply to a wide range of editing, and to develop a small marketing and communication plan (with Michelle van der Merwe) for the new standards.*

#### **ACTION**

*Michelle Ou to work on populating the annual to-do calendar with work-back dates (**office administration**).*

#### **ACTION**

*Berna Ozunal to discuss wording for **volunteer recognition** certificates with Nancy Foran and send to Anne Louise Mahoney.*

### 14. New sources of funding

The NEC was reminded to keep the various possible sources of funding (such as grants and crowdfunding) in mind as new projects get started.



## 15. Update from regional directors of branches and twigs

The NEC discussed various methods for supporting **twigs** that are struggling. These included having the regional director keep in touch, setting up a buddy system with other twigs, and thinking of the twig as larger than just the physical meetings.

## 16. Branch/twig task force

The **Branch/Twig/National Finance Task Force** had a conference call with representatives from branches and twigs and asked for feedback. Very little feedback came back. David and Margaret will set up a second conference call to give them information from the meeting this weekend.

## 17. Promoting editors and the association

The NEC discussed the following ideas for **promotion of the organization**:

- James Harbeck's first video may be too long; should have a few ready to go before any go up, find some francophone volunteers to produce short videos.
- Together we are stronger—more members, more benefits. Could we be publicizing this?
- Should perks be offered for signing up?
- Should monthly payments be allowed?

## 18. *Active Voice/Voix active* taskforce, Appendix E

### ACTION

*Anne Louise Mahoney and Berna Ozunal to find members to join the task force.*

## 19. 2016 member survey

The NEC discussed the survey, with the following points:

- The numbers are still being crunched, over 60 questions, two languages, more than one answer to questions. In other words, a huge project. The organization needs to look at the data; it takes so much work to generate.
- The survey received a very low response rate. Some pullout groups are so small as to allow identification. Could some of the questions be asked every other year?
- Is all of the information going out to the whole membership? Or just some information to the relevant committees? Or is it coming just to the NEC? Or just summaries?

- Are the questions about rates working better this year? There had been problems in the past because of asking for data from tax forms and requiring some time and effort from the respondent. The questions have been changed now. The answers to these questions are what most people are interested in.
- The report will be coming in January.

## 20. ECE3 reprint

ECE 3 is being reprinted in hardcover again. The first run of one thousand copies has been sold, and the book had been on backorder.

### **ACTION**

*Berna Ozunal and the publications committee to explore the possibility of publishing a chap book on Indigenous editing in time for the 2017 conference.*

## 21. Communications and marketing committee

The communications and marketing committee has been suffering from a few problems:

- huge mandate for a volunteer committee
- no working communications or marketing committees for a few years
- many backlog requests from other committees
- miscommunication with budgetary requests
- confusion between office and committee about who was responsible for what

The NEC discussed this with the following points raised:

- What should be done by volunteers and what should be done by a hired person?
- What are the goals for the committees and for the whole organization? Should list tasks, attach budget items.
- Need to consider internal communication as well.
- Certification steering committee knows best about certification, should they be doing their own marketing? (They have been trying, but have asked for marketing to be taken on by someone else.)
- If every committee is trying to do their own little thing, lose advantage of national presence.
- John Yip-Chuck made a diagram (see Appendix F).
- Is Michelle Ou doing work that can be passed on to other people?
- Designing a website is a full-time job; if staff is taking on a big project, then need to figure out how to do backup in the office.
- Dictionary may be something we can use to get in the news.

Michelle Ou asked for the chance to focus, take the budget, and build a plan with John.

**ACTION**

*Michelle Ou and John Yip-Chuck to identify marketing needs for the organization; they will prioritize and report back to the NEC with a proposal.*

**22. Visit from members of the Toronto branch exec, Kerry Fast and Sara Scharf**

Chair Kerry Fast spoke to the NEC about the current conditions of the Toronto branch:

- The financial status of the branch was the big issue last year. As a result, the monthly programming has been cut back, the members have become more involved, and the meetings have been moved to a smaller room. However, the branch still has a projected loss next year of \$4000.
- New members are needed on the executive.
- There is some issue between the branch and the national office about HST transfers.
- The Toronto branch appreciated Stacey Atkinson making time to attend the meetings by phone last year.

Carolyn Brown said that some money would be coming to the Toronto branch from the webinar income.

**ACTION**

*Carolyn Brown to look into the HST transfer of funds between the Toronto branch and the national office.*

**ACTION**

*Greg Ioannou is willing to book rooms for the Toronto branch's meetings at a reduced rate if needed.*

**ACTION**

*David Johansen to attend in person or by phone the first Toronto branch meeting after an NEC meeting to liaise between them.*

The NEC discussed the idea of a low-cost event on how to get started in freelancing. Each branch/twig could take turns presenting this so that it comes around every couple of years.

**ACTION**

*Patricia MacDonald to send volunteer rewards research to Breanne MacDonald to load into Google docs.*

The NEC discussed volunteer training, including the following:

- having a section in the volunteer handbook
- putting a video together (through Zoom) about how to do things

## 23. Communications, continued

The NEC discussed Aaron Dalton's document (Appendix G) and looked at his recommendations.

### **ACTION**

*Breanne MacDonald to post draft annual general meeting (AGM) minutes within a few weeks of the meeting on the website (even though members won't vote on them until the next AGM).*

### **ACTION**

*Anne Louise Mahoney, Michelle Ou, and Breanne MacDonald to inform members about how and when to make motions from the floor. Need to create a workback schedule for this.*

## 24. Conference

Breanne MacDonald updated the NEC on the [2017 conference](#).

- keynote speakers are booked
- committee needs to find a speaker coordinator
- technical issues for the AGM need to be sorted out: Can the audiovisual (AV) company offer live streaming? Does Zoom offer technical support at meetings?

### **ACTION**

*Breanne MacDonald and John Yip-Chuck to research online participation at the AGM.*

### **ACTION**

*Carolyn Brown to consult with Breanne MacDonald and conference committee about 2017 conference (to make things simpler for the budget/pre-conference workshops).*

The NEC discussed the [foundations in editing](#) program. CSC needs to have more information about whether employers would find this useful.

### **ACTION**

*John Yip-Chuck to research the business potential for foundations in editing, develop a plan, and report back to NEC in time for members to vote at the AGM.*

The NEC discussed possible locations for the [2018 conference](#). Margaret Shaw had emailed Editors Saskatchewan to see if they would be willing to host and will check back with them.

## **ACTION**

*Margaret Shaw to get a reply from Editors Saskatchewan (after their next meeting) on whether they would like to host the 2018 conference and will report back to the NEC.*

The NEC discussed possible locations for the **2019 conference**, including Québec City. This location would give a big boost to any French editing courses that may be going by then; it's an exciting place for editors to visit.

### **25. Promoting volunteerism**

A branch has been having success with having people team up to accomplish tasks.

### **26. Visit from student relations committee reps, Ann Kennedy and Christina Vasilevski**

Members of the committee include Wendy Barron, Anne Curry, Tiffany McDonald, Claudine LaForce, Ann Kennedy, Christina Vasilevski

Successes of the committee include the following:

- finalizing official brochure for potential student affiliates with benefits
- added to the webpage, minimal content before, added benefits for student affiliates
- created basic handout for Word on the Street
- went to George Brown and Ryerson to talk about the student affiliate program
- drafted a budget for going to career fairs to pay for booths and materials
- looked at the education and training links on the old website: some links were broken, now updated and focused on editing
- developing an integrated marketing campaign, social media
- hosted a student affiliate session at the 2016 conference (10 to 20 affiliates attended; gave out door prizes; top prize for attendance was a consultation with Avivah Wargon; would recommend doing that again)

Challenges:

- numbers still not enough to offset the reduction in price for student affiliates
- need to find a way to go to Ryerson, Simon Fraser University regularly (annually) to visit student classes

Other thoughts:

- The focus on publicizing student affiliate membership to book publishing programs is narrow; also need to publicize it to technical writing programs and others.

- Canadian Intern Association has produced internship guidelines. This makes a good resource to point affiliates to and means we don't need to reproduce it ourselves.
- Need to connect with the training and development committee.
- Need to think about publicity for Claudette Upton scholarship.

Responses from the NEC:

- Marketing help is coming.
- Think about conversion from student affiliate to full member.
- Magazine Association of BC and Canadian Magazine Association also have good internship guidelines.
- Print Futures and Douglas College, BC, also have programs with editing components.
- Marie-Christine Payette gave info on the French editing program (to come).
- Training and development committee may be able to run webinars for student affiliates.

## 27. Webinar program

More survey responses have come in as we have done more webinars; participants are asked to fill out a survey at the end of the webinar (now have 39 responses).

The places that registrants heard about the webinar include an email from Editors Canada, the website, and Facebook. Mostly, people are very satisfied.

### **ACTION**

*Stacey Atkinson and Michelle Ou to find out if they can get data after each webinar (rather than it all being lumped together).*

Some webinars that people want to see include Eight-Step Editing and stylistic editing. People are interested in knowing whether the webinar is instructive or informational.

The average number of participants was 10–12. After a social media blitz, the number of participants increased to 39.

## 28. Francophone affairs committee

Marie-Christine Payette will communicate with Una Verdandi about formatting and distributing flyers effectively.

Francophone volunteers are needed for many positions. Many committees mentioned that they needed francophone members. See Appendix H for a list of needs for francophones.

## **ACTION**

*Anne Louise Mahoney and Marie-Christine Payette to send a letter to francophones suggesting how beneficial it is to volunteer, listing the openings available, and that Editors Canada needs francophone help.*

Marie-Christine Payette may need to prioritize (just because all the committees are asking).

## **29. Partnerships**

PWAC in New Brunswick would like to work more closely with Editors Canada.

## **ACTION**

*David Johansen and Stacey Atkinson to follow up with PWAC to discuss how to work together in New Brunswick.*

Network of Translators in Education (NTE) approached us about a partnership in June last year. The NEC has talked about the possibilities a couple of times at meetings since, without finding the ideal partnership framework to match what they can offer us versus what we can offer them in exchange.

Indigenous Editors Circle has partnered with University of Alberta to run a week-long editing course annually. They are having a conference this year, but it's at the same time as the Editors Canada conference. Greg Younging gave a seminar that was very well attended. Could we find a way to work with them?

## **ACTION**

*Greg Ioannou, Patricia MacDonald, Breanne MacDonald, Gael Spivak, Elizabeth d'Anjou, and John Yip-Chuck to meet and talk about possible conferences for Editors Canada to attend.*

## **ACTION**

*Gael Spivak and Michelle Ou will discuss getting the list of existing partnerships on the website.*

## **30. Succession planning and continuity**

Berna Ozunal had asked on the members' list for a continuity officer, but nobody responded.

## **ACTION**

*Berna Ozunal will draft a job description for the role of continuity officer and bring it back to NEC.*

## **31. Corporate calendar**

Gael Spivak sent the calendar to Michelle Ou who will fill it in when she has time with all the events that happen annually, what has to happen when, and by whom.

**ACTION**

*John Yip-Chuck to request quarterly reports from the branches and twigs with more than one week's notice.*

**32. Next meeting**

**ACTION**

*John Yip-Chuck to find out how much it cost last time NEC had a meeting in Montréal.*

**ACTION**

*David Johansen to ask/talk about hotel/meeting room in Montréal.*

**33. Adjournment**

MOVED by Margaret Shaw

SECONDED by Stacey Atkinson



## Appendix A—Consent Agenda

### **Q: What is a "Consent Agenda" and how will it make our meetings go faster?**

At every board meeting, at least a few items come to the agenda that do not need any discussion or debate either because they are routine procedures or are already unanimous consent. A consent agenda (Roberts Rules of Order calls it a consent calendar) allows the board to approve all these items together without discussion or individual motions. Depending upon the organization, this can free up anywhere from a few minutes to a half hour for more substantial discussion.

**What belongs on the consent agenda?** Typical consent agenda items are routine, procedural decisions, and decisions that are likely to be noncontroversial. Examples include:

- ☑ Approval of the minutes;
- ☑ Final approval of proposals or reports that the board has been dealing with for some time and all members are familiar with the implications;
- ☑ Routine matters such as appointments to committees;
- ☑ Staff appointments requiring board confirmation;
- ☑ Reports provided for information only;
- ☑ Correspondence requiring no action.

**How are items on a consent agenda handled?** A consent agenda can only work if the reports and other matters for the meeting agenda are known in advance and distributed with agenda package in sufficient time to be read by all members prior to the meeting. A typical procedure is as follows:

1. When preparing the meeting agenda, the president or chairperson determines whether an item belongs on the consent agenda.
2. The president prepares a numbered list of the consent items as part of, or as an attachment to the meeting agenda.
3. The list and supporting documents are included in the board's agenda package in sufficient time to be read by all members prior to the meeting.
4. At the beginning of the meeting, the chair asks members what items they wish to be removed from the consent agenda and discussed individually.
5. If any member requests that an item be removed from the consent agenda, it must be removed. Members may request that an item be removed for any reason. They may wish, for example, to discuss the item, to query the item, or to register a vote against the item.
6. Once it has been removed, the chair can decide whether to take up the matter immediately or place it on the regular meeting agenda.
7. When there are no more items to be removed, the chair or secretary reads out the numbers of the remaining consent items. Then the chair states: "If there is no objection, these items will be adopted." After pausing for any objections, the chair states "As there are no objections, these items are adopted." It is not necessary to ask for a show of hands.
8. When preparing the minutes, the Secretary includes the full text of the resolutions, reports or recommendations that were adopted as part of the consent agenda.

**How to start using a consent agenda** In order to start using a consent agenda, the board should first adopt a rule of order allowing for the consent agenda process. A sample rule is:

“A consent agenda may be presented by the president at the beginning of a meeting. Items may be removed from the consent agenda on the request of any one member. Items not removed may be adopted by general consent without debate. Removed items may be taken up either immediately after the consent agenda or placed later on the agenda at the discretion of the assembly. It is important to make sure that all directors know what items belong on the agenda and how to move items to and from the consent agenda. For this reason, instruction on using the consent agenda should be part of the board orientation program.”



EDITORS  
RÉVISEURS  
CANADA

# Financial update

Carolyn Brown  
NEC meeting  
Nov. 19–20, 2016

# 2016 financial picture

- At Oct 31:

National	
Revenue	\$463,495
Expenses	\$447,623
Surplus (deficit)	\$15,872

# 2016 financial picture

- Projection to end of year:

National	
Revenue	\$535,818
Expenses	\$525,614
Surplus (deficit)	\$10,204

**Note:** This projection includes funds received from Prairie Provinces bank account and disbursed to other branches and twigs. It does not include \$14,000+ currently in a “suspense account” that needs to be allocated. Thus, the final position could range from a small deficit to a larger surplus. The final position would have been much worse had it not been for the funds from Prairie Provinces branch.

# Revenue breakdown

- Revenue to Oct. 31 is as follows:

Membership	258,405
Conference	103,244
ODE Directory Listings	32,510
Certification Revenue	17,223
Publication Sales (Study Guides)	14,147
Online Courses - Webinars	12,371
ECE Book Sales	10,803
Conference Sponsorship	8,227
Donations	3,217
Grants	3,171

# Cost breakdown

- Costs to Oct. 31 are as follows:

Salaries & Wages, benefits	184,824
Venue Costs	62,141
TAM (Travel - Accom - Meals)	44,244
Rent	18,331
Professional and Project Services	18,309
Legal and Accounting	13,243
Translation	11,847
C/C fees (Amex, GT, IATS, MC, Visa)	10,436
Advertising & Promotion	8,944
External Printing	8,381
Honoraria	6,645

# Cost breakdown, continued

Web Site Expenses	5,104
Insurance	5,027
Design	4,727
Awards	4,500
Bank Charges & Interest	3,947
Equipment & Phone	3,900
Postage, Mail & Courier	3,550
General office supplies	3,395



# Cost breakdown, continued

Photocopier	1,567
Industry Memberships	1,050
<b>Branches and twigs total</b>	<b>16,624</b>
Toronto	7,402
British Columbia	5,691
Ottawa-Gatineau	3,777
Quebec/Atlantic Canada	3,588
Twigs	2,475
Saskatchewan Branch	679

## Appendix C—Action Items from Previous Meetings

<b>Action Items from Previous Meetings</b>			
	<b>Action Item</b>	<b>Person(s) Responsible</b>	<b>Status</b>
1.	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	in progress
2.	John Yip-Chuck and/or member services committee to look into discounts for Chicago online.	John Yip-Chuck Patricia	in progress
3.	Patricia to continue working with the member services committee to develop a welcome package for new members.	Patricia	in progress
4.	Elizabeth will have a more detailed conversation with ACES and the CSC, and will report back to the NEC.	Elizabeth	ongoing
5.	Executive Director to develop a respect in the workplace policy using templates from Gael and to keep working on a procedure for what to do if an employee is harassed.	John Yip-Chuck Gael Spivak	in progress
6.	Greg to find a new national magazine committee chair for 2016–17.	Greg	
7.	Berna Ozunal to prepare job description(s) for the continuity officer role, including breaking it down into specific tasks.	Berna Ozunal	in progress
8.	Carolyn Brown and John Yip-Chuck will assess the security needs, find options, cost options, and recommend a plan of action for file storage.	Carolyn Brown John Yip-Chuck	in progress

## Action Items from Previous Meetings

	Action Item	Person(s) Responsible	Status
9.	The support package/toolkit for the branch and twig administrators needs reading by Michelle, Caitlin, and a few members of the exec (then to translation).	Michelle Caitlin Margaret Stacey NEC	in progress  (Can some pieces be taken from existing French content to save on translation costs? ALM)
10.	Elizabeth d'Anjou to keep in touch with Anne Fonteneau and give her contact names or information in support or encouragement of the possibility of an online French editing program, and to keep Marie-Christine Payette and Stacey Atkinson informed.	Elizabeth d'Anjou Stacey Atkinson Marie-Christine Payette	ongoing
11.	Marie-Christine Payette to see if a Francophone could be found to be part of the training and development committee.	Marie-Christine Payette	ongoing
12.	John Yip-Chuck to look into interac e-transfers to receive fees (instead of by credit card).	John Yip-Chuck	
13.	Berna Ozunal and Elizabeth d'Anjou to talk about publication of MPES.	Berna Ozunal Elizabeth d'Anjou	in progress
14.	Berna Ozunal to talk to Karin Cather about the information for writers document that she is working on: ideas about rates could be discussed, but no specifics.	Berna Ozunal	in progress
15.	NEC to read the waiver agreement that Berna Ozunal put together and discuss.	NEC Breanne MacDonald	
16.	Breanne MacDonald and Margaret Shaw to investigate Saskatoon and Edmonton as possible locations for Conference 2018.	Margaret Shaw Breanne MacDonald	in progress

## Action Items from Previous Meetings

	Action Item	Person(s) Responsible	Status
17.	Michelle Ou to let branches and twigs know that the Editors Canada brand needs to be on all the branch and twig communications.	Michelle Ou	
18.	Patricia MacDonald to send the document on committee descriptions on to translation.	Patricia MacDonald	in progress
19.	Patricia MacDonald, Breanne MacDonald, and Alexandra Peace to practice using technology (Zoom?) to have members attend meetings who might not otherwise be able attend in person.	Patricia MacDonald Breanne MacDonald Alexandra Peace	
20.	Carolyn Brown and Berna Ozunal to transfer email address and people from the Toronto program to the national program.	Carolyn Brown Berna Ozunal	in progress
21.	Greg Ioannou will approach other associations (Canadian Media Guild, Canadian Society of Magazine Editors, Professional Writers Association of Canada, Association of Registered Graphic Designers) to do joint advocacy on behalf of editors and writers regarding unfair contract practices by major corporations and report back to the NEC.	Greg Ioannou  Patricia MacDonald	in progress
22.	Stacey Atkinson to discuss various options with the director of training and development at APMP and bring a proposal for exchange back to the NEC.	Stacey Atkinson	ongoing
23.	Breanne MacDonald to investigate online voting for the 2017 AGM and report back to the NEC.	Breanne MacDonald	
24.	John Yip-Chuck to look into the feasibility of creating a directory of trainers and report back to the NEC.	John Yip-Chuck	

## Action Items from Previous Meetings

	Action Item	Person(s) Responsible	Status
25.	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	

## Action Items On Hold

	Action Item	Person(s) Responsible	Status
26.	Breanne and Patricia to talk about the 'Ask an Expert' idea, develop it, and bring it back to NEC.	Breanne Patricia	
27.	Michelle Ou to work on populating the calendar with items such as AGM, certification deadlines (after the new Executive Director arrives).	Michelle Ou	On hold until  website is more stable  Calendar on updated website is a bit buggy. - MO
28.	Anne Louise and Marie-Christine Payette will take the policy and procedure documents, adapt and translate them, and send them on to Agrément committee.	Anne Louise Marie-Christine	on hold  (waiting for the French translation of the Certification policy and procedures - those are in the translation queue)

## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
29.	Executive Director will put NEC meeting dates on the website and the dates that the quarterly reports are due.	Michelle Ou	<p>DONE</p> <p>(<a href="http://www.editors.ca/members/readup/minutes.html">http://www.editors.ca/members/readup/minutes.html</a>) -MO</p> <p>(link doesn't work)</p>
30.	Executive Director to send a cheque to Editors Toronto based on the lowest number of extra registrations for the 2015 conference (they already have the money for the difference). [Michelle Ou: please check wording - I revised it. ALM]	<p>Michelle Ou</p> <p>Breanne MacDonald</p> <p>Carolyn Brown</p>	<p>DONE</p> <p>Status at Nov. 9: Carolyn worked with TO branch and they came to an agreement on an amount. John has sent this to our bookkeeper so we can cut a cheque. -MO</p>
31.	Executive Director to look into how to belong to a branch/twig (say Nova Scotia), but still get emails from another branch or twig (say Québec/Atlantic).	Michelle Ou	<p>DONE</p> <p>Confirmed. Branch affiliation for twig members is already tracked. Emails can be done--just need to sort out procedure (sending updated mailing lists to branches and what to do if a twig member doesn't want to receive branch email).-MO</p>
32.	Anne Louise to let the awards committee chair know about the Tom Fairley award requirements (broader than just books).	Anne Louise	DONE

## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
33.	Executive Director to send information about the Book and Periodical Council meetings to Nancy Foran.	Michelle Ou	DONE  MO
34.	Anne Louise Mahoney and Berna Ozunal [was donalee Moulton] will write a brief for a small temporary task force to examine the future of Active Voice/Voix active. The task force will combine research (on cost-benefit analysis, format, magazine experience, schedule) and input from the members and report back to the NEC.	Anne Louise Mahoney Berna Ozunal	DONE  Sent to NEC on Oct 17. Received comments from one person.
35.	Elizabeth d'Anjou to write a brief for a task force to update the definitions for the Standard Freelance Editorial Agreement, consult the members, get them translated, and take them to the members for a vote at the next AGM.	Elizabeth d'Anjou	DONE  The TF chairs (Kaarina Stiff & Dawn Oosterhoof) are reviewing the agreement as well & considering best format to present it.  I drafted the brief & sent it to them and to Greg & Anne Louise & Patricia for feedback; TF chairs have not responded yet.  I will nudge them tomorrow. I think we shd be able to vote this TF in at the meeting - Nov 11 Ed'A

## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
36.	Anne Louise Mahoney to ask James Harbeck to make a promotional video.	Anne Louise Mahoney	<p>DONE</p> <p>James has agreed to do a few videos this fall. He will propose some topics for us to approve.</p>
37.	Gael Spivak to get list of video ideas to Anne Louise Mahoney to give to James Harbeck.	Gael Spivak	<p>DONE</p> <p>Sent to Anne Louise October 12; Anne Louise shared the information with James.</p>
38.	Carolyn Brown and Michelle Ou will make sure the twigs start getting monthly reports on their finances from now on.	Carolyn Brown Michelle Ou	DONE
39.	Breanne MacDonald to pass these ideas (speaker introduction sponsorship and last year's sponsors) on to this year's conference sponsorship chair.	Breanne MacDonald	This can come off -- no sponsorship coordinator yet, but will do once there is one.



## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
40.	Anne Louise Mahoney to talk to the awards committee: give them the go-ahead for the publisher survey and talk to them about online awards administration software. [Tom Fairley task is in #14 above—ALM.]	Anne Louise Mahoney	<p>DONE</p> <p>Emailed the committee chair with some revisions to the survey for the committee's review (including adding a question asking if publishers would be willing to donate to the award) on Oct 13. Emailed the committee chair re: finding inexpensive ways to streamline the administration of awards (such as starting with an online application form) on Oct 13.</p>
41.	Breanne MacDonald to look into the numbers of people who could attend a meeting using Zoom.	Breanne MacDonald	<p>DONE</p> <p>50 meeting participants, 100 view only (webinars)</p>
42.	Gael Spivak to follow up with the Society of Writers, Editors and Translators and begin to negotiate an exchange with them involving access to webinars for their members and access to their job board for our members.	Gael Spivak	<p>DONE</p> <p>Agreement drafted and the NEC voted on it. John signed it and is now working with SWET on it.</p>
43.	Gael Spivak to send the information about how to use the strategic plan to Michelle Ou for sending out to directors.	Gael Spivak	<p>DONE</p>

## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
44.	Anne Louise Mahoney and Gael Spivak to contact Shana Johnstone and ask her for more details on the consultation process she described at the 2016 AGM and bring it back to the NEC.	Anne Louise Mahoney Gael Spivak	DONE  Sent Shana's reply to the NEC on Oct. 22. ALM
45.	Gael Spivak to talk to Wendy Barron with an invitation to student affiliates to come to the NEC meetings at specific times to talk on specific topics.	Gael Spivak	DONE  She suggested Ann Kennedy and/or Christina Vasilevski for the Nov meeting.
46.	Berna Ozunal to write an appeal for the October e-news asking the members for a continuity officer—a project manager.	Berna Ozunal	DONE  Approved by Greg, Anne Louise and Gael. Sent to Michelle. Was in the October e-news update.
47.	Anne Louise Mahoney to reschedule the spring meeting.	Anne Louise Mahoney	DONE  The meeting will be on March 18/19. Location to be determined in the new year.
48.	Let membership know about iterative approach to website launch.	Michelle Ou	Done

## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
49.	Anne Louise Mahoney to talk to Berna Ozunal about the budget for publications.	Anne Louise Mahoney Berna Ozunal	<p>DONE</p> <p>For now, the best thing would be for the committee to calculate what it needs; this info will be taken into account in the November budget process. ALM</p> <p>****The committee may not know what it needs for MPES; shd include some funding for it.</p>
50.	Breanne will put the new style guide into Google docs.	Breanne	<p>Does this still need to be on here? I can remember to add when the new guide is sent out to everyone... Or change it to "Update style guide" rather than add to Google if we still need the reminder. B.M. - We can delete this item. ALM</p>
51.	Executive Director to send a website plan/timeline to communications and marketing to send out to all committees (in particular, Nancy Foran was asking for one).	Executive Director Michelle v.	<p>The C&amp;M committee never did receive a website plan/timeline from the ED and, as the website has now launched, the time for this has passed. -MvdM</p>
52.	Executive Director to check on francophone website beta testers.	Executive Director	DONE

## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
53.	Anne Louise Mahoney and Gael Spivak to approach the Language Portal and ask for the rights to the name, The Canadian Style, and the rights to update it.	Anne Louise Mahoney Gael Spivak	DONE  The Language Portal is keeping all the content, so we can't use it.
54.	Greg to talk to Peter Sokolowski to find out the name of the person working on an updated version of a Canadian dictionary.	Greg	DONE
55.	Patricia to get member services to write a letter to members who have left in the last two years, outlining new changes in the organization and asking people to come back (to be done after website launch, and to go out from the president).	Patricia MacDonald	DONE  (Michelle Ou and Anne Louise Mahoney have sent out a email to lapsed members.
56.	Carolyn Brown to check in with branches to see what they are using for accounting.	Carolyn Brown	DONE
57.	Carolyn Brown to check with auditors and see how the information gets from the branches to the auditors.	Carolyn Brown	DONE
58.	Executive Director to direct the office to start sending out the exit survey, once database issue resolved.	Executive Director	DONE  Database upgrade not done yet. Planning now to send to all members who have lapsed in the last two years on November 15. -MO
59.	Greg Ioannou to look into how to help members create more effective ODE listings (free webinar?).	Greg Ioannou	DONE

## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
60.	Anne Louise Mahoney to ask someone to design the document comparing benefits of various organizations for formatting.	Anne Louise Mahoney	<p>DONE</p> <p>Amy Haagsma has agreed to do this task in Nov/Dec. ALM</p>
61.	Margaret Shaw and David Johansen will bring the topic [what topic?] up in the ongoing discussions with branch and twig task force and report back to the NEC.	Margaret Shaw David Johansen	<p>DONE</p> <p>[ ***I think this was about the word "twig." - Ed'A]</p>
62.	Anne Louise and David to complete survey to send to Editors Canada members in Atlantic Canada.	Anne Louise David	<p>DONE</p> <p>January, 2017</p> <p>Sent the survey to Michelle Ou on Nov. 5.</p> <p>Agreed to defer this survey to the New Year because many questions overlap with the survey we are sending to lapsed members on November 15. -MO</p>
63.	Greg Ioannou to talk to the director of communications and marketing about the quarterly meetings and attendance conflicts.	Greg Ioannou	<p>DONE</p>

## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
64.	Anne Louise Mahoney and Michelle Ou to talk to Michelle van der Merwe and come up with a recommendation about revisions to the marketing and communications committee mandate.	Anne Louise Mahoney Michelle Ou	<p>DONE</p> <p>- This will be done at the November meeting. ALM</p> <p>- This conversation already took place between ALM, MO and MvdM and it was agreed that the committee mandate should be discussed and reviewed at the Q4 meetings. MvdM</p>
65.	Greg Ioannou to follow up with his contact about funding for the TFA.	Greg Ioannou	DONE
66.	Berna Ozunal to answer questions from publications: the committee is not involved in Active Voice and about publication of MPES.	Berna Ozunal	<p>DONE</p> <p>-not sure about this one (need clarification)</p> <p>**Publications doesn't need to look after AV. But it IS on deck for MPES, which shd be updated this year and have an overhaul of format. Ed'A has some volunteer suggestions.</p>

## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
67.	Marie-Christine Payette to ask Kaarina Stiff for names of Francophone members to help with Francophone tasks (committees and translation).	Marie-Christine Payette	<p>DONE</p> <p>Sent email to Kaarina on 12-10-2016. On 29-10-2016 she said she will include a request in her next branch email. She will also talk to Maureen (her exec director) and see what they have. MCP</p>
68.	Stacey Atkinson and Gael Spivak to ask around at the Ottawa meetings to see if there are any Francophones willing to volunteer.	Stacey Atkinson Gael Spivak	<p>DONE</p> <p>No francophone members at the Oct. meeting; will try again in Nov. ALM</p>
69.	Patricia MacDonald to work with the members services committee to think about a Francophone reception at the conference.	Patricia MacDonald	DONE
70.	Stacey Atkinson to look into running a webinar on how to run a meeting.	Stacey Atkinson	DONE
71.	Berna Ozunal to find someone to liaise between the Toronto mentoring program and the national program and pass them to Carolyn Brown.	Berna Ozunal Carolyn Brown	DONE
72.	Gael Spivak to give the calendar (including work-back schedules) to Michelle Ou for populating and then review by the NEC.	Gael Spivak	DONE

## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
73.	Gael Spivak and Elizabeth d'Anjou to restart partnering discussions with the Editorial Freelancers Association.	Gael Spivak Elizabeth d'Anjou	DONE
74.	Carolyn Brown to be available for consultation to the CSC for the Foundations in Editing budget.	Carolyn Brown	DONE
75.	Michelle Ou to send an email reminding directors to work together with their committees to develop an annual work plan and budget that is based on the strategic plan. The report is to go back to the director before being sent on to the ED by the director.	Michelle Ou	DONE
76.	Gael Spivak to contact the student members to check on progress of the internship guidelines.	Gael Spivak	DONE
77.	Anne Louise Mahoney to find a volunteer to design a template for member recognition for use at the branch and twig level.	Anne Louise Mahoney	DONE
78.	Promotion of job board, post-launch.	Michelle Ou?	DONE
79.	NEC to discuss, in conjunction with the new ED, the possibility of membership cards.	NEC	DONE
80.	Anne Louise Mahoney to talk to the marketing and communications committee about their mandate and report back to the NEC in November.	Anne Louise Mahoney	DONE



## Action Items DONE since Last Meeting

	Action Item	Person(s) Responsible	Status
81.	The NEC to review members' comments and discuss the future of the <i>Active Voice/Voix active</i> at the September executive meeting.	NEC	DONE task force brief in the works
82.	Publications committee chair to find a volunteer to create a fact sheet for writers, to be put on the website.  CHANGED (was Patricia)	publications committee chair	DONE  Karin Cather is working on this.

## Appendix D—Committee, Branches & Twigs Reports – Requests Summary

### President

- Please ask for input or support whenever you need it.

#### Awards Committee

- no requests at this time

### Vice-President

- no requests at this time

#### Student Relations Committee

- Would Editors Canada be interested in supporting the Canadian Intern Association's efforts with a donation and/or a partnership, so we could use their materials on our website? The guide doesn't seem to be available in French, so perhaps we could direct our donation to translation, or establish a partnership to facilitate translation?

#### Mentoring Taskforce

- Please provide any input on report plan ASAP. And please volunteer for the matching committee or to be a mentor!

### Past President

- I'd like to have a proper strategic plan update each quarter. A report from everyone about how they moved the plan forward would get rid of the "what I did on my summer vacation" feel to the quarterly reports.

### Secretary

- no requests at this time

#### Conference Committee

- Send out reminder for quarterly reports two weeks in advance to committees, not one week, and clearly indicate the period covered per quarter.

### Communications

- A review of the mandate of the C&M committee is needed, including but not limited to providing clarity on who should be making budgetary decisions for the various Editors Canada committees and task forces.

- o Would it be better for the C&M committee to support the other committees in an advisory role, rather than being tasked with making decisions for them?

- o Should the committee be an advisory committee full stop, supporting a full-time dedicated staff person who's sole purpose is to manage and implement marketing and communication initiatives without trying to fit it in among other responsibilities or trying to do it off the side of a desk as a volunteer with little experience in this regard?

- o If the committee is to be fully responsible for social media communications, the committee members require proper training to do this. Who would train them? When could this happen? They have been asking this for a while now. How much reign are they to be given to interact and respond to member comments on behalf of the association?

- o These are just some of the questions that need to be addressed as we clarify exactly what we are asking of this particular committee and how we will support them.

- Assistance from all directors and their committees in finding regular contributors to the blog, and a co-chair and volunteer for the C&M committee would be appreciated.

#### Communications and Marketing Committee

- Maybe we need to rethink how requests from other committees for communications & marketing funding requests are handled. (See bullet point under “Challenges”)

***The Editors’ Weekly***

- no requests at this time

**Director, East**

- no requests at this time

**Editors Toronto**

- Would the NEC consider printing a bookmark or business card for events like Word on the Street (WOTS)? Our volunteers mentioned that it would have been very helpful to have a small card to hand out to people with Editors Canada web address on it. Now they had to hand out brochures or write the address on a piece of paper. These cards could be used by other branches as well in the promotion of Editors Canada.

**No requests at this time from the following**

**Editors Kitchener-Waterloo-Guelph**

**Editors Hamilton-Halton**

**Editors Kingston**

**Section Québec-Atlantique**

**Editors NL**

**Editors Nova Scotia**

- Could we get financial data by the year (not cumulative over four years)? Could we get statements for specific events so that we know whether we broke even or whether we could/should cut costs?

- Could we get the schedule of the year’s quarterly meetings with report due dates more than a week in advance?

- Could we get help communicating with other twigs? The branches have completely different ways of doing things, but if other twigs are interested in talking with us, we are interested in talking with them.

**Director, West**

- no requests at this time (requests listed in report are listed below)

**Editors British Columbia**

- The revenues and expenses for the pre-conference activities from the 2016 conference are currently under review by the NEC; we look forward to this being resolved so we can receive a cheque for the proceeds.

**Editors Calgary**

- CBT has already raised the issue of twig financing, particularly in comparison to branch financing, and we are hoping for further discussion of how much support the twig might have to build on, especially in the early years before it has become established.

**No requests at this time from the following**

**Editors Edmonton**

**Editors Manitoba**

**Editors Saskatchewan**

**Francophone Affairs**

- Come up with names of Francophone members to fill in the empty positions within the various Committees and respond to regularly incoming requests from the association;

- Make sure there is money in the budget in November for the Annual Report to be translated in order to ensure members can see it in a timely manner prior to the conference.

## **Publications**

### **ACTIVE VOICE**

- **REQUEST:** To approve the decision to move forward with 2017 *Active Voice* to give us adequate time to assemble a task force, have them do the research, and come back to us so we can make an informed decision about how to proceed (also have to put it in front of the membership)
- 2016 *Active Voice* costs (I do not know exact number of copies printed):  
\$2,036.15 to print  
\$1,192.64 to mail  
\$3,228.79 in total
- **Budget request of \$3,000 for 2017** — I would like to try and shave as much off these costs as possible. For example, I have a couple contacts in the printing industry who may be able to print for less. I am not sure if we are in any sort of long-term arrangement with the current printer, though.

### **PUBLICATIONS**

- **QUESTION:** What other publications that need the attention of the publications committee?
- **REQUEST:** Need a list of publications and a plan for each for 2017 — need to have some discussions prior to 2017 to determine what projects we want to start, discontinue, etc.

### **GENERAL**

- **REQUEST:** Need to approve/revise the copyright waiver (Appendix E)
- **QUESTION:** Need to talk about what is required specifically of the continuity officer once we find someone suitable and willing to fill the position

### **Publications Committee**

- What is the role of the Publications Committee in the completion of the *Active Voice*?
- Are there any other publications that need the attention of the Publications Committee?

## **Standards**

- see CSC list below
- If I take on the next steps of communications/publication plan, I would like to recruit a volunteer (maybe two) to help. Question: Do I need to strike an official task force to do that, or can I just do this?

### **Certification Steering Committee**

- We'd like to ask for recommendations from the national office and the NEC. **What channels and methods do you use to promote editors and the benefits of editing to the marketplace?**
- We need to find a way to gather feedback about a potential foundational skills testing program from employers and clients. We would appreciate the national executive's advice or assistance in finding ways to reach this group of stakeholders.
- We need to find funding (internal or external sources) to update the study guides. Can the NEC help us identify new sources of funding?
- The CSC cannot continue to administer *and* market the certification program. Marketing the program requires time and focus and diverts volunteer time and resources away from running and developing the program, which is the role of the CSC and the focus of its volunteers. Please help us transition away from the marketing role so we can focus our energies on program administration and development.
- Please assume responsibility for the file sharing and storage platform and the test bank database.
- Please continue to help us promote our professional certification program at the branch and twig levels, as well as to non-members of Editors Canada.

- Please continue to help us publicize the need for CSC members from eastern Canada and the Prairies.

**Comité Agrément/Principes**

- no requests at this time

**Training and Development**

- no requests at this time

**Training and Development Committee**

- no requests at this time

**Volunteer Relations**

- Find a co-moderator for the Facebook (FB) group.

- Help from the office will be needed if the volunteer management committee gets the go-ahead to acknowledge volunteers at year end.

**Facebook Members' Group Moderator**

- Nominate or discuss how to identify a co-monitor who can be on standby for times when I am not able to moderate conversations that generate a lot of discussion and respond, if necessary, in a timely manner (vacation, illness, appointments, etc).

**No requests at this time from the following**

**List Monitor**

**Member Services Committee**

**Volunteer Management Committee**

- If we can send some kind of card or note to acknowledge volunteers, I will need help from the office staff to make it happen.

**Executive Director**

- Please let me know if I'm interfering too much with committee tasks or if I am operating outside of my mandate.

## Appendix E—Waiver

WHEREAS the undersigned, \_\_\_\_\_  
(hereinafter the "Author") a citizen of \_\_\_\_\_, authored and created the original literary work(s) set  
out below (collectively, the "Works"), alone or with one or more authors;

Title of Work: \_\_\_\_\_

Name(s) of Co-Author(s): \_\_\_\_\_

AND WHEREAS, the Author has voluntarily submitted the Works to Editors Canada, a non-profit corporation incorporated under the laws of Canada, with its national office located at 27 Carlton Street, Suite 505, Toronto, Ontario M5B 1L2, for publication in the Title of Work, published by Editors Canada.

NOW THEREFORE, in consideration of the expenses of editing and publishing and the professional benefits relating to publication of the Works, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Author irrevocably sells, assigns, transfers and sets over unto Editors Canada and its successors and assigns, all right, title and interest in copyright in Canada and all other countries in the world in the Works, including: (i) all rights to reproduce, republish and reprint, in whole or in part, the Works in any format or media, with or without a fee; and (ii) the right to grant permission to reproduce, republish and reprint, in whole or in part, the Works in any format or media, with or without a fee.

The Author hereby irrevocably waives any and all of the Author's moral rights in the Works in favour of Editors Canada and its successors, assigns and licensees for all purposes and for the full term of any such rights.

The Author hereby represents and warrants that the Author has not assigned, mortgaged, sold, licensed, transferred or encumbered and is not under any obligation to assign, mortgage, sell, license, transfer or encumber the copyright in any of the Works so as to conflict with this Assignment of Copyright and Waiver of Moral Rights.

The Author hereby further represents and warrants that the Works: (i) have not been previously published in any format or media; (ii) are not subject to copyright or other rights except those of the Author and any authors listed in the Works, all of which are to be transferred to Editors Canada; and (iii) have not otherwise been submitted for publication in any format or media, except as noted in the Works.

The Author hereby sells, transfers and assigns all existing and past rights of action for infringement of all copyright in the Works to Editors Canada.

This Agreement shall be governed by the laws of Canada and the Province of Ontario, Canada.

EXECUTED at \_\_\_\_\_ (City), \_\_\_\_\_ (Country), this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

Author Address: \_\_\_\_\_

Author Signature: \_\_\_\_\_

I, \_\_\_\_\_ (Name of Witness), whose full address is \_\_\_\_\_ (Address of

Witness) was personally present and did see the Author, who is personally known to me to be the person named in the above assignment, duly execute the same on the date set forth above.

Signature of Witness: \_\_\_\_\_

## Appendix E— Active Voice/Voix active Task Force Brief

<b>Task Force Name</b>	Active Voice
Striking Body	National executive council (NEC)
Task Force Supervisor (member of the striking body)	Berna Ozunal
Task Force Leader	TBA
Task Force Members	TBA
Assigned Staff	Michelle Ou
Date Struck	September 30, 2016 (need to change date to November?)
Assigned Deadline	April 1, 2016
Authority*	

### Objective

State the intended result	To inform the NEC so it can bring the recommendation on the future of <i>Active Voice/Voix active</i> to members to vote on at the 2017 AGM
Summarize the project	The task force will combine research (on cost-benefit analysis of print vs. digital format, the reader experience, schedule, resources required) and input from members, and will report back to the NEC with recommendations.
List related strategic goal	Communications and marketing: Editors Canada will have effective and cohesive marketing and communication, externally and internally (between the national executive council and members, and among members)

### Project Plan

<b>Deliverable</b>	
Describe the expected deliverable (a report, research, recruitment, project completion, etc.)	A report
<b>People</b>	
Office staff	Michelle Ou, Caitlin Stewart
Striking body members	NEC
Related committees	Publications; Member services
Other volunteer requirements	
Describe ongoing / future involvement	n/a
<b>Time and work required</b>	
Define project phases. Outline the tasks required at each phase. Indicate contingencies. Estimate the time involved and deadline. Include ongoing resourcing requirements.	Phase 1: do the necessary research (December 1 – February 1) Phase 2: consult members (March 1) Phase 3: report to NEC (April 1)
<b>Budget</b>	
Indicate if budget has been allotted. If not, consider attaching a breakdown or projection of revenues / expenses for approval.	0\$
Estimate expenses required	n/a
Estimate expected revenues	n/a
Estimate ongoing financial impact	Could affect printing and mailing costs (increase if magazine is published more often; decrease if magazine becomes online only)

**Wrap-Up**

Summarize the project results	
Was the intended result achieved?	
Was deliverable presented / launched / completed?	

**\* Authority**

The task force is authorized to carry out the approved project outlined in this brief.

**Project/task force wrap-up**

On completion of the project, the task force will report back to the striking body. The striking body will receive the results, and thank the participants officially. The task force will be dissolved on completion of its project, or at the assigned deadline (whichever comes first).

**Sharing the results**

The task force deliverable will be shared with the membership on the reports section of the website or as indicated in the plan. Where the objective involved legal commitments such as contracted work, the work and stated budget will be deemed to have been approved by the striking body when they approve this brief. The task force leader will be expected to submit updates to the striking body through the supervisor.



# Marketing Framework (for discussion)

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**New Member Recruitment**

- Student affiliates (not just editing students)
- New or established editors
- Career changers

**Raise the Profile of Association**

- Attract new members
- Increase revenues
- Bring more jobs to the membership

**Volunteer Recruitment**  
(from within the membership)

**Committee Support**

For example:

- Help publications committee create and sell more publications
- Help conference committee attract attendees and sponsors
- Help student relations committee recruit new student affiliates
- Help certification committee increase test taker numbers
- Etc....

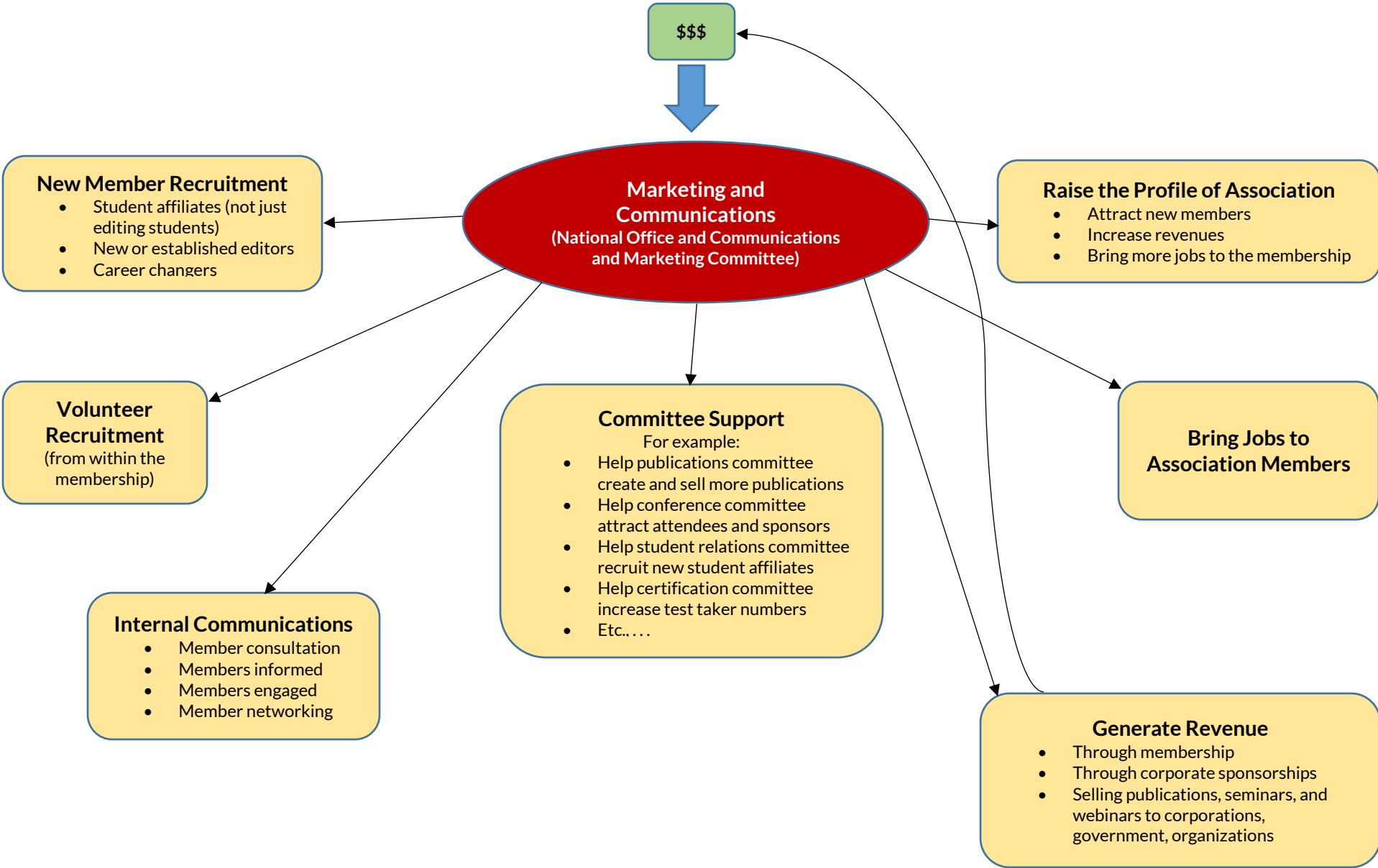
**Bring Jobs to Association Members**

**Internal Communications**

- Member consultation
- Members informed
- Members engaged
- Member networking

**Generate Revenue**

- Through membership
- Through corporate sponsorships
- Selling publications, seminars, and webinars to corporations, government, organizations



## Appendix G—Aaron Dalton’s Comments

### Postulated

- A portion of the membership does not follow events and communications as they happen.
- A portion of that portion, however, still want to be informed and to have the option of participating if a subject of particular interest comes to their attention.
- You will never be able to find a meeting and voting date that works for all interested parties.
- The executive cannot force people to engage. All they can do is make it as easy for members as possible.

### Context

I've been a member for I think 7 years now. I work in house and find myself quite overwhelmed most of the time with work and family obligations. I have been an active member of the listserv pretty much the whole time, but I've only recently joined the Facebook group. I volunteered with the PPB for a couple years (helped with IT things and produced the newsletter) until it disbanded a few years back. I've struggled to connect with other Calgary editors because of my schedule. My wife is disabled, so getting away in the evenings is challenging. That said, I believe that you only get out of a thing what you put in. I think the EAC is an important organization and want to contribute, but I find it challenging to do so consistently. I generally scan the periodic email reports from the executive but only go deeper if something jumps out at me. (And to be brutally honest, that yellow banner is literally painful to look at. I must admit to occasionally just deleting the message because it bothered me so much.)

### Trigger

So this report was triggered by the recent term limits motion. Greg mentioned on Facebook that the special meeting was coming up and that this term limit motion was on the table. That was the first I had heard of it. It concerned me, I had questions, and we all saw how that went. Because I decided it was worth the time to figure this out, I decided to assess how much of the problem was me and my own disengagement and how much was an actual failing of communication. This report presents my assessment and some recommendations for improvement.

### Assessment

When I first heard of the motion, I felt I needed the following information. Again, keep in mind that I'm looking at this from the perspective of someone who doesn't follow every national communication closely and who doesn't have any "inside" knowledge.

- 1) The past few national email updates
  - a) This wasn't too difficult, though it wasn't immediately intuitive. My first thought is to head to the Members page. After reading that and not finding what I needed, I went to the "Latest News" panel and clicked on "Read all news." That took me to the About > News section where I found the monthly updates.
  - b) The special meeting was first announced in the August 16 update, which is lots of time. It contained no actionable information though.
  - c) The next communication was September 6, which is where I first saw what I assumed to be a summary of the motion.
  - d) Finally, there was the September 21 monthly update, which again summarized the motion.

- 2) The minutes of the meeting(s) in which the motion was introduced and discussed.
  - a) This took some digging. The only link is in the September 6 special meeting announcement, but the words linked make it sound like it would take you to the bylaw proposal itself. Instead it took me to Members > Your Editors Canada > Online Special Meeting (there's no indication in the web nav that those subsections were even there). There I finally see that the motion was put forward at the last AGM (which I missed).
  - b) From there I clicked on AGM in the left-hand nav and went to 2016. Nothing. There is a summary of the agenda, but no minutes or mention of the motion.
  - c) So I went to the search engine and searched for "minutes." From there it took me to About > Governance > Minutes. The AGM minutes are not available, and apparently won't be available until the next AGM?
  
- 3) The text of the motion itself and information on who proposed and seconded the motion.
  - a) With no minutes, I searched for variations on "term limits" and other terms before eventually trying "motions." Bingo! It linked me to "Report on the 2016 annual general meeting", but I can't tell where in the left-hand nav I would normally find this document. Apparently just somewhere under About. I have no idea how I would have come across it naturally. I couldn't find it on any of the nav landing pages.
  - b) I was surprised this was the totality of the motion. I had assumed more information would be provided.
  
- 4) A mechanism for asking questions (and hopefully receiving answers) before the actual meeting.
  - a) There was no further information on the motion I could find on the website.
  - b) Because I didn't know the proponents personally, and I thought maybe some colleagues might have insights, I decided to try broader forums.
  - c) I started in the listserv but then moved to Facebook. I don't think I need to comment more on how that went.

## Conclusion

The fact that the motion caught me off guard is entirely my fault. The text of the motion was available in the September 6 communication. But I had to do some detective work to find the information I needed.

Getting answers to questions, however, was essentially impossible.

## Recommendations

- 1) Be sure the "Latest News" panel is still prominent in the new design. It's invaluable. I recommend making that list available as an RSS feed so I can consume it in software other than my email (along with the other RSS feeds I follow).
  
- 2) The minutes (even if draft) or some other sort of summary report of meetings needs to be available in a timely manner. You obviously can't wait a whole year to see the minutes of an AGM. The "Report on..." document was what I ultimately found, but it doesn't appear to be linked anywhere in the nav, and I'm not even sure if it's a regular sort of document. I didn't see a similarly titled document for any other AGM. But somehow members need to find basic

information on the motion. It took way too much digging and ultimately luck to find this information.

- 3) Proponents of floor motions should prepare a précis (as appropriate) providing some basic background on the motion. It should delineate the problem the motion is trying to solve, explain how the motion solves that problem, and anticipate basic questions. Ideally such a précis would appear in whatever minutes or report is produced (see #2). The point is not to discourage member motions! They're vital! But some up-front communication work could go a long way.
- 4) Communication is fractured across many different platforms. There's no simple answer to this problem. I recognize that being peppered with questions (as what happened recently in the Facebook forum) can be offputting to some and come across as aggressive even when the interlocutor is just trying to be efficient and get their questions in one place.

One proposal is to create a central, official Q&A system on the main website with the intention of fielding questions not just on these occasional floor motions but any question one might have for the national level. It could be as complex or as simple as we wanted, but it should have the following features:

- It must be moderated. Questions would be vetted and posted by designated staff or volunteers (sign me up).
- Anonymity must be an option.
- Questions could be rate limited, meaning only so many questions would be open at a given time or on a given topic. And each question would really be just a single question.
- It could be transitory. Answers related to long-term issues should probably be answered somewhere more permanent on the website. Questions regarding motions and the like could be culled when appropriate (like after a vote on the motion).

This is just one possible approach. I recognize the exhaustion one can feel the mere mention of yet another communication platform. Again, this can be as simple as a regularly updated FAQ document, a plain HTML page, all the way to a full-blown system.

Ultimately, my recommendation is to find a way to fix the problem of people not able to find official answers when they need them, or multiple members asking the same questions over and over because there's no single place to go for answers.

**Finally, let me express my gratitude to the NEC and the other staff and volunteers who keep such a gargantuan organization running. I am indeed sensitive to the challenges and never want any of you to feel that my criticism precludes gratitude. Thank you for all you do.**

## Appendix H—List of francophones needed (Marie-Christine Payette)

Trouver des francophones pour :

- un membre pour recruter des conférenciers francophones pour le congrès 2017 et pour coordonner les séances francophones (French-language contributor)
- un membre pour animer un ou plusieurs des webinaires à venir
- un membre pour faire partie d'un groupe de travail pour aider Anne Fonteneau (membre de Réviseurs Canada et professeure à l'Université Laval) à développer son projet d'offrir un certificat de révision en ligne. J'ai rencontré Anne Fonteneau avec Elizabeth d'Anjou et Benoit Arsenault en septembre dernier à Québec et elle nous a parlé de son projet. C'est de ce projet dont je parle dans [les Brèves du CAN](#).
- French-speaking editor to review the posts before they are published (The Editors' Weekly)
- un membre collaborateur pour The Editors' Weekly (French contributor)
- des membres qui désirent être des mentors pour le nouveau programme de mentorat
- un membre pour le comité Agrément/Principes
- un membre pour le Student Relations Committee pour traduire le guide (Anne Louise s'en occupe)
- un membre pour le C&M Committee

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Find Francophone members for:

- a member to recruit French speakers for the 2017 Conference and to coordinate French sessions
- a member to be a French webinar host for the upcoming webinars
- a member to be part of a task force to help Anne Fonteneau (Editors Canada's member and teacher at Université Laval) to develop her project to offer an online editing certificate. J'ai rencontré Anne Fonteneau avec Elizabeth d'Anjou, Benoit Arsenault and I met with Anne Fonteneau in Quebec City last September and she provided us with the specifics of her project. I mentioned that project in the following [Brèves du CAN](#).
- a member to review The Editors' Weekly's posts before they are published
- one or many French contributor for The Editors' Weekly
- members willing to be mentors for the new mentoring program
- one or many members for the comité Agrément/Principes
- one or many members to translate the guide for the Student Relations Committee (Anne Louise said she was going to find someone)
- a member for the C&M Committee