

**Editors' Association of Canada/Association canadienne des réviseurs
President's Report on National Executive Council Meeting
February 21 and 22, 2004
Ottawa**

Strategic planning

Members of the EAC/ACR executive council met in Ottawa on February 21 and 22. Much of the time was spent on examining the goals identified through the strategic planning process initiated in 2003 and selecting which ones the organization should focus on in the short and medium term. Using the input from the membership, the council selected 10 goals.

- Acquire, summarize, and report detailed member information
- Enhance the volunteer experience
- Develop a long-term marketing strategy and communications plan
- Build a sense of community within the profession by creating social, motivational, and professional opportunities.
- Raise money to promote EAC/ACR and its programs
- Provide fee guidelines and salary surveys
- Encourage better lateral communication within the association
- Evaluate services provided in relation to the diverse range of members
- Implement certification
- Promote EAC/ACR nationwide and the editing profession as a whole.

Information about the membership, fee guidelines, and member services will be available once the membership survey carried out this winter has been assessed. Certification is an ongoing enterprise, under the direction of the Certification Committee. And some of the goals are complex and long term, such as promoting the association and building community.

However, council members proposed taking some specific actions to enhance the volunteer experience. The executive director and the members-at-large will organize a training and orientation session for new committee chairs.

Action will be taken on the development of a marketing strategy and communications plan. A brainstorming session has been held to identify potential new sources of revenue to allow us to realize the goal of promoting EAC/ACR and its programs. Revamping of the Web site will be key to improving lateral communications but should be part of the communications plan.

Other matters

Council members also reviewed the mandate of the members' email forum moderator and the guidelines for the list to be formally put forward for membership approval at the annual general meeting in June. Council also reviewed the governance documents and agreed that they should continue to be assessed in light of practical experience. The statement of commitment for council members continues to be developed as well.

Some time was spent discussing corporate seminars – seminars presented to organizations on request. These are lucrative but also require a lot of national office staff time. The review is ongoing.