

**Editors' Association of Canada/Association canadienne des réviseurs
Report on National Executive Council Meeting
September 16 and 17, 2006, Ottawa**

Appointment of committee chairs

Over the summer, three committee chair positions were filled by appointment of the executive:

- Mediator: Jane Kidner (TO), with Janis Barr (BC) as backup
- Membership Chair: Michelle Bosomworth (TO)
- Professional Standards Chair: Frances Peck (BC)

BRANCH NEWS HIGHLIGHTS

Saskatoon launched a branch newsletter that includes information such as teasers of workshops. It has been well received.

The Toronto branch conducted a membership survey about the Toronto seminar series and is currently performing preliminary analysis of the results.

The Toronto branch is looking into an online book resource for non-EAC publications (to replace the book table).

The NCR branch is experiencing a volunteer shortage and will start hosting meetings every second month instead of monthly. The branch executive hopes the decreased number of meetings will serve as a notice to the membership that NCR is in serious need of volunteers. The branch also reports that seminars are on track. The branch's seminar brochure is ready and registration has begun.

The QAC branch executive recently met. The branch also announced its intention to combine *Ampersand* and *La Perluète* into a bilingual publication; however, articles will stay in their original language and will not be translated.

COMMITTEE UPDATES

Certification

The executive director reported that between 15 and 20 people have registered for the certification tests so far. The registration deadline is October 20.

Certification presentations are planned for every branch over the next month. The registration broadcast for non-members is still pending; the new certification committee's marketing member is working on it. The Certification Steering Committee (CSC) developed its own mailing list consisting largely of schools, associations and government contacts, but still needs to reach other employers.

The committee is still undecided about whether the proofreading test will be run next year in addition to copy editing.

Ruth Wilson's presentation to the BC branch on September 20 will be recorded.

In response to council questions about the marking system (numeric versus non-numeric), the CSC chair reports there is no real difference (pass/fail rates are the same), but the numerically based decisions are more defensible. Test takers will not receive their numeric mark. They will only receive a pass or fail indication.

In response to a question about why certification testing isn't being planned for certain cities, it was determined that to warrant planning a test setting in a particular city, at least two member volunteers were required to administer the test and 10 test takers must register.

Marketing and PR

Council members agreed that “The Voice of Canadian Editors” as a promotional tagline was still appropriate. Council members are interested in seeing a “Member of” or “Voting member of” logo design for use on member websites. The guidelines for the logo for websites are being developed.

Conference

Conference 2007 proposals are in and will soon be reviewed. The president has assembled a conference program advisory committee to review the conference proposals.

Publications

Active Voice will move from bimonthly to quarterly due to lack of contributors. It will remain an electronic publication for now, with discussion continuing on returning to print.

The executive director reported that 2000 copies of *Editing Canadian English* have just been reprinted. This quantity should last for two to three years.

NATIONAL ISSUES

Strategic and tactical planning

The proposed six-year plan for strategic and tactical planning was reviewed and discussed. Several suggestions were made while reviewing the document.

Promoting professional development by delivering high-quality conferences, setting up a mentoring system for developing skills, and providing online programs and seminars was discussed.

Professional profile

Council members discussed raising the profile of the profession and its value, including advocating for higher rates.

Awards

Council members discussed establishing new achievement awards, recognizing that the vast majority of Tom Fairley Award winners are substantive editors.

Membership

Council members discussed improving communication and networking by increasing interaction among members. The discussion centred on finding a way to incorporate remote members into meetings and promote interaction among in-house editors.

Council members discussed recruiting and retaining members. Suggestions included awards for long-time members and improving the volunteer experience.

Council members discussed improving the volunteer experience.

The NCR branch is having difficulty attracting the interest and participation of its francophone members. Attendance at meetings is down (the last meetings were cancelled due to lack of interest) and the francophone chair has resigned. There is also a lack of francophone volunteers for the conference.

The Membership Committee's priorities, as identified from the strategic/tactical plan, the committee itself and the chair, are

- tracking recent membership trends and issues
- member recruitment strategies
- volunteer recognition program/volunteer achievement awards*
- online professional development seminars
- online interactive tools
- Online Directory of Editors
- corporate membership proposal*
- remote member outreach*
- francophone outreach

*Council identified the asterisked items as the top priorities. Some of the others do not fall under the Membership Committee's mandate.

Finances

Council members discussed developing a long-term financial plan.

For further information on this meeting, members can consult the minutes, which will be posted in the Read Up section of the EAC website (after approval by the executive at its November meeting).