

# **Editors' Association of Canada**

## **Association canadienne des réviseurs**

### **National Executive Council**

### **Meeting Minutes**

### **Q4**

---

Delta Hotel Ottawa City Centre, Ottawa, ON  
November 16 and 17, 2019



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

# Contents

1.	Call to order .....	5
2.	Emergency info .....	5
3.	Approval of agenda (Appendix A).....	5
4.	Guidance documents .....	5
5.	Reimbursement for director travel.....	6
6.	Budget.....	6
a.	Results of discussion with twigs and branches .....	7
b.	New webinar and membership funding formulas.....	8
c.	NEC meetings.....	10
d.	Heritage Canada grants (Appendix C) .....	12
e.	Staffing and admin tasks .....	12
f.	ELAP budget.....	12
7.	New business.....	12
a.	Creation of a conference advisor position .....	12
b.	Implementing the Rethink .....	13
8.	Editors British Columbia.....	14
9.	Webinars .....	15
10.	Publications.....	15
a.	Updates on publications in progress .....	15
b.	Member prices for publications.....	16
c.	Report on the use of Slack.....	16
11.	Branches and Twigs .....	16
a.	Toolkit updates .....	16
b.	Toolkit orientation video.....	16

c. Brochures .....	16
12. Association file storage .....	17
13. Mentorship Committee .....	17
14. Reports from Directors, Committees, Twigs, and Branches .....	17
Student Relations Committee .....	17
Mentorship Program Committee.....	17
Director, Branches and Twigs East .....	18
Certification Steering Committee.....	18
Task Force for Foundational Skills Testing Platform.....	18
Publications.....	19
15. Honorary Life Membership Task Force .....	19
16. Certification.....	20
a. Agrément.....	20
b. Foundations Testing .....	20
c. Standards committee.....	21
17. Simon Fraser partnership.....	21
18. Finding Work for Members Task Force.....	21
19. Review of action items .....	21
20. Editors Ottawa–Gatineau.....	22
Finances.....	22
Rethink.....	23
Services.....	23
21. Conferences.....	23
a. Conference 2021.....	23
b. Conference 2020.....	24
c. Workshop for non-editors.....	24

22.	Membership Recruitment and Retention .....	24
23.	Communications and Marketing .....	24
24.	Committees.....	24
25.	Other business .....	24
a.	Trademarks .....	24
b.	Archives.....	25
c.	Motions.....	25
d.	In camera sessions.....	26
26.	Next meeting.....	26
27.	Adjournment.....	26
	Appendix A – Agenda .....	27
	Appendix B – Budget: Notes for Q4 Meeting .....	28
	Appendix C – Heritage Canada Funding.....	31
	Appendix D – Conference Advisor Position.....	35
	Appendix E – Summary of Requests.....	37
	Appendix F – Reflection on the Editors Canada certification process for French-speaking editing professionals .....	40
	Appendix G – Action Items.....	41
	Appendix H – Proposal: Editors Canada Social Media Enhancements.....	55
	Appendix I – Online Motions .....	58

## NATIONAL EXECUTIVE COMMITTEE

### PRESENT:

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

### ABSENT:

Berna Ozunal	Director, Professional Standards
--------------	----------------------------------

### OTHERS

John Yip-Chuck	Executive Director
Alexandra Peace	Recording Secretary

### 1. Call to order

Heather Buzila called the meeting to order at 8.58 am, and invited directors to tweet during the meeting.

### 2. Emergency info

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

MOVED BY Michelle Waitzman  
SECONDED BY Anne Brennan

that the NEC approve the agenda.

Carried

### 4. Guidance documents

#### a. strategic plan and parking lot notion

b. policies and procedures

c. acronyms and initialisms

## 5. Reimbursement for director travel

The directors should follow the volunteer expense reimbursement procedures found at <https://www.editors.ca/about/governance/bylaw-policies-and-procedures>.

The NEC discussed various ways of saving money on flights as, if costs are too high, directors will only be reimbursed for a portion of the cost.

- Make an effort to book the cheapest flight possible.
- Some airlines raise prices as you repeatedly look; clear cache or use another computer.
- Look on travel sites, get lowest price, take that to the airline, get lowest price, take to travel website.
- Tuesday afternoons are the best times to book flights.
- The more time ahead you can book, the cheaper it is. About four weeks is the sweet spot.
- Hopper shows all the prices; you can set it to watch for what you want.
- Lynne Melcombe has credit with WestJet. If you can use it, please do.

**Action**

NEC Directors to follow the volunteer expense reimbursement procedures.

## 6. Budget

John Yip-Chuck provided summaries of 2019 revenues and expenses.

The NEC discussed this issue with the following questions and concerns:

- Agrément was cancelled. People will have to be refunded fees for registration and for old study guides.
- The total revenue assumes that the same revenue will come in as in the last quarter from last year.
- The revenue for conference will be pulled out by the auditor as deferred revenue for next year.
- Virginia St-Denis is finding it difficult to find out what is being spent on marketing by the various committees.

- Marketing budget always gets cut; the organization should be spending 10% of revenues on marketing.
- Anne Curry wants to know more about details in the budget. Can the details be shared?
  - No, because of individual names and what they were paid.
- ELAP and conference each have their own marketing budget; but the national organization does the more general marketing of the broader organization and also specific smaller projects.

**Action**

*John Yip-Chuck to give more detailed financial reports to the NEC directors quarterly.*

**Action**

*Shauna Babiuk and Anne Curry to discuss with Michelle Waitzman and John Yip-Chuck what financial details can be shared with branches and twigs.*

Michelle Waitzman gave an overview of the finances (see Appendix B). The revenue is lower than budgeted—conference didn't make as much as budgeted and agrément has had to be cancelled.

Editors Canada has about \$62,000 in debt and has a deficit in this fiscal year so far of about \$30,000. This debt is to the organization itself—Editors Canada does not owe outside companies any money.

The organization has to stop doing things; it cannot run a deficit again.

Conference revenues will be up because Conference 2020 will be an international conference with higher attendance.

The awards must become self-sufficient. However, Janine Harker has a large marketing campaign coming up, so nothing should happen about them until that has happened.

**Action**

*Gael Spivak and Michelle Waitzman to reconsider awards after the marketing campaign (because of funding).*

What certification exams will be held next year?

**Action**

*Heather Buzila to follow up with certification steering committee to get information about what tests will be held and what possible income will be coming in.*

**a. Results of discussion with twigs and branches**

The twigs were asked to give back three years worth of webinar and membership payments that have been received from national. For some twigs, this amounted to a quarter or a third of what was in their accounts; for some it was almost everything.

Branches were asked to forgive the 2019 webinar payments. Some have received partial payments and will be asked for them back; one branch offered a \$2000 donation (the webinar payments would have amounted to \$7000).

These payments will help the organization break even; however, it will not help reduce the debt at all because of some unforeseen events (conference did not make as much as budgeted for, the agrément exam was cancelled and registrations have to be refunded, and budgeted income from publications is not coming in as expected). Branches and twigs may be upset that the debt isn't fixed.

Some branches have agreed to waive webinar revenue for 2020.

In total, the branches and twigs have been very helpful to the tune of \$40,000.

## b. New webinar and membership funding formulas

### i. Branches

Editors British Columbia claims that the webinar income compensates for the drop in their seminar revenue. However, they are still making a profit with them, and seminar income had dropped substantially in Editors Ottawa-Gatineau before webinars came along. There are too many variables to tell whether the decrease in seminar income is to do with the webinars.

However, according to the auditors, the national office simply can't afford to keep giving the webinar income away; the office incurs the costs.

MOVED BY Michelle Waitzman  
SECONDED BY Greg Ioannou

that starting in 2020 and on the recommendation of the auditor, the pilot project of splitting webinar revenue will end, and the webinar income will be retained by the national organization.

Carried

#### Action

*Janice Dyer to go to the discussions in the past minutes to find the relevant discussion at the initiation of the webinar program about webinar income splitting.*

#### Action

*Michelle Waitzman, Shauna Babiuk, and Anne Curry to discuss how best to inform the branches and twigs of the end of the transfer of webinar income to them.*

Because the Canada Revenue Agency (CRA) considers the organization to be one entity, the branch finances must be reported with the national finances. This must happen in time for the end-of-year audit. The national and branch finances were being done as if the other didn't exist.

MOVED BY Michelle Waitzman  
SECONDED BY Greg Ioannou

that the treasurer requests financial reports from the branches by the end of January each year to be incorporated into the national annual financial statements.

Carried

**Action**

*John Yip-Chuck (with help from Heather Buzila if necessary) to provide a template or guidelines to the regional reps to send to branches for the annual financial reporting.*

**Action**

*Shauna Babiuk and Anne Curry to get the templates and guidelines from John Yip-Chuck to send out to the branches.*

**Action**

*Michelle Waitzman to ask the branches to submit annual financial statements by the end of January to be incorporated into the national annual financial statements.*

## ii. Twigs

Twigs don't have own bank accounts. The office has held their virtual accounts and the twigs have been able to carry and accumulate funds. This has led to a situation where twigs have accumulated a lot of money in these virtual accounts that isn't being used and that shows as a debt to the organization.

The suggestion is that instead of giving the twigs a share of membership and webinar revenues (based on membership), the twigs are funded on what they actually need and want to spend.

MOVED BY Michelle Waitzman  
SECONDED BY Janice Dyer

that, after consultation with the twigs, and as a pilot project for the fiscal year 2020, the financial funding system for twigs change such that it is based on anticipated expenses rather than membership and to implement a contingency fund to cover event shortfalls.

The NEC discussed this issue with the following questions and concerns:

- A pool of money would be created that the twigs can draw from. If they generate revenues from an event that they hold, the profit will be held for exclusive use by that twig for two years after the event, then rolled back into general finances. This would remove the debt accumulation of \$60,000.
- Issues include the fact that some twigs don't have a cushion and some twigs don't have events every two years.
- The pool of money would be based on what has been spent by the twigs in the past year plus some contingency funds.

- Could the twigs send in proposals on how they are going to use the money?
- Should there be some sort of accountability for the use of the contingency fund, that is, not have a rescue built in?
- Small twigs may not have their own cushions.
- Could criteria be attached to using the contingency fund, so that if the twigs need to access that fund to put on an event, some of the profit from the event goes back into the contingency fund?
- Twigs will need upfront funds to rent a venue, pay for catering, and so forth.
- The twigs would still have money in virtual accounts per twig, plus the use of the contingency fund.
- Smaller twigs may need more money because they need to put on events and attract members.

Carried

**Action**

*Anne Curry to check with Editors Toronto about the need for a lottery licence.*

**Action**

*Breanne MacDonald to look into lottery licences for each province (in particular for those where the conference is being held in the next few years).*

**Action**

*Michelle Waitzman to create a summary of financial decisions for dissemination by Shauna Babiuk and Anne Curry to the twigs.*

### c. NEC meetings

The meetings are a large expense given the geographic reality of being a national organization and the size of Canada.

Because more people on the NEC are from the coasts this year, the meetings will be 50% more expensive.

Several solutions have been proposed:

- two-room solution (Vancouver and Toronto or Edmonton and Toronto) connected via Zoom
- single director volunteer to Zoom-in
- series of shorter Zoom meetings, two hours each weekend day for a couple of weekends

The NEC discussed these solutions with the following questions and concerns:

- The NEC has tried to skip a meeting in the past and use teleconferences, but the meetings don't get into as much depth as face-to-face meetings.
- The work is important and some of it wouldn't get done. Also, some people don't speak in online meetings.
- The two-city solution with smaller groups in each place means using a less expensive board room and catering rather than hotel food.
- People experienced with online meetings suggest that meetings using video-conferencing software may initially need a good facilitator.
- If the NEC tries the two-room solution in March and it doesn't go well, then the next in-person meeting is not until September. The September and the November meetings are close in time, but they are both important: planning and budgeting.
- The two-full-day meetings can't be replaced by a couple of hours. The NEC would need to replace them with smaller meetings held every month.
- Making decisions takes longer by email.
- If meetings aren't in person, side conversations (often where things get resolved) are lost.
- The September meeting is important as it is the first one for any new executive members. The November and March meetings would be better as possible two-location meetings.
- Could a pilot January/February Zoom meeting be considered to deal with specific issues and lighten the load for the March meeting and to reduce email?
- If a two-city meeting is held in March, then by September, if the revenues are higher than expected, the meeting could go back to being in person.
- In a two-room solution, the same people are meeting with each other, and there would be no mixing of people.
- The CSC went to monthly calls, and they got through everything, but not everyone showed up to every meeting.
- Can meetings be supplemented with Zoom if not everything is completed in a meeting?
- Is there anything that can reduce the cost of an in-person meeting? Billets? Double-up in rooms? Catering?
- If Toronto is the cheapest place to hold a meeting, then the NEC could just meet there rather than moving around to different cities. However, if this happens, that needs to be communicated to members, as the ideal is to meet in locations across Canada.
- If the two-room solution is chosen, then more twigs or branches can be invited in person.

#### **Action**

*Michelle Waitzman to come up with some definite numbers for the two-location scheme for the quarterly meetings of the NEC.*

**Action**

*Greg Ioannou to investigate the cost of meeting at his office for the quarterly meetings of the NEC.*

**Action**

*John Yip-Chuck to investigate the cost of meeting in Toronto for the quarterly meetings of the NEC.*

**Action**

*Heather Buzila to get information about meeting costs from Michelle Waitzman, Greg Ioannou, John Yip-Chuck and decide on the Q1 meeting location and format.*

**Action**

*John Yip-Chuck to give Virginia St-Denis the credit card number and any other information necessary for working on the Google Ad fund.*

**d. Heritage Canada grants (Appendix C)**

Gael Spivak and Greg Ioannou are meeting with people from Canada Book Fund on Monday.

**Action**

*NEC directors go through the file on the Heritage Canada funding and look at relevant areas where funds could be applied for.*

Remember that for some of the funding, Heritage Canada only pays for 50%.

**e. Staffing and admin tasks**

**f. ELAP budget**

Comp copies are not an expense.

If someone is already going to ACES, then perhaps they would staff a table. Last year, ACES and Editors Canada had a table swap. Registration to the ACES conference comes with the table.

**Action**

*Anne Brennan to find someone who is already going to ACES who may be able to staff a table on behalf of Editors Canada (Wendy Barron?) and then let Breanne MacDonald know.*

**Action**

*Breanne MacDonald to liaise with ACES about a conference table swap.*

**Action**

*NEC directors to remind their committees to go to the director of marketing and communications for guidance on marketing.*

**7. New business**

**a. Creation of a conference advisor position**

This person would report to the secretary. Having a conference adviser would provide continuity for the organization and the person would be able to complete the initial work on conference

that is done before any conference chair is in place. See Appendix D for a description of the position.

The NEC discussed this issue with the following questions and concerns:

- This position works for Breanne MacDonald; what about when she leaves the position?
  - She would get someone to shadow her for a year.
- Why not have the secretary in this position?
  - It used to be a staff person; it's too much work for the secretary.
- Chairs have also picked venues in the past, but they often don't have the experience to know the necessary details.
- The organization needs someone to be looking a couple of years ahead; chairs can't do that.

MOVED BY Anne Brennan

SECONDED BY Gael Spivak

that the NEC create a conference adviser position as a resource for the national executive council and the conference chairs on matters related to the annual conference.

Carried

MOVED BY Heather Buzila

SECONDED BY Patricia MacDonald

that Breanne MacDonald be appointed as conference adviser.

Carried

**Action**

*Heather Buzila to add the conference adviser position to the organization chart.*

**Action**

*Patricia MacDonald to add the conference adviser position to the committee descriptions.*

**b. Implementing the Rethink**

The NEC discussed this issue with the following questions and concerns:

- The branches and twigs are looking for more information about finances so that they can make suggestions.
- Could the finances be part of the rethink? Could a task force look at the finances?

- Shauna Babiuk and Anne Curry have been putting out the rethink document to the branches and twigs who would like more specifics, more details, and want to be more involved.
- The directors need to look at the spreadsheet to see what tasks can be done and who can be responsible.
- Heather Ross has been looking at community building; themes have evolved, but she has not determined any action items yet.
- Greg Ioannou is bringing the list to training and development.

**Action**

*Patricia MacDonald and Heather Ross to discuss items from the Rethink document.*

**Action**

*NEC directors to record actions completed on the Rethink document.*

**Action**

*Heather Buzila to provide interim reports on the Rethink document and what has been done and by whom to the regional representatives.*

**Action**

*Anne Curry and Shauna Babiuk to take the interim report on the Rethink document to the next meeting of the branches and twigs.*

**Action**

*Heather Buzila to keep track of actions that have been taken on the Rethink document and by whom and present the results to the membership at the AGM.*

**Action**

*Patricia MacDonald to ask the Improving Access to Member Services Task Force about the timing of the report on the proposal for the virtual twig and inform Anne Curry and Shauna Babiuk.*

## 8. Editors British Columbia

Jesse Marchand from Editors British Columbia attended the meeting for an hour by Zoom. She discussed the current state and concerns of the branch.

- The executive is mostly filled, but generally they only serve one or two years. This means a lot of turnover, and the positions are difficult to refill. Does this mean that the way the executive set up is not working? Jess is going to spend some time investigating what is actually working and what can be improved.
- Editors British Columbia are having trouble getting students to attend their meetings. They do give scholarships to Douglas College and Langara College, and want to connect more with universities. They may be meeting with someone from SFU, and will report on this meeting to Shauna Babiuk.

- They are examining their social media engagement. They use their Facebook page to advertise events. They did try the paid targeted ads, but got no response. Person-to person outreach is more effective. Twitter is being underused. They don't have time to keep it running over the summer, which reduces the effectiveness.
- Usually people volunteer because they are looking for work.
  - Editors Canada has a Finding Work for Members Task Force.
- They are continuing to hold seminars. Jessie will send a list of upcoming seminars to Shauna Babiuk.
- The executive is stressed out about finances as the withdrawal of the webinar income will make a big difference to them. This has also pointed out the divisiveness felt between the branch and national.

**Action**

*Shauna Babiuk to forward the list of upcoming seminars that Editors British Columbia are running to Greg Ioannou.*

## 9. Webinars

Greg Ioannou is proposing the following two changes to webinar contracts moving forward:

- reduce the percentage that the presenters get from 25% to 15%
- lengthen the contract from two years to five years

**Action**

*Greg Ioannou to change (with Caitlin Stewart) the webinar contracts to reduce the percentage that the presenters get from 25% to 15% and to lengthen the contract from two years to five years.*

## 10. Publications

### a. Updates on publications in progress

#### i. Edit Like a Pro

Proofreading is almost done; structural editing is 80% done. These can be finished by Anne Brennan. The other two may be more difficult. The first two could serve as templates.

Greg Ioannou and Jessica Riches have been meeting to work out solutions to some of the technical issues.

**Action**

*Anne Brennan to find the contract for the design and production for ELAP.*

**Action**

Anne Brennan to let the ELAP know that, based on expert advice, the NEC is confident that the watermarks are the best solution and have no need for further research.

**Action**

Anne Brennan to investigate the distribution plan for ELAP including the possibility of using UBC (who distribute ECE 3).

***ii. From Contact to Contract***

Anne Brennan and Paula Chiarcos will be producing this chapbook, and it will be on sale in January.

**Action**

Anne Brennan and Paula to produce From Contact to Contract.

**b. Member prices for publications**

Editors Canada doesn't currently sell any publications.

**c. Report on the use of Slack**

Publications uses it, but it looks like there are more problems than benefits.

## **11. Branches and Twigs**

Anne Curry and Shauna Babiuk are working together to disseminate information and are happy with the communication happening between them and with the branches and twigs.

Shauna Babiuk is happy to help the office get the monthly reports out.

Meetings for branches and twigs are scheduled for the next few months.

The request for financial reports from branches is already in the toolkit; Shauna Babiuk suggests that the guidelines or templates from John Yip-Chuck will be very helpful.

**a. Toolkit updates**

It needs to be revised to say that the point of first contact is the regional representatives.

**b. Toolkit orientation video**

This doesn't seem to be needed.

**c. Brochures**

Two of the brochures are available online, but two are not.

Michelle Waitzman, Virginia St-Denis, and Michelle Ou discussed the production of the brochures and how it could be changed to be less expensive.

**Action**

*Virginia St-Denis to update the 15 Reasons and Hire an Editor brochures.*

## **12. Association file storage**

Virginia St-Denis is working on getting access to Google Drive. In the meantime, the association already has access to Dropbox and has paid for the next year.

**Action**

*John Yip-Chuck to check that the organization has the highest level of access and can't be locked out of Sync.*

**Action**

*Breanne MacDonald and Virginia St-Denis to work on sorting out access to organization-wide Google Drive.*

## **13. Mentorship Committee**

Janice Dyer has talked to members of the committee and things are going well. They are recommending that the mentorship program additionally have a shorter mentoring option with a correspondingly lower fee.

**Action**

*Virginia St-Denis to work with Janice Dyer on communicating the availability of the mentorship program to the student affiliates.*

## **14. Reports from Directors, Committees, Twigs, and Branches**

The summary of requests can be found in Appendix E.

### Student Relations Committee

- We are having difficulty discovering where student affiliates are located because the office does not keep track of this information when students join Editors Canada as student affiliates. We have posted surveys on our Facebook page but have received relatively few responses. We are hoping that in future the office will find a way to add this information so that it can easily be retrieved.

**Action**

*Gael Spivak to let the student relations committee know that finding out where each student affiliate takes courses is not possible at the moment, but John Yip-Chuck may try to do this in the future.*

**Action**

*John Yip-Chuck to add a question field to the membership sign-up form that finds out which school student affiliates go to.*

### Mentorship Program Committee

- Suggest francophone members for the committee and as mentors.

**Action**

*Janice Dyer to contact the francophone adviser, Sylvie Collin, and Patricia MacDonald about finding a francophone member for the Mentorship Program Committee.*

**Director, Branches and Twigs East**

- The association apparently does not have either a financial policy and/or financial procedures all in one document. Could this be placed on the list of policies and procedures to be developed?

**Action**

*Anne Curry to look for examples of financial policies in other organizations and report back to the treasurer.*

**Certification Steering Committee**

- In the future (2021?), is there an option to run our own certification exam at our conference, given we are allowing BELS to use the venue to run their exam? We know that it is onerous on the office, but is there any way to mitigate this?

**Action**

*Berna Ozunal to communicate with the CSC to let them know that they can run an exam at the conference, as long as they can find the volunteers and can balance the use of the office staff with the conference committee.*

**Action**

*Breanne MacDonald to communicate with Berna Ozunal and the CSC about getting a room at the conference for a possible certification exam in Edmonton in 2021.*

**Task Force for Foundational Skills Testing Platform**

- Discuss the findings in the Research Report from the Foundations testing software platform task force: is their suggested software solution, ProProfs Quiz Maker, at a cost of \$69 USD monthly or \$828 USD yearly (Business Plan; seems to be for 100 test-takers, but this needs to be verified) feasible for us?

**Action**

*Greg Ioannou and Gael Spivak to ask Heritage Canada about funding for the purchase of a platform for Foundational Skills Testing and report back to the NEC.*

**Action**

*Greg Ioannou to fill out the grant proposal for Heritage Canada (depending on whether they get a positive response) and communicate with the CSC and Berna Ozunal.*

## Publications

- The first chapbook was written by Karin Cather, who donated her time for the project. As far as I know, there has never been a budget item for writing a chapbook. Should there be? If so, how much should we offer?

No one is paid for either blog posts or for the larger publications (MPES), so no payment for authors.

- Greg and I have talked about asking webinar authors/presenters to write chapbooks to support their webinars. However, the author/presenter of the webinar *Practical Ebook Production* isn't enthusiastic about this idea, because she fears it might undercut her recording sales. We'll need to take this into account when planning other publications.
- Do members of the NEC have other ideas for chapbooks?

### Action

Anne Brennan to ask Berna Ozunal about contracts for the chapbook writers.

### Action

Anne Brennan to look at the SfEP offerings to see whether there are topics not covered.

Could blog posts on similar topics be gathered and made into a chapbook?

### Action

Virginia St-Denis to ask Anna Williams about whether it would be possible to combine blog posts into a chapbook and whether copyright contracts exist for the posts.

### Action

Greg Ioannou will connect the Finding Work for Members Task Force with Virginia St-Denis (about members survey information).

## 15. Honorary Life Membership Task Force

The NEC discussed this issue with the following questions and concerns:

- Sustainability isn't reflected in the rubric. There needs to be a way of counting it.
- The evaluation committee should be using the rubric and not voting in a subjective manner.
- There shouldn't be a range; it should be a solid score (like a passing score in school).
- Make clear that an honorary life membership does not have to be presented each year.
- Any adjustments to this policy and procedure will need to be voted on at the AGM, so all references should be non-temporal (for example, remove Active Voice).
- What is the procedure if the NEC votes against a committee member?

- The honour should not be advertised or sent out in a press release for various reasons.

**Action**

*Heather Buzila to go back to the Honorary Life Membership Task Force and discuss the various concerns of the NEC including the need for a measure of sustained activity.*

## 16. Certification

### a. Agrément

The Comité Agrément/Principes (CAP) has resigned (Appendix F).

Sylvie has been communicating directly with the agrément committee and gave an overview.

- It appears that the CAP felt that the NEC had asked CAP to lower the passing grade of the test.
  - There is no evidence that this actually happened. In the English testing system, the passing grade is determined by an independent tech analyst. Sandra Gravel was helped by the English committee to set up the French committee, so she would have used these guidelines. And, there is no mention of the NEC having anything to do with the setting the passing grade in the minutes.
- CAP found the reports required by the NEC to be burdensome (and had to get them translated).
- The committee members found that being Francophones in Editors Canada felt like being a second-class citizen.

**Action**

*Berna Ozunal to determine whether the Agrément material will be returned to the Editors Canada.*

**Action**

*Berna Ozunal to get a report from Sylvie Collin about the current situation with CAP.*

The NEC appreciates the work of Sylvie Collin on this situation.

### b. Foundations Testing

Greg Ioannou and Gael Spivak have a meeting with Heritage Canada. There may be better platforms that cost more than we could use if we get funding.

The committee is looking at finalizing the content early next year and having people sit the test next fall.

The NEC discussed the proposed platform with the following questions and concerns:

- Can the interface be bilingual?

- What is the security like? Are the test questions safe?

MOVED BY Greg Ioannou

SECONDED BY Breanne MacDonald

that the NEC approve in principle the proposal by the Foundations Testing Task Force to purchase ProProfs Quiz Maker, pending funding discussions with Heritage Canada on whether Editors Canada can get funding for a more robust platform.

WITHDRAWN

**Action**

*Berna Ozunal to check with the committee whether they considered other more costly programs or whether the program they chose is the best and report to the NEC.*

**c. Standards committee**

A chair has possibly been found, and two students are interested in joining.

**17. Simon Fraser partnership**

MOVED BY Gael Spivak

SECONDED BY Patricia MacDonald

that the NEC approve the one-year collaboration agreement between SFU and Editors Canada.

Carried

**Action**

*Gael Spivak and John Yip-Chuck to complete the collaboration agreement between SFU and Editors Canada and fulfill any requirements arising out of the agreement.*

**18. Finding Work for Members Task Force**

The task force is meeting regularly and is working on a package to bring to the NEC. They will have a motion to bring to the NEC at the March meeting.

Things need to happen in time for a motion to go out at the beginning of April.

**Action**

*Greg Ioannou to communicate the timing needs (mid-January) to the Finding Work for Members Task Force for consulting with members, gathering and incorporating comments, translating everything, and sending out a substantive motion in time for the AGM.*

**19. Review of action items**

The action items are in Appendix G.

**Action**

*Janice Dyer to set up a chart for which programs the various groups (committees, branches, twigs, task forces) are using for file-sharing software.*

MOVED BY Virginia St-Denis

SECONDED BY Greg Ioannou

that the NEC give Editors Ottawa–Gatineau executives voice in the meeting.

Carried

**Action**

*Anne Curry and Shauna Babiuk to remind the branch and twig list about replying; everyone gets all those ‘thanks, Johns.’*

**Action**

*Gael Spivak to send a copy of the Mentorship Program Proposal to Janice Dyer.*

## 20. Editors Ottawa–Gatineau

Three of the Editors Ottawa–Gatineau executive came to visit the NEC meeting: Sara Caverley, Lindsey McDonald, and Sara Fowler.

### Finances

They have serious concerns about the finances. They haven't seen a plan to get out of debt, and they don't want to give money without knowing what's going to happen.

- Has the organization had advice from a financial adviser from outside the organization?
  - Virginia St-Denis mentioned that the NEC had received advice from the auditor.
  - There is an accumulated debt of \$62,000 that includes all of the money that is in a virtual account held for the twigs.

Michelle Waitzman further explained that branch and national need to have integrated finances: if branches have cash, it should be reported in the national financial statements. In addition, GST/HST remittances need to be coordinated. According to CRA, they are all one organization.

Michelle Waitzman also stated that the NEC is looking at revenues and expenses line by line and the organization will not budget a deficit this year.

All the reports from all the branches coming in next spring will give a better picture. The auditor will look at everything, then the treasurer can present all this information to the branches, twigs, and members.

Editors Ottawa–Gatineau is already giving back the webinar payments because of the debt from CRA payments.

Some national projects that were budgeted to bring in money are not going forward. This means big holes in the budget.

Michelle Waitzman addressed a comment about the branches dispensing with their own treasurers. She reiterated that the national office is just interested in finding out whether operations can be streamlined. Is the filing of GST/HST a burden to the branches? Are they paying someone to do that when it may be easier and cheaper to have it done by the national office?

- Would the branch still have autonomy to make their own financial decisions?
  - Yes, twigs have their finances done by the office, but they are free to make any decisions on how to spend their money.

### Rethink

The Rethink document seemed to come out of nowhere for the Editors Ottawa-Gatineau members. This illustrates the disconnect between the national organization and the branch level. They are interested in rethinking the structure of the NEC—have a voting member of each branch and twig on the NEC—and are considering coming forward with a motion on this to the next AGM.

### Services

Editors Ottawa-Gatineau had some questions about staff salaries and responsibilities

- There is often a two-week email lag in communicating with the office.
- They have members leaving because of frustration with communicating with the national office, for example, a member had a question about renewing their membership and didn't hear back from the office for ten days.
- The branch executive has a record of seventeen emails sent to the office but not answered. Someone wanted to register in webinar and was unable to; they didn't receive an answer. The executive got involved and it was still another two weeks.
- Editors Ottawa-Gatineau needed a figure from the office for the CRA, but the office said they couldn't get it for two months.

They would like to see job descriptions and tasks to see whether there are places that volunteers can step in. They are looking to be collaborative and work together to solve this problem.

## 21. Conferences

### a. Conference 2021

Breanne MacDonald, Heather Buzila, and Caitlin Stewart are going on a site visit to Edmonton to visit five venues.

### **b. Conference 2020**

Committee is filled and working well. Proposal deadline was last week. Keynotes are in progress.

### **c. Workshop for non-editors**

Anne Curry trying to link up Editors Toronto, BC, and Ottawa-Gatineau who are all interested in putting on seminars for non-editors.

#### **Action**

*Anne Curry and Shauna Babiuk to link up Editors Toronto, BC, and Ottawa-Gatineau who are all interested in putting on seminars for non-editors.*

## **22. Membership Recruitment and Retention**

Heather Ross will be meeting the committee and will work on a plan.

## **23. Communications and Marketing**

### **a. Social media proposal (Appendix H)**

Janine Harker has been doing an environmental scan on the use of social media by different groups. Facebook is being used very well, but not much action on Twitter.

Janine would like to do a quick survey to branch communication chairs and to members about the expectation of use of social media.

### **b. Current strategies**

Virginia St-Denis will be working on marketing for career builder, webinar flash sale, and membership recruitment and retention; and talking to Susan Chambers about a small member survey; waiting for publications.

John Yip-Chuck wondered about whether the pathways to success infographic could be used somewhere.

#### **Action**

*John Yip-Chuck, Breanne MacDonald, and Heather Ross to talk about getting the pathways to success infographic out to members.*

## **24. Committees**

Most committees are filled.

Patricia MacDonald is contacting people who have said they will volunteer.

## **25. Other business**

### **a. Trademarks**

Gael Spivak reported on the recent trademark developments. Editors Canada was denied a trademark for certified professional editor.

The decision said that any editor can perform these services. Editors Canada can go back and refile; it won't cost any further money.

A trademark specialist may be needed to prove that it is associated with Editors Canada, but this will cost money.

Editors Canada can submit an argument now that it is the only editing organization that uses the designation.

**Action**

*John Yip-Chuck to work on a revised application for the trademark of certified professional editor with correct information, pass the paperwork to NEC before January 25, 2020 (to be submitted to the government by February 21, 2020).*

**b. Archives**

AGM minutes back to 2003 exist on the Editors Canada website. There's nothing at the office, but some AGM minutes (up to 1997) exist at the archives at McMaster University. Editors Canada has to pay to get them as a PDF. Most of them are three to five pages; some have financial information and so are more expensive.

The organization needs to have them, as there are motions in them that Editors Canada is still bound by.

That leaves some years missing: 1998 to 2002.

**Action**

*Gael Spivak to order copies of AGM minutes from the McMaster Archives.*

**Action**

*John Yip-Chuck to look for the old minutes and some CDs and DVDs that may have some of the old minutes.*

**c. Motions**

Resolutions arising from NEC email discussions are appended (Appendix I).

**d. In camera sessions**

---

MOVED BY Heather Buzila  
SECONDED BY Anne Brennan

that the meeting go in camera.

Carried

MOVED BY Greg Ioannou  
SECONDED BY Anne Brennan

that the meeting go out of camera.

Carried

---

**26. Next meeting**

March 2020, in Toronto, Ontario

**27. Adjournment**

MOVED BY Virginia St-Denis  
SECONDED BY Heather Buzila

that the meeting be adjourned.

Carried

# Appendix A – Agenda

Attending:

- NEC members
- John Yip-Chuck, executive director
- Alexandra Peace, volunteer recording secretary

1. Call to order
2. Emergency info
3. Approval of agenda
4. Reminder about guidance docs
5. Reimbursement for director travel
6. Budget, part 1
7. Budget, part 2
8. New business
9. Webinars
10. BC branch
11. Publications
12. Branches and twigs
13. Association file storage
14. Mentorship committee
15. Reports
16. Committees
17. Certification
18. Partnerships; Trademarks
19. Review of outstanding action items from previous meetings
20. Ottawa-Gatineau branch
21. Conferences
22. Membership recruitment and retention
23. Communications and marketing
24. Finding work for members task force and Honorary life membership policy and procedures
25. Other business
26. Adjourn

# Appendix B – Budget: Notes for Q4 Meeting

## General

In 2019, the budget was planned to be basically break-even. At the last meeting, we were looking at a probable shortfall of around \$21,000 if we didn't cut back any expenses. Since then, we have had to cancel the agrément exam (\$13,000+ in lost revenues) and postpone the first ELAP publication until next year (\$6,400 in lost revenues according to anticipated sales). That leaves us expecting a \$40,000 shortfall in a year that started with a \$62,000 accumulated debt.

We asked the twigs and branches to help us reduce the debt. The details about that are below. At this point, it looks like their help may give us a break-even year, but do nothing to reduce the accumulated debt that it was meant to relieve.

The draft budget currently shows another large deficit. We cannot let that stand. We must stop trying to do everything as we always have. Our resources have shrunk, and our spending *must* follow suit. I will not sign off on a deficit budget for 2020.

Please look at the expected spending and revenue for your committees and activities. Is there anything that can be done at a lower cost? Anything that should be put on the backburner? Any costs in the budget that you don't understand or don't know what they're for?

I also want to encourage directors who have committees working under them (and twigs) to ask for more detailed advance planning. Having a written, detailed, costed plan for the year ahead helps to prevent surprise costs, allows us to perform proper oversight of their spending, and also helps us to budget properly so that people aren't constantly told "there's no money for that." It's a lot to ask of volunteers, but they are being entrusted with money paid by members' dues, and that requires accountability.

## a. Results of discussion with twigs and branches

All twig coordinators and branch chairs and treasurers were invited to Zoom meetings that happened on October 10. There was not much feedback from the meetings. Some branches are very reluctant to give up control of their finances. Some chairs are hesitant to transfer money to national office with no concrete plan for how we're going to prevent the debt from continuing to grow. (And I can't blame them.)

Michelle, Shauna, Anne, Heather and John worked on a plan for asking twigs for debt forgiveness and asking branches for donations, as well as a new proposed way of funding twigs. Twigs were asked to forgive an amount equal to three years' membership and webinar transfers (2016-2018). Branches were asked to waive their 2019 webinar transfers and consider further donations if they can afford them. The donations could be earmarked for something specific if they preferred (like an award or scholarship fund) or go toward debt relief.

Emails with the proposals were sent to branches and twigs on October 30. They were given until November 10 to discuss them with members and respond.

All branches except Toronto have agreed to waive their 2019 webinar revenue share. (Toronto has instead offered a \$2,000 donation.) Webinar fees were expected to total around \$21,000 according to the budget, but with the lower donation from Toronto it will be closer to \$16,000. We will not know the actual amount until the final accounts for the year are done. Quebec has offered an additional \$1,000 donation.

Twigs have agreed to the debt forgiveness, which totals \$21,800. No additional donations were offered.

## b. New webinar and membership funding formulas

We proposed to completely revamp how twigs are funded, using a pool of funds for their activities instead of allocating a percentage of membership fees and/or webinar profits. This creates a needs-based funding model instead of a formula-based model.

The pool is roughly based on the previous year's spending by all twigs combined.

Twigs would continue to be able to hold paid events and use the proceeds for the benefit of their local members. However, once two full financial years have passed after the year of the event, unspent event revenue would be rolled back into the association's assets so that it can be used to benefit all members. This encourages twigs to put their revenues to use rather than leaving them to accumulate indefinitely as a debt.

Several of the twigs are concerned about the proposed funding model. Some think having two further years to spend their event profits is not enough. Others are concerned that creating a pool of funds roughly based on the previous year's spending does not allow for growth in activities or planning a large event if they don't have a cushion from a previous event. It also does not address what happens if an event loses money and the twig can't cover the losses. We should discuss how to proceed for 2020.

The only change we proposed for this year to branch funding is eliminating webinar payments. We are gathering information about the administrative costs of branches doing their own bookkeeping and will discuss whether there are ways to streamline things once we have the info.

I think it's important for the branches' annual finances to be consolidated with the national finances before the auditors create our financial statements. Our current method pretends the branches don't exist, which isn't good practice. We show the money being sent to them, but have nothing in our reports that shows what's left of that money at the end of the year, what revenues they generated, or what they spent. If we can implement this for the 2019 year-end, I'd like to do that. If not, we should definitely do it for 2020.

**c. *In camera:* staffing and admin tasks**

Office staff are stretched to the limit. We can't afford to pay another full-time employee. We need to look for solutions that prevent us losing the people we have.

Can we push some tasks back to the committees that are now being done by Adrienne or Caitlin? Should we bring in interns? Volunteers? Can any tasks be performed remotely?

**d. Saving money on NEC meetings: Meet in two locations simultaneously? Ask two people to voluntarily Zoom in to each meeting?**

The last 4 meetings with the previous board cost around \$10,000-\$12,000 each because either some directors were unable to attend a meeting, some didn't charge their travel expenses for a meeting, and only 2 directors lived west of Ontario (now 4, Oct. meeting was 5).

If we stay with our status-quo approach, our meetings will cost \$46,000 in 2020 (the 2019 budget was \$30,000). We simply can't afford this, and I think our members would not be happy that we are spending so much on board meetings while carrying a significant debt. The optics of overspending on travel are much worse than the optics of not visiting all parts of the country.

**2-room solution**

BC and Alberta directors meet in one location, Ontario and Nova Scotia directors meet in another (to be determined by lowest cost).

Locations connect by Zoom, and the eastern location has a vice-chair to help keep order.

Pros:

- Eliminates long (expensive) flights
- Fewer directors need to stay in hotels

- More twigs and branches are close to a meeting location, and can be invited to a meeting
- Estimated savings of around \$4,000 per meeting if we can find lower cost meeting rooms

Cons:

- Harder to manage conversations
- Less relationship building among the NEC

### **Zoom-in solution**

*At least* two directors who live far from the meeting location volunteer to connect by Zoom from home instead of attending.

Pros:

- Eliminates 2 long flights and the related hotel rooms.
- Estimated savings of around \$2,000-\$2,500 per meeting

Cons:

- Hard to stay engaged all weekend on Zoom
- Absent directors may feel they are not being heard
- Pressure to do this is mostly on western and/or Nova Scotia directors, not evenly spread

### **Remote meeting solution**

One in-person meeting is replaced by a series of 2-hour Zoom meetings, each covering specific topics. These would take place over several days so that we aren't on Zoom all day.

Pros:

- No travel required
- Would save around \$15,000

Cons:

- Unlikely to have everyone on Zoom for all of the meetings
- Scheduling will be a challenge
- Zoom conversations may not be as productive as in-person meetings

# Appendix C – Heritage Canada Funding

## Canada Book Fund

- focus – ensuring access to Canadian-authored books
- two funding streams: publishers & organizations

- **Support for Organizations Stream**

**Deadlines:** November 25, 2019 and April 30, 2020

- Objective: support marketing, professional development, internships, and technology projects.
- Eligibility: Canadian owned and controlled orgs related to the Canadian book
- Supports collective projects that offer a broad benefit to the Canadian book publishing industry stakeholders and readers. Key objectives:
  - Increase awareness of Canadian-authored books through marketing and promotion activities;
  - Strengthen the infrastructure and efficiency of the CN book industry through more effective use of tech, professional development and internships.
- **Editors Canada usefulness/eligibility:**
  - Professional development or guest speaker component at the conference?
  - A focus on strengthening of infrastructure and efficiency of the CN book industry?
- Website and links to apply:

<https://www.canada.ca/en/canadian-heritage/services/funding/book-fund/support-organizations.html>

- **Accessible Digital Books fund (new initiative)**

**Deadline:** December 13, 2019 – accepted on an ongoing basis for projects with expenses that will start to be incurred before March 31, 2020.

- Objective: to encourage the Canadian book industry to integrate accessible publishing features into pub and distribution of digital books.
- First phase (of a 5 year initiative): focused on engaging publishers, assessing industry needs, building knowledge, developing best practices and establishing industry standards
- Eligibility: Canadian owned and controlled orgs related to the Canadian book industry are invited to apply for funding for collective projects that support the objectives of phase one.
- looking for projects:
  - demonstrating the involvement of Canadians with print disabilities or orgs that provide services to this population
  - involving partnerships between orgs in different language markets or involving different parts of the industry
- Eligible projects: open to a wide variety of initiatives
  - E.g., marketing, professional development, internships, technology.
- **Editors Canada usefulness/eligibility:**
  - Professional development or guest speaker component at the conference?
  - Partnership workshop component with a publisher for the conference?
- Website and links to apply:

<https://www.canada.ca/en/canadian-heritage/services/funding/book-fund/accessible-books-organizations.html>

## Canada Cultural Investment Fund

- focus – encourages private sector investment, partnership and sound business practices to help arts and heritage orgs be better rooted and recognized in their communities
- Funding streams:
  - Endowment incentives – for arts orgs to build new revenue streams
  - Strategic initiatives – provides financial assistance for projects involving multiple partners that will help arts and heritage orgs improve business practices and diversify revenues
  - Limited support to endangered arts organizations
- **Editors Canada usefulness/eligibility:**  
Not sure this is a good fit for the EC conference.
- Website and links to apply:  
<https://www.canada.ca/en/canadian-heritage/services/funding/cultural-investment-fund.html>

## Strategic Fund – Development of Official Language Communities

- Goal to enhance the vitality of official language minority communities through major projects and strategic initiatives designed to:
  - Improve community living spaces
  - Impact several communities (preferably in more than one province/territory)
  - Develop new areas of intervention
  - Encourage the concerted effort and cooperation of several partners
- Eligible applicants:
  - Canadian registered non-profits
  - Associations and professional institutions
  - Provincial and territorial govts
- Eligible expenditures include:
  - Costs to set up, deliver and monitor projects that help ensure the long-term development of official language minority communities in priority sectors.
- **EC conference relevance** – not sure if this is a good fit for the conference; seems to be looking for in-depth projects. Need to call for more information
- **Website:**

[https://www.canada.ca/en/canadian-heritage/services/funding/official-languages/development/strategic.html](https://www.canada.ca/en/canadian-heritage/services/funding/official-languages/development стратегический.html)

## Promotion of Linguistic Duality – Support for Interpretation and Translation

- Goal to assist organizations in providing services in both official languages at public events, and also supports the availability of an increased number of documents in both French and English.
- Eligible applicants:
  - Canadian registered non-profit organizations
- **Deadline:** applications accepted throughout the year
- **EC conference:** strong fit; and you've received funding in the past I'm assuming.
- **Website:** <https://www.canada.ca/en/canadian-heritage/services/funding/official-languages/linguistic-duality/interpretation-translation.html>

## Official Languages Support Programs

- Goal to enhance the vitality of English and French speaking minority communities, and promote the English and French languages in Canadian society.
- Three funding streams:
  - Development of Official Languages Communities Program
  - Enhancement of Official Languages Program
  - Complementary Measures – not relevant to EC conference
- **Development of Official Languages Communities Program:**
  - **Deadlines:** no information immediately visible; may need to call the contact person for more details.
    - Community Life Component - Community Cultural Action Fund:**
      - This seems like the best potential fit for the EC Conference.
      - Supports and strengthens the cultural, artistic and heritage activities of official language minority communities and promotes the richness and diversity of the cultural, artistic and heritage expression of these communities.
      - This component received additional funding under the Action Plan for Official Languages 2018-2023.
    - Community Life Component – Strategic Fund:**
      - Promotes the vitality of official language minority communities through major projects and/or strategic initiatives.
      - This component received additional funding under the Action Plan for Official Languages 2018-2023.
- **Enhancement of Official Languages Program:**
  - **Deadlines:** no information immediately visible; may need to call the contact person for more details.
  - Promotion of Linguistic Duality Component:**
    - **Appreciation and rapprochement** – promotes a greater appreciation of linguistic duality and rapprochement between Canadians from both official linguistic groups.
      - Seems like a potential fit for the conference
      - Letter of intent: September 9, 2019
      - Application Deadline: December 3, 2019
      - Website and application link: <https://www.canada.ca/en/canadian-heritage/services/funding/official-languages/linguistic-duality/appreciation-rapprochement.html>

- **Support for Interpretation and Translation** – supports orgs that wish to encourage participation in both official languages at public events and increase the number of documents available in both official languages.
  - This seems like a strong potential fit for the EC Conference; previous funding accessed?
  - Deadline – applications accepted throughout the year
  - Website: <https://www.canada.ca/en/canadian-heritage/services/funding/official-languages/linguistic-duality/interpretation-translation.html>
- **Promotion of Bilingual Services** – encourages orgs, especially volunteer orgs, to provide services in English and French and to share best practices in this area.
  - This seems like a strong potential fit for the EC Conference.
  - Letter of intent: September 9, 2019
  - Application: November 12, 2019
  - Website and application guide link: <https://www.canada.ca/en/canadian-heritage/services/funding/official-languages/linguistic-duality/bilingual-services.html>
- Website:
   
<https://www.canada.ca/en/canadian-heritage/services/funding/official-languages.html>

## Aboriginal Languages Initiative – Aboriginal Peoples’ Program

- Supports the preservation and revitalization of Indigenous languages through projects and activities.
- **Eligible applicants:**
  - Variety of Indigenous organizations
  - Non-Indigenous not-for-profit orgs that are working in a clear partnership with Indigenous orgs or committees.
- **Eligible projects:** must include activities with measurable objectives and positive community outcomes.
  - Must include community-based activities
  - Some examples: community language training; developing materials; developing systems for facilitating communications in Indigenous languages; developing digital tools; recording, documenting and preserving Indigenous languages.
- **Deadlines:** to be announced
- **EC Conference relevance and eligibility:** need to contact the department for more information; discuss with committee.
- **Website:** <https://www.canada.ca/en/canadian-heritage/services/funding/aboriginal-peoples/languages.html>

# Appendix D – Conference Advisor Position

The conference advisor serves as a resource for the national executive council and the conference chairs on matters related to the annual conference, especially by

- helping to research and choose future conference cities
- sourcing conference venues one to two years in advance and helping to put together the conference budget
- acting as an advisor to the conference committee and as a source of information and continuity in the annual conference planning cycle

## Conference advisor

The conference advisor performs some of the logistical work in researching and sourcing a conference venue one to two years in advance of each annual conference. This work often has to be done before conference chairs are in place and requires experience with conference logistics and knowledge of venue details. The advisor, in conjunction with the secretary and director of volunteer relations, can also help with recruiting conference chairs.

Most importantly, the conference advisor works closely with the conference chairs and committee members with the planning of the annual conference. The advisor acts as a source of information and brings continuity to the annual planning cycle.

## 2. Work performed

- Begins researching potential conference cities at least two years in advance and, in conjunction with the NEC, chooses the next city.
- Once a city is chosen, researches potential conference venues and performs site visits (with the training and development coordinator) to choose a venue.
- With the executive director, negotiates the contract for the chosen venue.
- Requests AV quotes from the venues preferred supplier and/or researches potential options (as a factor in the venue choice) and once a venue is chosen, locks in an estimate to secure cheaper pricing about a year in advance.
- With the secretary and director of volunteer relations (and regional director for the chosen city), recruits conference chairs.
- Sets up the conference chairs and committee each year, providing them with the conference handbook and key document templates/examples to build off of.
- In conjunction with the conference chairs, creates the annual conference budget.
- Advises the conference chairs and committee throughout the year and aids with the conference planning.
- With the training and development coordinator, oversees the venue logistics, including confirming food and beverage orders, room allocation and setup, and AV arrangements.
- With the training and development coordinator, attends the annual conference to provide on-site support and logistics coordination.

- Help recruit and then train a successor, ideally at least a year in advance of leaving the position.

### 3. Supervision given to

- Conference chairs and committee

### 3. Supervision received from

- National executive council through a director

### 5. Key relationships

- Training and development coordinator ( national office)
- Director
- Executive director
- Conference chairs
- Conference committee
- Conference venues, vendors, and other suppliers

### 6. Rewards and risks

Rewards	Risks
A successful conference that meets targeted attendance/revenue goals and overall budget.	A conference that does not bring in as many registrations as budgeted for and does not meet profit goals.
A supported conference committee that does not need to start planning from scratch.	An overworked committee that has to duplicate work already done or figure out how to do things without guidance.

### 7. Qualifications

- Knowledge of conference planning and venue logistics
- Experience with the annual conference and/or planning other conferences
- Ability to stay organized and oversee/support a committee
- Excellent human resource management and networking skills
- Good financial management skills
- Good judgment in dealing with difficult situations
- Comfortable working under pressure
- Flexible schedule and availability for conference-related work and meetings

# Appendix E – Summary of Requests

## **President**

- N/A

### **HR committee Honorary Life Membership Task Force**

## **Vice President**

- N/A

## **Past President**

- N/A

### **Student Relations Committee**

- We are having difficulty discovering where student affiliates are located because the office does not keep track of this information when students join Editors Canada as student affiliates. We have posted surveys on our Facebook page but have received relatively few responses. We are hoping that in future the office will find a way to add this information so that it can easily be retrieved

### **Awards Committee**

## **Treasurer**

- Vote to proceed with new twig funding model

## **Secretary**

- N/A

### **Conference Committee**

#### **Mentorship Program Committee**

- Suggest francophone members for the committee and as mentors

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

- N/A

**Editors Barrie**  
**Editors Hamilton-Halton**  
**Editors Kingston**  
**Editors Kitchener-Waterloo-Guelph**  
**Editors Ottawa-Gatineau**  
**Editors NL**  
**Editors Nova Scotia**  
**Réviseurs Québec**  
**Editors Toronto**

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

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

### **Editors British Columbia**

#### **Editors Calgary**

#### **Editors Edmonton**

#### **Editors Manitoba**

#### **Editors Saskatchewan**

### **Communications**

- N/A

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

- Feedback and suggestions for the committee re: the proposal for social media enhancements

### **Volunteer Relations**

- N/A

#### **Improving Access to Member Services Task Force**

#### **Volunteer Management Committee**

### **Member Recruitment and Retention**

- N/A

#### **Member Services Committee**

#### **Insurance Task Force**

### **Standards**

- N/A

#### **Certification Steering Committee**

- In the future (2021?), is there an option to run our own certification exam at our conference, given we are allowing BELS to use the venue to run their exam? We know that it is onerous on the office, but is there any way to mitigate this?

## **Comité Agrément/Principes**

### **Task Force for Foundational Skills Testing Platform**

- Discuss the findings in the Research Report from the Foundations testing software platform task force: is their suggested software solution, ProProfs Quiz Maker, at a cost of \$69 USD monthly or \$828 USD yearly (Business Plan; seems to be for 100 test-takers, but this needs to be verified) feasible for us?

## **Professional Standards Committee**

### **Publications**

- Please grant the Publication Committee's request for an amended directive concerning *ELAP* file protection.
- The first chapbook was written by Karin Cather, who donated her time for the project. As far as I know, there has never been a budget item for writing a chapbook. Should there be? If so, how much should we offer?
- Greg and I have talked about asking webinar authors/presenters to write chapbooks to support their webinars. However, the author/presenter of the webinar *Practical Ebook Production* isn't enthusiastic about this idea, because she fears it might undercut her recording sales. We'll need to take this into account when planning other publications.
- Do members of the NEC have other ideas for chapbooks?

### **Publications Committee**

#### **Edit Like a Pro**

- We request that the NEC revise its instructions to something along these lines: Research and present recommendations for how the ELAP project can improve protection of the intellectual property of Editors Canada and maximize revenue from sales of the ELAP volumes. This should include an investigation of the costs and benefits of customized watermarks.

### **Executive Director**

- N/A

### **Training and Development**

- N/A

### **Training and Development Committee**

#### **Finding Work for Members Task Force**

# **Appendix F – Reflection on the Editors Canada certification process for French-speaking editing professionals**

## **Issues with Editors Canada**

- Administrative burden
- Problems with communications in French
- Almost no support for francophones (publications, Web content, etc.)
- Limited decisional power of the Comité Agrément/Principes
- Limited number of francophone volunteers
- Certification process incomplete and unsustainable in the medium-term
- No prerequisites for members or tests
- High annual dues and test fees (cost-benefit ratio)

## **Basic question**

Considering all the issues raised, is Editors Canada (Editors' Association of Canada) the best tool to:

- Bring together francophone editors;
- Set the criteria for evaluating editing skills (certification);
- Maintain a registry of the persons meeting the certification criteria (certified editors);
- Promote quality editing; and
- Defend the interests of the profession?

## **Conclusion**

We believe that francophone editing professionals would be better served:

- By joining an existing francophone association; or
- By creating a new francophone association for editing professionals

We are therefore advising you that we are resigning as members of the Comité Agrément/Principes, effective immediately.

## Appendix G – Action Items

### Action Items, Past Meetings

	Action Item	Person (s) Responsible	Status
1.	Gael Spivak to look for past archives (ask Ruth Pincoe about the ones stored at McMaster University; ask Lee d'Anjou about the list of early motions) and to search for editor who are also indexers and who might be willing to index the minutes.	Gael Spivak	in progress  Gael contacted: Ruth and Lee, McMaster Archives, and one indexer Alex recommended. All still in the works. But now waiting for Greg to get back to me.
2.	Berna Ozunal to investigate and discuss the pros and cons of ACP's new initiative and report back to the NEC.	Berna Ozunal	ongoing  This needs a bigger discussion and is still ongoing.
3.	Gael Spivak to negotiate a student affiliate partnership between Simon Fraser University and Editors Canada.	Gael Spivak	In progress
4.	Gael Spivak to draft the text for a page to advertise the organizations that are using our standards.	Gael Spivak	in progress  Drafted. Waiting for SFU agreement to get signed.
5.	Greg Ioannou to negotiate a partnership agreement with the Editorial Arts Academy.	Greg Ioannou	in progress
6.	Berna Ozunal ask CSC to email Anne Brennan once all the files are moved out of her storage account.	Berna Ozunal Anne Brennan	in progress  Just checking – I am confirming that they are done with Egnyte

	Action Item	Person(s) Responsible	Status
7.	Anne Curry and Shauna Babiuk to find out from branches what paid financial software they are using and whether they are paying someone to do the branch financials.	Anne Curry Shauna Babiuk	in progress  East- in progress West-info provided to MW
8.	Michelle Waitzman and John Yip-Chuck to pursue ideas from the accountant about keeping office expenses down.	Michelle Waitzman John Yip-Chuck	Ongoing
9.	Heather Buzila to work with Anne Brennan to get the organizational chart up to date.	Anne Brennan Heather Buzila	In progress
10.	Virginia St-Denis to work with Greg Ioannou on a webinar flash sale.	Virginia St-Denis Greg Ioannou	In progress
11.	Greg Ioannou and Gael Spivak to look into Heritage Canada grants again.	Greg Ioannou Gael Spivak	in progress  Gael was just to remind him. I did. Greg can give the update.
12.	Michelle Waitzman and John Yip-Chuck to discuss bookkeeping/finances issue (Brian retiring, possible move of bookkeeping into national office) with Editors Toronto.	Michelle Waitzman John Yip-Chuck	in progress  Gathering info on this from all branches via regional directors
13.	Berna Ozunal to suggest to Agreement that they make a recommendation on years of experience to potential test-takers.	Berna Ozunal	In progress
14.	Shauna Babiuk to find out the host responsibilities in hosting a conference and talk to local twig about it.	Shauna Babiuk	in progress  Spoke with Breanne M. regarding host responsibilities. Will talk to local twig at a later date.
15.	Janice Dyer to liaise with Breanne MacDonald and Shauna Babiuk and find a conference chair for 2021.	Janice Dyer Shauna Babiuk	In progress

	Action Item	Person(s) Responsible	Status
16.	Janice Dyer to contact the Indigenous Editors Association when registration opens to make an offer of one complimentary conference registration.	Janice Dyer	In progress
17.	Patricia MacDonald to check in with the Improving Access to Member Services on their progress and specifically about their idea of a virtual meeting group.	Patricia MacDonald	in progress  The task force is working on a proposal.
18.	Heather Ross to ask member services chair to put a call out video volunteer.	Heather Ross Gael Spivak	in progress
19.	Anne Brennan to work with Greg Ioannou to help the ELAP with watermarks and production.	Anne Brennan Greg Ioannou	In progress  Jessica Riches is meeting with a member of Greg's team.
20.	Berna Ozunal to ask the certification steering committee to reinstate copyright protection on the study guides.	Berna Ozunal	In progress
21.	John Yip-Chuck to send a list of items to be fixed on the website to Virginia St-Denis as they come up.	John Yip-Chuck	ongoing
22.	Virginia St-Denis to contact Sandra Gravel and Sophie Pallota about working on the French part of the website.	Virginia St-Denis	in progress  Still on to do list to contact Sophie Pallota
23.	Greg Ioannou to ask Tamra Ross about having the student affiliate status on the ODE and also to change the Aboriginal to Indigenous.	Greg Ioannou	in progress
24.	Lynne Melcombe and Gael Spivak to communicate the results of phase one of the Finding Work for Members task force to the members before the survey goes out.	Lynne Melcombe Gael Spivak	in progress  Went through exec read. Done Oct 17. Waiting for update (Michelle Ou sent the reminder).

	Action Item	Person(s) Responsible	Status as of September 21, 2019	New Status
25.	NEC directors to create a standards committee with the mandate to continually monitor the editing environment for new and revised standards and update the current standards accordingly.	Berna Ozunal	--	in progress  Gael has kindly offered to begin the recruitment process
26.	<del>Berna Ozunal</del> to check on getting French onto the webinars subsite.  CHANGED	Greg Ioannou	In progress	in progress
27.	<del>Berna Ozunal</del> to set up a document with resources for people who have to sign documents (for webinars) about using the capabilities in Acrobat.  CHANGED	Greg Ioannou	--	in progress
28.	Greg Ioannou and Berna Ozunal to form a subcommittee (with John Yip-Chuck) to discuss building upon the webinar program (and to communicate with relevant branches and twigs in the process).	Greg Ioannou  Berna Ozunal	In progress  Still to communicate with branches and twigs (which b and t are still holding seminars?)	In progress
29.	Virginia St-Denis and Michelle Ou to use information about benefits in social media drives.	Virginia St-Denis  Michelle Ou	In progress  Awaiting confirmation from Heather Ross, the new director of membership recruitment and retention	In progress

	Action Item	Person(s) Responsible	Status as of September 21, 2019	New Status
30.	Virginia St-Denis to follow up with Jessica Riches to find out when publication of chapbook will occur.  CHANGED TO ANNE BRENNAN	Virginia St-Denis AND Anne Brennan	in progress	In progress.  Paula Chiarcos and Jessica Riches have a draft copy of the MarComm strategy and are updating it before implementation
31.	Berna Ozunal to deal with mentorship issues as follows:  change the communications (that is, separate call for mentees from call for mentors)  clarify the requirements for mentees consistent (members/student affiliates)  find proposal from Carolyn Brown, examine it to see if changes necessary, and if so, bring a recommendation for changes to the NEC for review	Greg Ioannou	changed to Greg Ioannou	changed to Janice Dyer
32.	Greg Ioannou to follow up with Paula Chiarcos on status of <i>From Contact to Contract</i> .  CHANGED TO ANNE BRENNAN	Anne Brennan	in progress  June: brought in a new volunteer (Mindy Fichter) to take the project over.	in progress  Anne has a call scheduled with Paula to discuss this.
33.	Patricia MacDonald to add the mandates of committees to the website page on committees.	Patricia MacDonald	in progress  The original is out for translation.	in progress  Sent to Michelle to be put up on website.
34.	Patricia MacDonald-ask the-task force to get information about how/what/when/why to find insurance (errors and omissions and home-based business).  CHANGED to task force	Patricia MacDonald	in progress	in progress

	Action Item	Person(s) Responsible	Status as of September 21, 2019	New Status
35.	John Yip-Chuck will talk to Michelle Ou about sending in-house job ads to the geographically pertinent branch/twig administrators directly (through Drupal), and to have Caitlin Stewart do this on an individual basis in the interim.	John Yip-Chuck Michelle Ou	in progress  Change to volunteer under Patricia MacDonald	in progress
36.	John Yip-Chuck to direct the national office to let branch and twig administrators know about lapsed members.	John Yip-Chuck	in progress  will begin in September	in progress
37.	John Yip-Chuck/Gael Spivak/Virginia St-Denis to look into getting the Editors Canada logo onto the Simon Fraser website.	John Yip-Chuck Gael Spivak Virginia St-Denis	In progress  This will be done if we get an agreement in place.	in progress

### Action Items, On Hold

	Action Item	Person (s) Responsible	Status
38.	John Yip-Chuck to develop “Member since XXXX” badges for each year that the organization has existed so that members can self-select their own.	John Yip-Chuck	on hold  Very low on the priority list. Will try to get to in December. JY
39.	John Yip-Chuck to look into the possibility of partnering with a French dictionary.	John Yip-Chuck	on hold  until English dictionary is published/launched
40.	Patricia MacDonald and John Yip-Chuck to talk about the volunteer directory.	Patricia MacDonald John Yip-Chuck	on hold  possibly tie into directory of trainers?

	Action Item	Person(s) Responsible	Status
41.	John Yip-Chuck to investigate the possibility of a mini-conference put on by branches and twigs, supported by national office.	John Yip-Chuck	on hold  Not sure when I can get to this. JY
42.	NEC to review each year the list of possible trademarks to apply for.	NEC	on hold  until March, 2020
43.	Gael Spivak and John Yip-Chuck to work on a governance poster to show incoming branch and twig coordinators what their responsibilities are and how communications work among various parts of the organization (on hold until more time).	Gael Spivak John Yip-Chuck	on hold  John Y started; too many other priorities
44.	John Yip-Chuck to discuss the status of the Editors Nova Scotia non-members mailing list with Michelle Ou, and to possibly release it to Editors Nova Scotia.	John Yip-Chuck	on hold  until Member 365 sorted out  part of a larger issue to do with the membership data base
45.	John Yip-Chuck to talk to Editors Toronto about partnering on professional development events.	John Yip-Chuck	on hold
46.	Virginia St-Denis to develop and test some calls to action and taglines for the dictionary project.	Virginia St-Denis	on hold  until dictionary project is up and running again
47.	Virginia St-Denis to connect with the publication chair about marketing and communications for future chapbooks.	Virginia St-Denis	on hold  until further chapbooks in progress
48.	NEC to review the idea of a 10% discount for a two-year renewal after reviewing the relevant discussion in minutes of 2019 Q1, March.	NEC Directors	on hold

	Action Item	Person (s) Responsible	Status
49.	Heather Buzila to contact Michelle Ou about setting up a new email address so that Editors Québec can gradually stop using the email address from QAC.	Heather Buzila	on hold  Sylvie Collin wants to discuss this with her branch exec first. June 17: Still nothing from Sylvie
50.	Editors Canada president to contact presidents of organizations with whom Editors Canada has partnerships.	Heather Buzila	on hold  until new president takes office
51.	Janice Dyer to emphasize the correct use of the raise hand and chat functions for online attendees at the AGM.	Janice Dyer	on hold  until the AGM
52.	Gael Spivak to look at the revision of Branch and Twig policies and procedures with respect to changing the time of year that they are required to hold their AGM.	Gael Spivak	on hold  until examination of all policies and procedures for revision
53.	Michelle Waitzman to talk to Breanne MacDonald (conference chair) and Heather Ross to discuss including membership fees at the conference.	Michelle Waitzman Heather Ross	on hold  until Conference 2021  Not being pursued this year. Heather R investigating several options.

### Action Items, Done

	Action Item	Person (s) Responsible	Status
54.	NEC directors to ask committees, branches, and twigs to reply to the person originating an email as well as forwarding in a timely manner.	NEC Directors	DONE  Anne has reminded Publications Committee.

	Action Item	Person(s) Responsible	Status
55.	Heather Buzila to contact presidents of organizations with whom Editors Canada has partnerships.	Heather Buzila	DONE
56.	Virginia St-Denis to continue to investigate file-sharing capabilities for the organization.	Virginia St-Denis	DONE Access to Google for Nonprofits approved Oct. 24
57.	John Yip-Chuck to talk to Anne Curry and Shauna Babiuk and/or branches and gather information about presentations to non-editors that branches have already created.	John Yip-Chuck Anne Curry Shauna Babiuk	DONE --BC has PPT aimed at writers called "What Do Editors Do" - Ottawa - Gatineau - See "Group Training" page on website
58.	Each NEC director should examine their own area for ways to bring in more money and decrease expenses and report back to the NEC.	NEC Directors	DONE
59.	Michelle Waitzman to speak to the people on the NEC who work on literature (to help with Canada Council grants).	Michelle Waitzman	DONE
60.	Heather Buzila, Anne Curry, Shauna Babiuk, Michelle Waitzman, and John Yip-Chuck to speak to the branches and twigs and pursue a new branch/twig financial formulation (including possibly forgiving the national office some part of the income from past year's webinars).	Heather Buzila Anne Curry Shauna Babiuk Michelle Waitzman John Yip-Chuck	DONE Zoom meetings on 10/10/2019
61.	Gael Spivak to amend the Branch Signing Officers and Signing Officers Procedures as follows: under signing authorities, delete item #1; under item #2, delete "once the report is approved"; under item #2, delete a and b.	Gael Spivak	DONE

	Action Item	Person(s) Responsible	Status
62.	Heather Ross to gradually take over responsibility for mediator, insurance task force, and members services committee from Patricia MacDonald.	Heather Ross	DONE
63.	Michelle Waitzman to keep working on Canada Council grants.	Michelle Waitzman	n/a  Rejected, can only pursue further by partnering with another org.
64.	Anne Curry to help Editors Toronto contact Editors Ottawa-Gatineau to get information on their in-house seminar program	Anne Curry	DONE
65.	Gael Spivak to communicate with BELS about them having their exam at Conference 2020.	Gael Spivak	DONE
66.	Berna Ozunal to bring more information about the Foundations test, including launch date and costs to the NEC.	Berna Ozunal	DONE  Please see my Nov. report
67.	Greg Ioannou/Gael Spivak to speak to Breanne MacDonald about the numbers in the sponsorship package.	Greg Ioannou Gael Spivak	DONE
68.	Shauna Babiuk to get contact information for Arden Ogg and pass it to the Manitoba branch.	Shauna Babiuk	DONE
69.	Shauna Babiuk to contact Editors Saskatchewan and ask whether they would like to become a twig with the following information: a) If they want to become a twig, a motion will need to be made at the AGM in 2020 for the dissolution of the branch. b) If they don't want to do that, then they have one more year to meet the requirements of being a branch.	Shauna Babiuk	DONE  No additional feedback from Saskatchewan branch at this time.
70.	Shauna Babiuk and Anne Curry to contact Gael Spivak to set up a meeting for branches and twigs to learn about governance.	Shauna Babiuk Anne Curry Gael Spivak	n/a  On hold. Not much interest at this time.

	Action Item	Person (s) Responsible	Status
71.	John Yip-Chuck to cc the regional directors when a branch or twig contacts the office directly.	John Yip-Chuck	DONE
72.	Shauna Babiuk and Anne Curry to make changes to the toolkit, send it to the NEC for review, then to translation.	Shauna Babiuk Anne Curry	DONE  No changes at this time. To be looked at closer in upcoming months.
73.	Gael Spivak to get information on what is needed for videos and check with Michelle Waitzman.	Gael Spivak Michelle Waitzman	DONE
74.	Gael Spivak to get information on video requirements to Heather Ross.	Gael Spivak	DONE
75.	Anne Curry to take info back to Editors Kingston about possibly having their AGM earlier in the year.	Anne Curry	DONE
76.	Regional directors to check in with the twig coordinators about their AGMs and report back to the NEC. (When are they doing taking place and are there any other issues?)	Shauna Babiuk Anne Curry	DONE  Feedback from most twigs indicated May/June.
77.	NEC directors to look through the Rethink comments and report back to the NEC on potential plans that could be implemented, keeping in mind budgetary deadlines for 2020 (to be discussed at the November meeting).	NEC Directors	DONE
78.	Heather Buzila, Gael Spivak, and <del>Lynne Melcombe</del> to look at the Rethink comments to find those not easily assigned to individual directors.	Heather Buzila Gael Spivak <del>Lynne Melcombe</del>	DONE
79.	CSC to bring the figures needed for the foundational skills testing committee in the 2019 budget to John Yip-Chuck.	Berna Ozunal	DONE
80.	Anne Louise Mahoney and Patricia MacDonald to create the description of the role of awards coordinator.	Anne Louise Mahoney Patricia MacDonald	DONE

	Action Item	Person(s) Responsible	Status
81.	Virginia St-Denis to meet with Janine Harker and Anna Williams about putting the production of Active Voice on hold and report back to NEC.	Virginia St-Denis	DONE
82.	Virginia St-Denis to follow up on the status of the Editors Canada style sheet, get it put on the website, and do an e-news update.	Virginia St-Denis	DONE
83.	<p>John Yip-Chuck to direct the office to look at Editors Québec's request for more specific information about where new members hear about Editors Québec/Editors Canada.</p> <p>Editors Québec is focusing its marketing efforts on specific targets and would like to know which ones are effective.</p> <p>Expanded: John will bring answers to all questions.</p>	John Yip-Chuck	<p>DONE</p> <p>Sent information about postal codes of EQ members (Anne)</p>
84.	Anne Brennan to speak with the publications committee and get a review of Slack from them and bring it back to the NEC.	Anne Brennan	DONE
85.	NEC directors to ask their committees what software they are using for file sharing (Google docs, Dropbox, and so forth) and report back to the NEC.	NEC Directors	<p>n/a changed in progress</p> <p>Do we have a doc somewhere that we can track this on?</p> <p>The Publications Committee is using Slack. Anne B. has asked the committee for feedback on how well this is working.</p>
86.	John Yip-Chuck to do or ask to be done: get numbers from branches to merge from national.	John Yip-Chuck	n/a

	Action Item	Person(s) Responsible	Status
87.	Greg Ioannou will write an email, cc'ing Heather Buzila, directing the mentorship committee to implement the criteria as outlined in the task force proposal and the committee description.	Greg Ioannou	n/a
88.	Gael Spivak to talk to the Student Relations Committee (about cost of updating website?).	Gael Spivak	DONE  I don't remember this.
89.	Anne Curry to deal with the Editors Ottawa-Gatineau request regarding the reply-all email issue.  CHANGED	Anne Curry  John Yip-Chuck	n/a
90.	Lynne Melcombe to send name of insurance company to Patricia MacDonald and Heather Ross.	Lynne Melcombe	DONE
91.	John Yip-Chuck to send articles of incorporation to Lynne Melcombe.	John Yip-Chuck	DONE
92.	Greg Ioannou will work with the Finding Work for Members task force to draft a survey to bring to the November NEC meeting.	Greg Ioannou	n/a
93.	Lynne Melcombe to keep Heather Ross in the loop on the survey (from the Finding Work for Members task force).	Lynne Melcombe	n/a
94.	Heather Buzila, John Yip-Chuck, and Virginia St-Denis to discuss centralizing the twig financials to the national office and how to deliver that message.	Heather Buzila  Virginia St-Denis  John Yip-Chuck	DONE  (ongoing)
95.	Breanne MacDonald and Heather Buzila to work on video to accompany branch and twig toolkit.	Breanne MacDonald  Heather Buzila	n/a
96.	Berna Ozunal to contact Greg Ioannou about finding someone to create a free webinar about the chapbook <i>From Contact to Contract</i> .  CHANGED to Anne Brennan/Greg Ioannou	Anne Brennan  Greg Ioannou	n/a

	Action Item	Person (s) Responsible	Status
97.	Berna Ozunal to help the training and development committee get the surveys set up to summarize data for individual webinar evaluations rather than combined with all the other surveys.	Greg Ioannou	DONE
98.	John Yip-Chuck to look into the feasibility of creating a directory of trainers and report back to the NEC.	John Yip-Chuck	n/a
99.	John Yip-Chuck will monitor the change in ownership of Connected Technologies and report back to the NEC.	John Yip-Chuck	DONE
100.	Gael Spivak to develop an FAQ page for members that will go on the web site to alleviate office staff time spent on answering commonly asked questions.	Gael Spivak	<p>n/a on hold</p> <p>Waiting for info from staff (I asked them in March)</p> <p>I don't think this will go forward. Remove?</p>
101.	Greg Ioannou to talk to Lynne Melcombe about webinar aimed at authors.	Greg Ioannou Lynne Melcombe	DONE

# **Appendix H – Proposal: Editors Canada Social Media Enhancements**

**Prepared by:** Janine Harker, Chair—Communications and Marketing Committee

**Research and input provided by:** Lisa Frenette, Liz Marwick, Virginia St-Denis, Michelle Ou

**Date:** October 25, 2019

## **Issue**

Editors Canada (national office, branches, and twigs) uses a variety of social media platforms to communicate its message, including Facebook, Twitter, LinkedIn, and Instagram. However, there exists no overarching strategy for how these platforms are used, nor what results are expected to be achieved.

As a result, Editors Canada has no consistent means of determining if it is receiving good value from its investment in paid and volunteer hours dedicated to social media activities. This, in turn, inhibits evolution and innovation in social media use because there is no baseline understanding of what the organization considers effective use of its social media resources.

## **Background**

In August and September 2019, the Communications and Marketing (MarComm) Committee completed a review of the Twitter and LinkedIn social media platforms from the perspective of an organization (rather than an individual editor) looking to derive maximum benefit from each platform's use. Facebook was not included in this review, primarily because Editors Canada already has a well-developed Facebook presence and should, presumably, be adequately positioned to assess its performance on Facebook as compared to social media platforms that are used less frequently and consistently.

The review was prompted by consideration of the following questions:

- Why are we using one particular social media platform as compared to another?
- What are we trying to achieve?
- What does our audience expect from us on that platform, and are we meeting expectations?

MarComm Committee volunteers reviewed LinkedIn and Twitter content posted by a variety of organizations with an online presence, including some that share a similar objective to Editors Canada.

## **LinkedIn**

The MarComm Committee noted that, while the content varied from organization to organization, many social media posts were used as links back to the organization or website. The posts and links were almost exclusively informational, and referred to:

- Organizational events (seminars, webinars) that would be of interest to existing members as well as individuals outside the organization

- Informative articles that focused on industry-specific topics, professional development, and professional accolades for members
- Inspirational quotes
- Writing prompts

Notably, the organizations did not use their social media presence to promote jobs, or to seek work for their membership. They also did not use LinkedIn, for example, to promote their services to others, or to position themselves as “thought leaders” in their respective industries.

Very few posts on LinkedIn received any feedback or comments. A few people would “like” posts, but people almost never left comments. The committee noted that some like-minded organizations chose not to use LinkedIn at all, but to focus their efforts on Facebook and Twitter instead.

From an aesthetic perspective, the visual design for LinkedIn posts is standardized. The most engaging posts offered a succinct (two or three line) summary of an event/article, rather than just a headline and a link. An organization’s home page stood out when the entire top banner was used, meaning there was a logo and a banner image. Using a logo but leaving the rest in the LinkedIn brand colours left the impression that the page was unfinished.

### **Twitter**

There appeared to be a wide variety in how organizations used Twitter. Two of the more “successful” organizations on the platform (in terms of followers and engagement) used a posting format that combined an image/gif/video with their own material, or with retweets from other relevant organizations that their followers would enjoy or benefit from. These organizations both gave an involved and “on trend” feel with regard to the editorial, literary and publishing world (what’s new; what’s happening within their organization and outside of it; what is changing; what followers should check out). From the committee’s perspective, retweeting other organizations’ tweets and highlighting certain associations on Twitter seemed to attract more followers and to receive more engagement and feedback. Essentially, lifting up other organizations and sharing others’ posts helped to lift up the main organization as well.

### **Considerations**

This limited social media review raised a number of questions to be considered by Editors Canada:

1. What is Editors Canada’s purpose for using LinkedIn, Twitter, Facebook or any other social media platform? How does the organization’s use of LinkedIn, for example, differ from its use of Facebook or Twitter?
2. How will Editors Canada measure the value-for-effort it derives from its presence on each social media platform? What is considered a “success” on each platform?
3. How should branches and twigs distinguish themselves—or not—from the main organization page? Should there be consistent editorial and graphic standards used for all the branches? How much sharing and reposting of content makes sense across national,

branch and twig social media accounts?

4. What is the “vibe” and image that Editors Canada would like to present on Twitter? What about Facebook and LinkedIn? Is our organization’s look and feel consistent across all social media platforms, or does it get modified to suit each platform’s clientele and purpose?
5. What does the ideal follower look like on each social media platform (age; editing experience; member, non-member, client, or industry professional)?
6. What kind of content should be included on an Editors Canada social media page? Should Editors Canada focus on its own content, effectively using the social media platform to push readers back to the Editors Canada website? Or should Editors Canada link to “outside” content (such as an article in newspaper or magazine, for example)? If yes, who will decide what to include or exclude? In other words, what are the criteria for publishing material on Editors Canada social media pages?
7. Is there a need to use social media platforms such as LinkedIn to promote the benefits of professional editorial services? If there is a need to do more promotion of Editors Canada services, how can that be done so that a clearly defined “voice” is maintained and posts appear regularly?

### **Next Steps**

The results of this review will lay the foundation for social media “best practices” discussions with branch and twig MarComm volunteers, beginning in early November 2019 and continuing throughout the year.

- In collaboration with the national office, the MarComm committee will develop a survey for dissemination to branch and twig social media volunteers to gather information about how they currently use various social media platforms. The MarComm committee will roll up the feedback received so that subsequent discussions (teleconferences, online collaboration, or otherwise) can be used to discuss what “we” (Editors Canada, both nationally and among the branches/twigs) are doing with social media, and how we can do it better.
- Material derived from this social media review, as well as from the follow-up discussions, will be used to develop a proposal to create a MarComm social media toolkit that could be made available to the national office as well as branch and twig MarComm volunteers.

In addition, the above-noted consultation processes will help the MarComm committee to determine if there is an appetite within the organization to develop an Editors Canada social media strategy and set of standards. If so, a proposal will be developed for NEC consideration and, if approved, for further exploration and implementation by a dedicated task force.

## Appendix I – Online Motions

	<b>Motion</b>	<b>Vote</b>	<b>Date</b>
35.	<p>MOVED by Virginia St-Denis SECONDED by Anne Brennan</p> <p>that when decisions are needed about extending existing webinar contracts or initiating new webinar contracts with the Director of Training and Development (that is, the director has a webinar that may be extended or initiated), that the Chair of the Training and Development Committee be given this decision-making authority to avoid a real or perceived conflict of interest.</p>	All in favour: 10 Opposed: 0 Abstentions: 1 recorded abstention (Greg Ioannou)	October 11, 2019
36.	<p>MOVED by Heather Buzila SECONDED by Virginia St-Denis</p> <p>THAT the 2019 agrément exam be delayed until December 2019, date to be determined by the CAP and pending availability at the testing location, and that a copy of the new 2019 study guide be provided free of charge to those people currently registered for the exam and that all those who purchased study guides during 2019 but have not yet registered for the exam be contacted and offered a free study guide if they register for the exam.</p>	All in favour: 9 Opposed: 2	October 10, 2019
<b>Background to Motion 2019–2020 #36</b>			
<p>A new study guide for the 2019 agrément exam was being prepared by the Comité Agrément/Principes (CAP) in advance of the exam. Due to a breakdown in communication and other factors, the study guide was not available for sale early enough for participants to use it to prepare for the exam, which is currently scheduled for November 9. The 2019 exam is in a different format than previous exams, so participants would be at a disadvantage by not having the new study guide to prepare for the exam.</p>			

	<b>Motion</b>	<b>Vote</b>	<b>Date</b>
37.	MOVED by Gael Spivak SECONDED by Patricia MacDonald  THAT Sylvie Collin be approved in the national position of francophone advisor.	All in favour: 9  Opposed: 0	October 21, 2019
38.	MOVED by Gael Spivak SECONDED by Heather Buzila  THAT the NEC appoint Breanne MacDonald to the position of vice-president until the 2020 annual general meeting.	All in favour: 11  Opposed:	November 6, 2019
39.	MOVED by Janice Dyer SECONDED by Virginia St-Denis  THAT the NEC approve the Q3 meeting minutes.	All in favour: 10  Opposed:	November 13, 2019