

**Editors' Association of Canada/Association canadienne des réviseurs
Minutes of Executive Council Meeting
September 15–16, 2007**

**Day One
Saturday, September 15**

1. Call to order

The meeting was called to order at 10:06 a.m. on Saturday, September 15, in the Maisonneuve room of the Courtyard Marriott hotel, Montreal. The president, Moira White, presided.

Attending:

Brendan Wild	Vice-president
Julia Cochrane	Secretary
Greg Ioannou (agenda items 1–17 only)	Treasurer
Barbara K. Adamski	BC branch representative
Licia Paddison (agenda items 1–17 only)	PP branch representative
Michelle Boulton	SN branch representative and Newsletter Committee co-chair
Beverly Ensom	NCR branch representative
Blossom Thom	QAC branch representative
Brenda Belokrinicev	Member-at-large
Kryisia Lear	Member-at-large
Marta Horban	Executive director
Michelle Ou	Minute-taker

Guests:

Zofia Laubitz (agenda items 1–6A only)	Certification Steering Committee co-chair
Anna Olivier (agenda items 1–6A only)	Francophone Affairs Committee chair
Alan Yoshioka (agenda items 1–6A only)	Forum Monitor
Lee Hunter (agenda items 1–6A only)	List Monitor
Holly Munn (agenda items 1–6A only)	Marketing and Public Relations Committee chair
Heather Ebbs (agenda items 1–6A only)	Membership Committee chair
Frances Peck (agenda items 1–6A only)	Professional Standards Committee chair
David Jolliffe (agenda items 1–6A only)	Publications Committee chair
Susan Davis (agenda items 1–6A only)	Website Committee co-chair

Absent:

Maureen Nicholson	Past president
Mary Anne Carswell	TO branch representative

2. Approval of agenda

The agenda was amended to defer the review of the treasurer's report and approval of the June 2007 in-camera minutes to later in the meeting and to add a supplement to the executive director's quarterly report to agenda item #17.

Motion: MOVED by Julia Cochrane, seconded by Greg Ioannou, to approve the agenda, as amended. CARRIED.

3. Approval of June 2007 minutes of national executive meeting

Motion: MOVED by Greg Ioannou, seconded by Brendan Wild, to approve the minutes of the June 2007 national executive council meeting. CARRIED.

4. Review of action points from June 2007 national executive meeting

Action: Marta will send a reminder notice to the national executive council members to request their home addresses for the annual report to Industry Canada.

5. Ratification of motions proposed and voted on via the email forum

Motion: MOVED by Brendan Wild, seconded by Blossom Thom, to ratify the motions passed on the executive email forum over the preceding quarter. CARRIED.

The motions as passed are as follows.

On August 7, 2007, MOVED by Maureen Nicholson, seconded by Brendan Wild, that the national executive council appoint David Jolliffe as national committee chair for publications. Passed unanimously.

On August 7, 2007, MOVED by Maureen Nicholson, seconded by Greg Ioannou, that the national executive council appoint Beatrice Baker as national committee chair for training and development. Passed unanimously.

On August 10, 2007, MOVED by Maureen Nicholson, seconded by Barb Adamski, that Susan Davis be appointed co-chair of the Website Committee. Passed unanimously.

6. Receipt of quarterly reports and business arising

Motion: MOVED by Julia Cochrane, seconded by Licia Paddison, to receive the quarterly reports. CARRIED.

President

Moira White reported responding to complaints about the national office staff on the English-language email list that stemmed from plain-text formatting issues that arose in the broadcasting of the professional development coordinator job posting.

Vice-president

Brendan Wild asked the national executive council if it would be useful to make key branch resources available on the association website.

Suggestions: If the Website Committee is keen on developing a wiki for the website this would be a good project.

A wiki might not be formal enough because anyone can edit the pages and it might be difficult to determine which documents are official.

Use the website to publish branch resources instead.

Branch newsletters should also be considered key branch resources.

Actions: National office staff will work with the branches to create an archive of branch newsletters on the website.

The Website Committee will examine the architecture of the website to determine how easy or difficult it is to access members' only pages within the branch pages.

Noted: Branch policies may not line up with national policies so it could be difficult to decide which policy overrules the other in case of conflict.

BC

Noted: The association does not have a national policy about broadcasting podcasts. BC has started developing a podcasting policy. A recent Toronto branch presenter was upset when he was informed that the branch intended to reprint parts of his broadcast in *Edition*. The branch revised the article before printing.

Suggestions: The association should seek legal advice. The material that is being broadcast belongs to somebody so EAC should look into redistribution permissions and find out what happens if someone says something slanderous, whether the person who puts the podcast online has to vet it and whether the association needs to inform audience members that they are being recorded for broadcast. EAC may need written permission from the presenter for podcasts. Participants need to be clear about how the podcasts will be broadcast. The association may need to encrypt or password-protect the podcasts. Create a sign-in sheet for audience members that serves as a consent form.

Noted: Legal issues may differ at the national and provincial levels. Toronto's strategy is to let speakers and audience know that a meeting is being recorded and will be broadcast, but the branch has no official policy in place. Beatrice Baker (Training and Development Committee chair) is interested in learning more about podcasting.

Action: Marta Horban will follow up with David Jolliffe, the Toronto branch and anyone else who has samples of broadcast permissions documents.

Noted: BC wants a hard copy of the proofreading study guide to display at events. The national office lent a print study guide to QAC to display at Word on the Street in Halifax. The recipient signed a form promising to return the copy to the national office. Display copies were stolen from Saskatoon.

Suggestions: Develop incomplete "display copy only" versions for the branches. Develop a marketing version that contains only selected pages for the branches and make it available online

Motion: MOVED by Greg Ioannou, seconded by Barb Adamski, to refer the issue of promotion of publications to the Publications and Marketing and Public Relations Committees. CARRIED.

Noted: The national executive council's practice is to vote online and ratify in person so that the motions can be recorded in the minutes, but there is no official e-voting policy.

Saskatoon

The branch designed a mock-up logo made up of the EAC logo, a stalk of wheat and the words "Saskatoon Branch" to use on branch travel mugs.

Consensus: Members at the table had no objection to Saskatoon's proposed design because it does not interfere with the integrity of the association's logo.

Suggestion: Develop branch logos next time the association updates the EAC logo.

Toronto

The branch requested an update on the status of the online book table.

Motion: MOVED by Greg Ioannou, seconded by Barb Adamski, to refer the discussion of the online book table to the Website Committee.

Suggestions: The Website Committee should work in conjunction with the Training and Development Committee to develop the online book table. The Training and Development Committee should determine which resources the association will sell.

Amended motion: MOVED by Greg Ioannou, seconded by Barb Adamski, to refer the discussion of the online book table to the Training and Development and Website Committees.

Noted: Amazon has an affiliate program. The Website Committee should be involved from the start to explore a relationship/contract with Amazon. Referring issues to committees is intended to take the burden off the national office staff. Some members liked the book table because they could speak with other members about the resources. The association needs to remember that it is recommending the resources it offers on the online book table. The association should develop a list of French-language resources. This is not a priority for francophone members when existing association services are not equal to English-language services.

Amended motion: MOVED by Greg Ioannou, seconded by Barb Adamski, to refer the discussion of the online book table to the Training and Development, Website and Francophone Affairs Committees. CARRIED, as amended, with one abstention.

NCR

Noted: The Prairie Provinces branch wants to share its strategic and marketing plan with NCR through the website.

Action: The Conference Committee will plan to offer a strategic planning session at the conference.

Noted: NCR would like to share the national strategic plan with its strategic planning team. NCR requested the strategic plan for its strategic planning team in the summer, but was informed that while the team's members may read the document, they would not receive the electronic copy because it is a work in progress. It is not ready for circulation.

Suggestions: Branch strategic plans should evolve from national's strategy.

The national strategic plan should not be restricted. The membership should have access to the plan if they're the ones who created it. The document belongs to the membership so it should be available to the membership.
Watermark the national strategic plan as a "working document."

Noted: The Strategic Plan Update says that anyone who wants the plan can request it from the national office.

Motion: MOVED by Brenda Belokrinicev, seconded by Krysia Lear, to make the strategic plan available to any member at their request. CARRIED.

Noted: Members should not have to request the national strategic plan. It should be available on the members' side of the website.

QAC

Noted: The branch held four networking meetings over the summer, two in Quebec City and two in the Atlantic provinces.

Executive director

Noted: Marta Horban hired a national professional development coordinator, Helena Aalto, who is well connected in the Toronto publishing industry. Part of her mandate is fundraising. The association is aiming for \$30,000 from national sponsors.

Action: Helena will look into obtaining sponsorship money from the Alberta government for the 2008 conference.

Francophone affairs

Suggestion: National should make it a priority to improve the French website because it's not professional. The translation is weak and many of the resources offered to the English-speaking members (such as a style sheet, the Interactive Voice forum and *The Committee Book*) are not available in French.

Noted: Ensuring that all resources offered to English-speaking members are matched for francophones is a huge project involving the executive director, paid staff, volunteers and, possibly, paid consultants.

Suggestions: Source outside money to pay for francophone projects.
Use Interactive Voice to bring English- and French-speaking members together.
Sometimes English-speaking members have French questions and vice versa.

Noted: Most of the association's resources were developed by volunteers. The problem seems to be that there aren't enough francophone volunteers.

The national executive council and committee chairs present acknowledged the return of a Francophone Affairs Committee chair to the table with a round of applause.

Membership

Suggestion: National should update the new member packages.

Noted: The Membership Committee intends to re-evaluate the new member packages and make recommendations about what new members should receive.

Suggestions: Update the membership application and renewal forms to ask members if they are willing to volunteer. Members should state what they're interested in volunteering to do, what their level of expertise in that area is and their availability.

Build a volunteer database.

Noted: The previous year's Membership Committee did not submit its volunteer recognition report to the national executive council.

Action: Heather Ebbs will submit the Membership Committee's volunteer recognition report to the national executive council.

Noted: The Membership Committee intends to focus on remote membership. QAC surveyed its remote membership and had a 50% response rate from Atlantic Canada members and a 6% response rate from francophone members. (Francophone members received the survey in French.) Beatrice Baker is interested in researching how to serve remote membership. BC is working on getting its Telecafés going to reach remote members. Association revenues are significantly lower than expected so the national executive council may ask the Membership Committee to conduct a membership drive.

Certification

Noted: Certification Steering Committee members signed confidentiality agreements asking them to destroy documents when asked to do so, but they have never been asked. There are no specific guidelines for information (hard copy or electronic) security.

Suggestions: There should be a repository of information at an outside location (e.g., national office).
The committee should be proactive and ask members to delete old documents and ask members to confirm when the task is complete.
Make files password-protected.
Any policy for destroying documents has to dovetail neatly with a policy for archiving.
Create a process for submitting documents to the national office.

Conference

Noted: The dates for the 2008 conference in Edmonton at the Shaw Centre are June 6–8. The conference tends to overlap with Congress of the Humanities and Social Sciences and Book Expo.

List Monitor

Noted: Lee Hunter has started a list of frequently asked questions for the English-language email list that he will circulate to the national executive council for feedback.

Professional Standards

Noted: The committee came across documents from other editing organizations that aren't necessarily skills standards, but may be practice- or ethics-related matters, such as meeting deadlines and confidentiality.

Documents like this may be beneficial to EAC, but the committee is unsure of whether they fit in with *Professional Editorial Standards* or if they would make up separate documents, such as a code of practice or a code of ethics.

Action: Frances Peck will ask the Normes sub-committee if there are similar standards in French.

Noted: The professional standards survey was delayed while the committee waited for the association to select an online survey tool and while the committee looks for someone to design a survey that will generate results that can be analyzed easily. National is now using GiftTool for online registration and surveying. Frances found some members at the orientation session for EAC committee chairs and new national executive council members who could potentially design the survey, but ideally the committee would like to hire a professional to design the survey. Some members of the survey sub-committee are wondering if the survey should go out to non-members as well, to get a better scope of what editors actually do.

Suggestions: Because certification is open to non-members *Professional Editorial Standards* should reflect a sample of all editors, not just members. Inviting non-members to take part in the survey is also a good way to market the association. Survey members first and then ask members to suggest non-members to constitute a pool of outside editors to take the survey. Invite like-minded groups, such as the Canadian Society of Magazine Editors and PWAC, to take the survey. Advertise for survey-takers in sister organizations' publications. Send a press release to other editing-related organizations. Hire a professional to design the survey if it's meant to go out to non-members.

Noted: The online surveying tool does not eliminate the need for the Member Communication Committee because the results still need to be analyzed.

Motion: MOVED by Krysia Lear, seconded by Greg Ioannou, that the Professional Standards Committee be empowered to proceed with their survey as set out in the schedule.

Noted: Taking the time to research and identify other editing groups outside to ensure that there is a random, representative sample of editors will derail the committee's progress.

Suggestion: Advertise that we're looking for feedback from all editors on the website.

Amended motion: MOVED by Krysia Lear, seconded by Greg Ioannou, that the Professional Standards Committee proceed with their survey as described in the schedule.

Amended motion: MOVED by Krysia Lear, seconded by Greg Ioannou, that the Professional Standards Committee conduct the survey of the EAC membership plus 30 to 50 non-members.

Amended motion: MOVED by Kryisia Lear, seconded by Greg Ioannou, that the national executive council instruct the Professional Standards Committee to proceed as originally mandated. CARRIED, as amended.

Publications

David Jolliffe identified the committee's key priorities.

1. provide production services to other committees
2. manage EAC's existing publications
3. assess the association's existing publications and review what else is on the market
4. develop a marketing plan for the existing publications
5. recruit committee members

Actions: Marta Horban will provide David with financial information and printing history for the association's existing publications.
The branch representatives will return to their branches to look for volunteers for this and other committees.

Forum Monitor

Noted: There is no action for Alan Yoshioka to take regarding existing contentious posts on Interactive Voice.

Newsletter

Noted: The editors are very close to putting out the next issue of *Active Voice*.
The next issue will be a double issue.
Much of the next issue has been translated.

Suggestion: Print *Active Voice*'s publishing schedule and submission deadlines in French for this and all future issues.

Noted: Back issues of *Active Voice* are at the national office.

Action: Lianne Zwarenstein will send back issues of *Active Voice* to all branches.

Suggestions: Send a submissions reminder to all members in English and French.
When *Active Voice* ships send out an email broadcast telling members to watch their mailboxes and to think about volunteering for the next issue.
Create an *Active Voice* discussion forum in Interactive Voice to generate discussion.
Encourage members to resubmit their contributions to branch newsletters to the national newsletter.

Website

Noted: Some members at the orientation session for EAC committee chairs and new national executive council members found the association's website difficult to navigate.

Noted: The association may require additional staff time and financial resources to update the website.

Suggestion: Look into technology that allows emails to automatically filter to the Interactive Voice forum.

Training and development

Noted: Kryisia Lear reported that Beatrice Baker intends to develop a committee, work with the branch professional development chairs and think about succession planning.
Bea is interested in remote training.

Suggestions: Create professional development discussion forums in Interactive Voice, recruit facilitators and pay the facilitators an honorarium to keep the discussion going. Offer online courses using an e-learning platform, such as Moodle.
Look into sanctioning courses from outside organizations, such as universities.

Marketing and public relations

Noted: The committee has a chair, Holly Munn, but no other members yet.

Action: National office staff will forward any existing printed materials (such as brochures and past press releases) to Holly.

6A. Strategic and tactical planning (previously agenda item #11)

National executive council members and committee chairs reviewed and discussed the proposed six-year plan for strategic and tactical planning, making several suggestions while reviewing the document.

Actions: Moira White will email the strategic plan, as is, to national executive council members and committee chairs on Monday, September 17.
The committee chairs will review the strategic plan and email their feedback to Moira and the members-at-large via the committee chair email list by Monday, September 24.
The members-at-large will forward the committee chairs' feedback to the national executive council email list for discussion and send executive council comments back to the committee chairs.
Moira will revise the strategic plan based on feedback and recirculate it to the national executive council and committee chairs.

Noted: Anna Olivier needs a French translation of page three of the strategic plan.

Action: Marta Horban will circulate the action plan template to committee chairs on Tuesday, September 18.

Suggestions: In the future the president should circulate the strategic plan to national executive council members and committee chairs the day after the AGM.
When a member is recruited for a committee chair position the national executive council should show that person the committee's action plan and the strategic plan so they know what is expected of them in the coming year.

Noted: The strategic plan meeting is held in September for logistical reasons. The national executive council can't hold the meeting immediately after the AGM because it doesn't know who will be elected.

Suggestions: Encourage branch committee members to get involved in the orientation session for EAC committee chairs and new national executive council members.
The committee chairs could hold quarterly conference calls.
Build committee chair discussion time into the September 2008 strategic planning weekend.
Revise *The Committee Book* so incoming committee chairs know what's expected of them.
Create a strategic planning database that will work at both the national and branch levels.

Action: The branch representatives will report back to Marta Horban within two weeks with some names of members who are proficient in Access to help develop a strategic planning database.

Les Principes directeurs en révision professionnelle

Actions: The national office will send *Les Principes* to all publishing houses in Quebec.
Krysia Lear will consult with the Publications Committee about distributing *Les Principes*.

Suggestion: Send *Les Principes* to government communications offices as well.

Marketing and public relations

Suggestions: Recruit members who are involved in marketing at the branch level for the national Marketing and Public Relations Committee.
Give conference registrants a waiver to sign so they can consent or refuse to have their conference photos published in association newsletters and on the website.

Action: National office staff will create email aliases for the new member services, professional development and communications committee groups.

National rates survey

Suggestion: Send out a follow-up survey to all members to ask if they changed their rates after the 2007 national rates survey.

Actions: Barb Adamski will conduct a follow-up to the national rates survey and write an article based on the results.
Michelle Boulton will send an audio file of the rates plenary session from the 2007 conference to Barb.

Member Communication Committee

Some national executive council members felt that the Member Communication Committee's name does not accurately describe the committee's function.

Action: Marta Horban will look into who can authorize a committee's name change.

Translation services

Noted: The national office outsources French translation to a firm in Montreal. These translations require review after they're returned to the national office.

Suggestions: Source new translators.
Give members the first chance to take on EAC translation jobs.

New achievement awards

Suggestion: Develop long-time member awards in time for EAC's 30th anniversary in 2009.

Online Directory of Editors

Noted: The national office plans to launch the upgraded Online Directory of Editors in December 2007.

Lynne Massey has contacted the directory's designer, Paul Gross, for his availability. The exact launch date will be contingent on his availability and the size of the project.

Suggestion: Focus on marketing the ODE once it goes to a paid-listing model. Make this the Marketing & Public Relation Committee's short-term priority.

Mediator

Noted: The mediator did not submit a quarterly report in time for the meeting. There has been little contact between the mediator and executive director, and between the mediator and her member-at-large.

Action: Marta Horban will make an appointment to see Jane Kidner.

Industry changes

Noted: Many publishing companies are now outsourcing their editing jobs overseas at significantly lower rates.

Suggestions: Write an article in *Active Voice* to raise awareness.
Hold a session at the conference.

Action: The Conference Committee will add the subject to the national call for proposals for the 2008 conference.

Suggestions: Use Interactive Voice to post "bloopers" seen in outsourced editing. Some people might be offended by the bloopers. It might be hypocritical to post bloopers from outsourced editing because Canadian editors look for work overseas too. Focus on the positives of what Canadian editors can offer and do not engage in mudslinging. Open the discussion on Interactive Voice to see what happens and recruit someone to monitor the discussion.

Actions: Brendan Wild and Alan Yoshioka will start and monitor the discussion. Michelle Ou will draw attention to the thread in next e-news update.

Website

Suggestion: Test usability on the website.
When the website is re-launched ask testers how long it takes them to find specific documents.

Membership fee payments to branches

Action: Marta Horban will send a report on the financial impact of the membership category changes to the national executive council.

- Noted:** Branches receive money from national based on a flat number of members; however, some of those members (students and emeriti) only pay at 50% and national absorbs the difference.
- Suggestion:** Most of the branches seem to have more cash flow than national so perhaps it is time to review the formula of how much money goes to the branches.
- Noted:** Most of QAC's revenue comes from national. For most branches a very small amount of revenue comes from national and the vast majority comes from seminars. Branches that hold more seminars tend to be more successful financially.
- Actions:** Greg Ioannou will review the formula used to determine quarterly payments to branches.
Marta and Greg will create a chart to show the allocation of dues to the branches and to national.

Francophone members

- Suggestion:** Suggest francophone topics for conference.
- Action:** Marta Horban will visit the *Centre francophone* office on College Street in Toronto to ask its executive director how the group recruits its volunteers.

National executive council and committee chair positions

National executive council members agreed that the association needs to implement succession planning.

- Suggestions:** The national executive council table officers could hold conference calls to minimize the learning curve for members who are new to their positions. Instead of two members-at-large, create three new national executive council positions called “director of communications,” “director of member services” and “director of training and development.”

6B. Review of committee chair orientation (previously agenda item #9)

The members-at-large circulated a report on the orientation session for EAC committee chairs and new national executive council members. The session was well received.

7. Suggestion to include committee chairs in distribution list for national executive council reports.

- Noted:** The national executive council quarterly reports are not available to the entire membership. They are listed as appendices to the minutes, but the appendices are not made available online.
- Suggestions:** The committee chairs should submit their quarterly reports to the national executive council through the members-at-large via the committee chair list. The members-at-large should review the national executive council quarterly reports and funnel pertinent excerpts to the committee chairs.

8. Advertising policy for *Active Voice*

The national executive council deferred discussion of an advertising policy for *Active Voice* to Sunday.

9. Review of committee chair orientation

The national executive council moved the review of the orientation session for EAC committee chairs and new national executive council members to agenda item #6B.

10. Update on certification

The national executive council deferred the update on certification to Sunday.

11. Strategic and tactical planning

The national executive council moved the strategic and tactical planning discussion to agenda item #6A.

12. Adjournment

Motion: MOVED by Julia Cochrane to adjourn. CARRIED.

The meeting was adjourned at 4:32 p.m.

Day Two**Sunday, September 16****13. Call to order**

The meeting was called to order at 10:04 a.m. on Sunday, September 16, in the Maisonneuve room of the Courtyard Marriott hotel, Montreal. The president, Moira White, presided. Attending: see item 1 above.

13A. Advertising policy for *Active Voice* (previously agenda item #8)

Michelle Boulton circulated a draft advertising policy in principle for *Active Voice*. National executive council members were largely in favour of the policy as presented, but were opposed to stitched-in inserts.

Suggestions: In addition to accepting advertisements from institutions advertising their courses and other related organizations, the association could solicit corporate advertisers (e.g., Staples) by invitation.
The editors could bank articles for future newsletters.
Sell classified ads.
Helena Aalto could be put in charge of *Active Voice* advertisements with Lianne Zwarenstein in charge of administration.
Michelle Ou coordinates national communications so advertising in the national newsletter might fall under her purview.

Action: Marta Horban will meet with Michelle Ou to discuss a plan for national office staff responsibilities with respect to advertising.

Suggestion: Develop a strict policy and rate sheet for payment from advertisers.

Consensuses: National executive council members do not want to see advertising on the association's website.
The member discount on advertising of 50% of the regular cost is too high. A 25% discount would suffice.

- Noted:** The cost of a subscription for *The Editorial Eye* is US\$200/year for 12 16-page issues.
- Suggestions:** The *Active Voice* subscription fee for non-members should be valued high. The subscription fee for *Active Voice* should be approximately C\$100/year after GST. The subscription fee should be higher for out-of-country subscriptions. Advertorials may cheapen the publication. The association should develop a policy about what can be advertised in the classified section.
- Noted:** The Writers' Union of Canada sells classified ads.
- Consensus:** Restrict classified ad sales to members and leave content approval to the discretion of the newsletter editors.
- Action:** Michelle Boulton will consider rates for classified ads and report back to the national executive council.
- Motion:** MOVED by Greg Ioannou, seconded by Brendan Wild, to have paid advertising in *Active Voice*.
- Amended motion:** MOVED by Greg Ioannou, seconded by Brendan Wild, to adopt the draft advertising policy in principle for *Active Voice* as an interim policy to be finalized at the next national executive council meeting. CARRIED.
- Actions:** Maureen Nicholson will take the draft advertising policy in principle, turn it into a draft policy and circulate it on the national executive council email list for voting.
Michelle Boulton will produce a rate card to distribute with the fall 2007 issue of *Active Voice*.

13B. Update on Certification (previously agenda item #10)

National executive council members reviewed and discussed draft Operational Policy 7: Certification, making several suggestions while reviewing the document.

- Noted:** In some universities students sign a waiver to authorize the release of information regarding their academic status, but if the registrar receives a call to check the status of someone who doesn't have a degree from that institution the registrar tells that person that "legal counsel has advised them not to release that information without the written consent of the third party" and invites the reference-checker to submit a written request for information to legal counsel.
- Suggestions:** Publish a list of Certified Proofreaders with links to their email addresses on the association's website. This could be considered discriminatory because not all members choose to write the certification tests. Certified members could volunteer their certification status in their online directory listings. Build a qualifications field into the online directory that will capture certified members, educational degrees, etc.

Motion: MOVED by Krysia Lear, seconded by Barb Adamski, to ratify the certification policy, as amended. CARRIED with one abstention.

Nat-exec reply to the Prairie Provinces branch's motion from June meeting

At the June 2007 national executive council meeting the Prairie Provinces branch representative brought the following branch motion to the EAC national executive council.

“The Prairie Provinces branch recommends to the national executive council that the certification exams be considered [less as testing tools and more as] rigorous professional development tools that provide both qualitative and quantitative feedback on results to candidates.”

The national executive council consulted with the Certification Steering Committee, which proposed the following response.

“The EAC national executive council appreciates the Prairie Provinces branch's interest in certification and the recommendation that it has made to the council in this regard. The council regrets, however, that it cannot accept this recommendation. From very early in the development of the certification tests, EAC has had a practice of separating certification on the one hand from training and development on the other, which developed after much discussion and examination of the issue. The decision is also based on concern for the security of tests and on standard testing practices.”

Noted: At present test-takers may not pay an extra fee to receive their test scores. The Certification Steering Committee does not intend to allow them to do so in the future.

Suggestion: The association should look into endorsing courses for certification.

Noted: The association does not intend to offer certification preparation courses. Greg Ioannou declared a conflict of interest and withdrew himself from the discussion.

Suggestion: The association should develop certification preparation courses, but make it clear to participants that taking the course is not a guarantee of passing the certification tests.

Motion: MOVED by Krysia Lear, seconded Brenda Belokrinicev, to reply as the Certification Steering Committee has indicated. CARRIED with five abstentions (with one abstention declared as a conflict of interest).

Motion: MOVED by Barb Adamski, seconded by Julia Cochrane, to communicate the recorded results of the previous motion to the Certification Steering Committee. CARRIED.

Motion: MOVED by Blossom Thom, seconded by Krysia Lear, to appoint Zofia Laubitz as co-chair of Certification Steering Committee. CARRIED.

13C. Approval of June 2007 in-camera minutes of national executive council meeting (originally agenda item #3)

Motion: MOVED Julia Cochrane, seconded by Brendan Wild, to go in-camera.
CARRIED.

13D. Mediator's report

The mediator submitted her report on Friday, September 14.

Suggestions: The mediator's report should state that two members approached her, that she could help one but not the other and the type of assistance she gave. The mediator must be careful not to use identifying details in the report
The mediator's report should also state that she's working on developing a Mediator's Corner for the association's website.
Develop a resource page on the website that contains conflict resolution tools.

Action: Marta Horban will suggest to Jane Kidner that Jane research conflict resolution tools for the website.

14. Budget

The national executive council had budgeted for a breakeven, but revenues to date are lower than expected. National has withdrawn about half of the association's reserves, but the branches still have not received their quarterly payments for June 30, 2007.

Noted: There was no revenue from Online Directory of Editors entries.
The budget projected revenue from paid ODE entries based on launching the updated directory in spring 2007. The project is now scheduled to launch at the end of December 2007.
Conference 2007 revenues were lower than expected.
The financial system at the national office is out of date. There is no accounting software and the back and forth between the executive director and the bookkeeper can take several weeks, which makes it difficult to report on the association's actuals.
The association's auditor has previously given the association advice on how to improve operations (e.g., keeping files on site).

Action: Marta will call the auditor on Tuesday, September 18 for advice.

Noted: The national office now has a computer that can accommodate Simply Accounting
The association's bookkeeper is doing both entry and reconciliation.

Suggestion: The national office should have somebody on site to do entry.

Noted: The Toronto branch employs the same bookkeeper and she visits that branch once per year to perform the bank reconciliation.

Suggestions: Get Simply Accounting in place for October 1, 2007.
Find a new bookkeeper.
Charge an existing national office staff member or hire someone to come in on a regular basis to do bookkeeping.

- Action:** Greg Ioannou and Marta will meet next week to discuss national’s current financial situation.
- Suggestion:** Offer the Elementary Knowledge of the Publishing Process test on both test days in future years to increase revenue potential.
- Noted:** The Certification Steering Committee would have to develop two tests to offer the test on both test days.
- Action:** Marta will email the financial spreadsheet to Greg to examine the formula that determines how much national gives to the branches.

Marta identified the following upcoming expenditures.

- June 30 and September 30 quarterly payments to the branches
- Certification expenses between November 2007 and January 2008
- The November national executive council meeting

Noted: The cost per national executive council meeting is approximately \$10,000. National had budgeted for \$37,000 in revenue from ODE in 2007. The national office will inform the membership in e-news update that the ODE will move to a paid-entry model. Members who are already listed in the directory will receive individual letters. Members have not paid for a directory listing since the association discontinued the print directory. They were informed that they would eventually pay for online directory listings.

Suggestions: Create a visual sample of the updated ODE for the website ahead of invoicing. Notify members in the next e-news update to inform them that the national office is aiming for an updated ODE launch in December 2007 and at that time the association will start charging for the ODE “once again.” Ensure that the English and French ODE are launched at the same time or be prepared to send the francophone members a letter if the French side is delayed.

Noted: The English and French ODE are different platforms, but they are drawn from the same database so the national office does not anticipate a lag for francophone members when launching the updated online directory. There has never been an Online Job Tools Committee chair.

Action: National office staff will look for past marketing materials for the ODE and send them to Brenda Belokrinicev.

Suggestion: The branches should have a flyer to distribute at Word on the Street to advertise the certification study guides.

Action: Helena Aalto will assemble the certification study guide flyers and send them to the branches for Word on the Street.

Noted: All branches have reported their financials to the national treasurer, but there are still problems with BC’s financials.

Greg hasn't spoken with Jean Lawrence about the branch's financial situation since June 2007.

Action: Greg will call Jean Lawrence.

Noted: Branches must report to national once per year.

Action: Marta and Greg will look into deregistering GST numbers for branches with revenues below \$30,000 per year.

Noted: National uses GiftTool as its online registration and surveying tool. National needs to separate BC from its shared GiftTool account because separating national and BC revenue is an onerous task. BC and NCR use GiftTool. Prairie Provinces, Saskatoon, Toronto and QAC do not have online registration tools in place yet.

Noted: National repaid the Prairie Provinces branch's certification loan. National has not paid BC back yet and NCR forgave its loan.

Action: Barb Adamski will report back to BC that the branch will hear from national after national's finances are sorted out.

Noted: National needs to be careful about how its financial situation is communicated to the membership.

Suggestion: Inform the membership that national is going through a "financial administrative overhaul."

Actions: Marta will update the national executive council about national's financial situation up to June 30 by September 30, and up to September 30 by October 31. Marta will email committee budgetary allocations to the members-at-large.

15. Volunteering for EAC

Action: Brendan Wild will research other organizations' volunteer codes and report back to the national executive council. Brendan will email Marta Horban to request a list of websites.

Noted: The national executive council acknowledged Maureen Nicholson for successfully recruiting candidates to fill the vacant committee chair positions.

Suggestion: The president could appoint the vacant committee chair positions in the future.

Noted: The president of a volunteer organization never serves on the nominating committee. Some committees are struck by membership and others are struck by national executive council.

Suggestion: As agents of national executive council, all chairs of committees should be appointed.

Noted: Forming committees is the membership's way of taking the association in a direction the national executive council might be unwilling to go, or to put the association's focus on something that isn't on the national executive council's radar.

Suggestion: Formalize succession planning.
Ensure that the chair of the nominating committee informs candidates if they've won or lost an election immediately after the AGM.

16. Membership drive

Noted: Membership numbers have been stagnant for three to four years.
Membership increased from 800 to 1,600 during Connie John's time.

Action: Marta will contact Connie John to discuss increasing membership numbers.

Noted: Connie focused on marketing the association.
CBC and the Ottawa mayor were not interested in the 2007 conference.

Suggestions: Edmonton's mayor might be more amenable.
Invite more media to the conference.
The branches could cultivate contacts with local media.
Create a national template for certification. Certified editors could plug their personal information into the template and distribute it themselves.
Send press releases to small-town papers.
Because the 2008 conference theme is "Editing in the Global Village," the association should invite other writing/editing organizations to attend and offer their members the EAC member rate or a discounted rate that falls between the EAC member and non-member rate.
Offer an EAC member rate, a Canadian "like-minded" organization rate and a non-member rate for the 2008 conference.
If someone pays the full rate and then joins EAC at the conference, the association should offer them a discounted membership fee.

Consensus: EAC should offer a discounted registration rate (halfway between the member rate and the full rate) for like-minded or affiliate organizations.

Noted: The Conference Committee sets the fees for the conference.
QAC is conducting its own membership drive.
There is no equivalent editing association in the United States.

Action: Moira White will send a directive to the Conference Committee to consider the national executive council's feedback when setting registration fees for the 2008 conference.

Suggestions: Recognize the person who travelled the farthest to attend the conference.
Offer a membership discount to current members who bring in new members.
Ask new members why they joined in the welcome email from the national office.
Membership fees are already reasonable so look for other incentives instead of additional discounts.
Focus on what the association can do for in-house editors.

- Noted:** Many in-house editors don't know that EAC exists.
- Suggestion:** Send *Active Voice* or membership invitations to magazine editors, etc.
- Noted:** NCR uses seminars as its primary marketing vehicle. The branch mails brochures to 1,900 contacts.
EAC once had a booth at the annual Magazines Canada convention.
Toronto used to hold branch meetings at the Press Club, resulting in many journalism contacts.
Some Guelph members had a booth at a small business show.
Saskatoon has its own monthly e-news update that goes out to 200 contacts.
- Suggestion:** Print an application for membership in every issue of *Active Voice*.
- Action:** The branch representatives will identify writing/editing courses at local educational institutions where EAC could distribute marketing materials or send guest speakers.
- Suggestions:** Offer small branch scholarships for students.
Send one-time sample copy of *Active Voice* to external contacts with a letter inviting them to subscribe.
- Action:** Blossom Thom will compile a list of membership drive suggestions from these minutes to send to the Membership Committee.
- Noted:** There will be no brochure for the 2008 conference. The 2007 conference brochure was too expensive and too time-consuming. The Conference Committee will prepare a postcard that will point people to the website instead.
- Suggestions:** Offer contract jobs (e.g., design, surveys) to members first.
Hire a marketing professional to redesign the association's marketing materials.
Send a request for proposals to a marketing company about revamping the website from a marketing perspective.
Hire a professional to test the usability of the association's website.
Find a student who's willing to test the website as part of his or her course work.
- Noted:** If the association enlists a student's help to test the website's usability the national executive council may need to revisit the volunteer policy.
- Action:** Barb Adamski and Krysia Lear will send out feelers looking for students to test the website's usability.

17. Other business

- Actions:** Marta Horban will send an email to the national executive council members and committee chairs to request feedback on their experience at the Courtyard Marriott in Montreal.
National office staff will proceed with developing a committee chair page on the website.

Noted: There is still no francophone presence on the national executive council, but the executive council cannot appoint one. Only the membership can do so at the AGM.

Action: Blossom Thom will join the Francophone Affairs Committee.

Suggestions: Do away with the vice-president position and have the membership elect a president elect who becomes the president in the second year and past president in the last year.
The national executive council could have regional representatives instead of branch representatives.

Noted: Given the association’s past discussions of developing francophone and remote branches the dividing lines wouldn’t necessarily be regional.

Suggestion: Rename the chair of the Francophone Affairs Committee the “director of francophone affairs” and add that position to the national executive council.

Noted: Any proposed changes require a great deal of time to solicit and analyze membership feedback before they can be presented at the AGM.

Noted: At the orientation session for EAC committee chairs and new national executive council members the group revised the member-at-large responsibilities. They are now as follows.

Member Services Group (reporting through Brenda Belokrinicev except as noted below)

Francophone Affairs Committee (reporting through Marta Horban)
Forum Monitor
List Monitor
Mediator
Membership Committee (reporting through Brendan Wild)
Member Communication Committee

Professional Development Group (reporting through Kryisia Lear)

Certification Steering Committee
Conference Committee
Professional Standards Committee
Publications Committee
Training and Development Committee

Communications Group (reporting through Brenda Belokrinicev)

External Liaison Committee
Marketing and Public Relations Committee
Newsletter Committee
Website Committee

Consensus: The national executive council does not need to ratify the new divisions.

Suggestion: Update *The Committee Book* to reflect the new divisions.

- Noted:** The Member Communication Committee was struck and named by the membership.
- Suggestion:** Propose changing the name of the Member Communication Committee at the next AGM.
- Action:** Moira White will ask Maureen Nicholson for a master list of when and how each committee was struck.
- Noted:** Treasury Canada's per diem for employees travelling within Canada is \$78.
- Suggestion:** Each branch should cover meals for its branch representative travelling on national business.
- Noted:** The \$25 per diem for members and staff travelling on national business for the September meeting stands.
- Action:** The national executive council will send a formal request to each branch to request that it cover its national representative's meal expenses when the representative is travelling on national business.
- Suggestions:** Develop a relationship with a hotel chain so EAC members can take advantage of corporate discounts.
Print a hotel sponsor logo in *Active Voice*.

18. Council priorities for the next quarter

- National finances
- Action plans/committees
- Address francophone requests
- Membership drive
- Structural review
- Online Directory of Editors

Action: Moira White will ask Heather Ebbs, with a copy to Michelle Boulton, to write a historical association restructuring article for *Active Voice*.

19. Adjournment

Motion: MOVED by Beverly Ensom to adjourn. CARRIED.

The meeting was adjourned at 3:10 p.m.

Secretary

President