



EDITORS  
RÉVISEURS  
CANADA

## Director Reports

### 2018 Q2 Meeting

Online  
June 23, 2018

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## President, Gael Spivak

### Quarterly report to the national executive council for Zoom meeting of June 23, 2018 (Q2)

1. List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)
  - Student relations committee
  - HR committee
  
2. Note successes, accomplishments and challenges from the past quarter
  - Kept the NEC focused on our priorities and our projects.
  - Got the 40<sup>th</sup> anniversary task force going again. They will have recommendations by Aug.
  - Started documenting the awards tasks, step by step (so it's not all in someone's head)

Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the hub	<ul style="list-style-type: none"> <li>• Find synergy with other organizations.               <ul style="list-style-type: none"> <li>○ I will continue to look for ways to partner with others.</li> </ul> </li>   <li>• Build awareness</li> </ul>	<ul style="list-style-type: none"> <li>• Romina Marazzato Sparano contacted me to talk about the Spanish Editors Association in the US (a professional training offshoot of Rescate, the association that was interest in our standards). No action associated with this but noting that we connected</li> <li>• Not much more going on for new partnerships.</li> <li>• Represented Editors Canada on social media, welcoming potential members and students.</li> </ul>
Innovative and Agile	Try new things	<ul style="list-style-type: none"> <li>• Work to change the culture to one of "How can we do this?"</li> </ul>	<ul style="list-style-type: none"> <li>• Have seized an opportunity to create a tech team of</li> </ul>

			volunteers with programming expertise who can help with the website. I'll turn it into something over the summer.
Innovative and Agile	Agile	<ul style="list-style-type: none"> <li>• Make sure policies and procedures support the ability to be responsive and act quickly,</li> </ul>	<ul style="list-style-type: none"> <li>• Did small revisions to the HR Procedure (adding the exit interview for staff) and Awards Procedure (making President's Award nominations easier).</li> <li>• Helping with updating the editing these guidelines so it's not limited to grad students (so editors have a tool that reflects the reality of what is happening).</li> </ul>
Communications and Marketing	Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none"> <li>• Plan for communicating with potential members, clients (employers) and related partner organizations.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to contribute to videos.</li> </ul>
Membership: Increased and Engaged	Engaged members	<ul style="list-style-type: none"> <li>• Improve volunteer recognition and experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Documenting the awards tasks. Having the info in one person's head makes the association very vulnerable and it's a huge waste of our volunteers' time.</li> </ul>

**3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**

- Help the 40th anniversary task force with anything they need. I have their workplan if anyone wants to see it.
- Going over the awards process with the office and past president, to get the tasks fully documented.

**4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**

- None

## **Vice President, Julia Cochrane**

Most of my quarter 2 was taken up by the annual report, which we got done and sent to members about a week before the AGM. Phew.

Also did a few exec reads and voted on some things. :-)

Supported the president as needed and at the AGM.

## **Past President, Anne Louise Mahoney**

The nominations committee found volunteers for most available positions (national executive and committee chairs). We continue to recruit for the position of national treasurer; I will invite the incoming director of francophone affairs to help recruit a chair of the francophone affairs committee, and the incoming director of communications to help recruit a chair for the communications and marketing committee.

I wish to thank committee members Dawn Hunter, Fazeela Jiwa, Patricia MacDonald and Cathy McPhalen for their help recruiting volunteers for 2018–19!

## **Secretary, Breanne MacDonald**

- 1. List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)**
  - Conference committee
  - Recording secretary
- 2. Note successes, accomplishments and challenges from the past quarter**
  - Held a successful 2018 conference in terms of speakers and sessions; attendance numbers were a lot lower than expected, and though I haven't received final numbers, I believe the budget will not be meeting its profit target. I was able to save in some areas of the budget, so the conference will still make money overall.
  - Successfully streamed the AGM once again through Zoom; had good feedback in terms of the tech and online participants' experience.
- 3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
  - Planning the 2019 conference; included in this is a revision of the conference handbook, and creating a central conference folder with all templates and estimators (in progress).
  - Documenting the secretary role, including detailed task lists and reference docs.
  - Planning the Q3 and Q4 NEC meetings, and sending out an RFP for the 2020 conference.

## **Regional Director – East, David Johansen**

The main event in Q2 was the approval and inauguration of the Barrie twig. Zoom meetings have been held with twigs only and branches only (generally well attended) and the next branch Zoom meeting is scheduled for June 25th. The next twig Zoom meeting should take place in early September.

Many of the branches and twigs met either in person or via Zoom for a lunchtime session at the Saskatoon conference. The discussion centered around finances, particularly webinar revenue.

## **Regional Director – West, Lisa Ng**

1. The Regional directors have worked hard on building relationships and tightening communication with branches and twigs in this past year.

(a) Since July 2017, three Zoom meetings were held:

- All branch-twig meeting on November 29, 2017
- All-branch meeting on February 20, 2018
- All-twig meeting on May 1, 2018
- Another all-branch meeting is scheduled for the end of June.

Other than providing updates of what is happening in the association and at the NEC, we left the agenda open for discussion. Branch and twig leaders appreciate the opportunities of meeting with each other and the possibilities of sharing their experience and opinions on issues such as meeting costs and venues; events and activities; questions on webinars; and questions regarding allocation of the association revenues, etc.

(b) After each NEC meeting, a five-point summary was sent to the branches and twigs to keep them informed of important issues.

(c) Questions to the NEC were usually answered immediately after the NEC meetings via emails to the branch and twig leaders.

2. We launched and promoted the Branch and Twig Toolkits in December 2017 to help leaders better understand the operation of branches and twigs. Our goal is to update these toolkits in the near future.

3. From my experience so far, questions from branches and twigs are usually recurring. I have, therefore, established a FAQ (see below) for future reference.

### **FAQ from branches and twigs:**

**1. How can we update twig/branch info page on the EAC website? Is it possible to update it on our own?**

You can update the webpage by contacting the national office.

You can also set up webmaster access for your volunteers. Requests for webmaster access should go to Michelle Ou, michelle.ou@editors.ca.

**2. We have a large list of people who have asked to be on our distribution list but have not officially joined the EAC. When broadcasting local opportunities, should we limit that to members of Editors Canada? Some members may only want to receive emails from Editors Canada and not from the branch/twig. Is there a way to know which ones I need to exclude?**

Answer written by Michelle Ou

"The entire association is expected to comply with Canada's Anti-Spam Legislation (CASL). If an individual withdraws consent to receive commercial electronic messages (in this case emails) from Editors Canada, they have withdrawn consent to receive email from ANYONE in Editors Canada emailing in an association capacity (e.g., national, branches/twigs and even volunteers).

The national office manages CASL permissions through our database. We issue compliant email lists to branches and twigs on request. Caitlin may even send these lists monthly with membership data, but she would need to confirm that process for you because it doesn't fall under my purview.

That said...

Many branches and twigs choose to keep their own mailing lists apart from what they receive from the national office. There are a number of reasons they might do so. They might not like the cumbersome CASL process. In some cases they don't want to share their contact lists with national at the risk of losing them if they withdraw consent if they receive too many emails from the national association. As I understand it, twigs were originally conceived with the knowledge that non-members could "belong" to the association, at a local level without paying the membership fee. The national office does not keep records of these individuals because they never enter our database since their interaction with the association occurs only at the local level.

The risk in branches and twigs managing their own lists is they may not be as diligent at tracking CASL permissions as the national office is. Our database is equipped to track things like withdrawing consent on behalf of an individual whose membership has been lapsed for 2 years + 1 day if they have not provided express consent to receive email from the association. It is at this 2 years + 1 day point that it becomes unlawful for the association to email that former member.

Regardless of whether a branch or twig keeps its own mailing list, 1) the national office would not be able to help to extract non-members from a list that is not created by our system and 2) to my knowledge national has never dictated what is appropriate for a branch or twig to share with its members and non-members. This is the branch or twig's call to make. Some branches and twigs share job postings publicly on social media. The national office does not because we do not want to devalue services like the members-only National Job Board and the ODE."

**3. We have an informal twig email list that includes people who aren't EAC members but still want to participate in branch/twig events, etc. Will there be problems sharing national news bulletins with non-members?**

National news bulletins should not be circulated to non-members, as there may be links to discounts for members only or other information that's not pertinent.

#### 4. We would like to view a webinar as a group at a meeting. We hope to pay one fee and broadcast it to all members. Will there be any problems?

It's in the branches and twigs' best interest to encourage members to register individually for webinars for two reasons:

(1) The branches and twigs will get less money if only one person pays and a group of people watches the webinar.

(2) By registering separately, each member will get a copy of the recording.

#### 5. We would like to get advanced financial updates on webinar revenues so we can better plan for our budgets, is it possible?

There will be two updates, around February and August.

#### 6. When is the branch / twig AGM, what do we include in an AGM?

Branch/twig AGM is usually held before the national AGM. Please consult the branch /twig procedures. New chairs/coordinators are usually elected in an AGM and some branches and twigs may prefer to give financial updates and offer social networking opportunities to the members during the meeting. Refer to the Policies and Procedures document and the Branch and Twig Toolkits for more info.

### Communications and Marketing, Stacey Atkinson

- For the **team**:
  - Susan Chambers has agreed to continue as interim chair until two new co-chairs can be recruited for the fall. She will be moving on to the position of survey coordinator, as a member of the communications and marketing (C&M) committee.
  - I briefed incoming director Virginia St-Denis by email on June 13 about all the ongoing C&M files. I also provided her with copies of the past year's quarterly reports, the C&M budget, the video strategy, the dictionary crowdfunding campaign PowerPoint, and the 2017 communications retreat minutes. This information includes what is needed to write the short C&M section for the annual report.
- For the coming year, **our focus** continues to be member retention and acquisition, which is articulated in the C&M strategy.
- For the **wall calendar**, the project leader and designer will soon complete the last round of graphic design. The NEC approved of the wall calendar, but we asked the designer to go back and work on a few of the images that we felt could be improved. We plan to make the calendar available for sale as of the fall.
- For the **infographic**, the NEC approved of it, and I've shared NEC comments with the project leader and design company. We are now moving on to member consultation.

- For the **website content renewal**, work continues on this via the committee. We have a project leader who is working with volunteers to review the “Join” section of the website, and we’ve just recruited a French volunteer who is now on board to review the French content.
- For the **video strategy**, we continue to aim for releasing one video per month on our YouTube channel and other social media sites. Please spread the word as we are looking for new member-created videos come the fall.
- The **Editors’ Weekly blog** continues to run smoothly, featuring a new blog each week. We are now reaching out to two Indigenous writers to seek out more diverse voices on the blog platform.
- **Active Voice** is renewed and running well under the leadership of Anne Louise. A new digital version is underway.
- For the **membership survey**, we advanced the file this year by releasing the 2016 survey report to the membership (March) and by establishing a dedicated survey coordinator position on the committee starting in September. The next step is to map out a way forward to reduce the burden of the survey, for both the survey designer and the members.
- For the **dictionary crowdfunding campaign**, we have completed most of the preplanning and marketing copy for the launch and partnership building with PubLaunch. Contract negotiations with the dictionary companies continue. In the meantime, the incoming director will continue to fine-tune the marketing copy and reach out to PubLaunch again in early fall.

## Professional Standards Director, Tania Cheffins

### Quarterly report to the national executive council for meeting of June 23, 2018

1. **List the groups or individuals that report through you**
  - Certification Steering Committee
  - Comité Agrément/Principes
  - Standards Communications Taskforce
2. **Note successes, accomplishments and challenges from the past quarter**
  - Certification and agrément awarded certificates to newly certified members for 2018
  - Elizabeth d’Anjou represented Editors Canada, including promoting certification, at the ACES conference in April
  - The Standards Communications Taskforce launched new “Professional Standards” Twitter account and created promotional stickers for distribution
3. **State priorities for the next quarter**
  - Present updated thesis editing guidelines to the NEC for review and approval
  - Have updated definitions of editing skills approved and posted on the website
  - Present Foundations proposal to NEC and work on approval and start-up
  - Ensure the certification program continues to run smoothly given there will be little to no office support throughout the summer

- Support the certification committee in documenting the office tasks for certification

## Training and Development, Berna Ozunal

- Training and dev. committee – the plan moving forward
  - An Excel tracking sheet has been created that documents 1) webinar history 2) topics and proposed presenters (amalgamated from various online and offline sources) 3) T&D task list
  - We want to create a “self-serve” corner on editors.ca where a year-round RFP will live and people who want to present can download and upload documents (to save time of emailing and managing contracts, questions, etc.)..this should include a FAQ
  - The major goal for Q2 is to start solidifying and organizing programming for fall 2018
- Mentorship committee  
No updates

## Volunteer Relations Director, Patricia MacDonald

### Quarterly report to the national executive council for meeting of June 23, 2018

- 1. List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)**
  - Facebook group (members-only) monitor
  - Improving access to member services task force
  - List monitor
  - Mediator
  - Member services committee
  - Volunteer management committee
- 2. Note successes, accomplishments and challenges from the past quarter**

Improving access to member services task force

  - Because of unforeseen circumstances, the member survey on access to services has been delayed.

Member services committee

  - The welcome kit is finished! And it looks fabulous. It has been released in English and is currently being translated into French.
- 3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**
  - Move the volunteer handbook forward.
  - Recruit more francophone volunteers.

4. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**
  - Help with recruiting francophone volunteers. Suggestions are welcome!
  - Office reminder: The tags should be reinstated at the bottom of list emails.

## Executive Director, John Yip-Chuck

### Quarterly report to the national executive council for meeting of June 23, 2018 (by Zoom)

1. **List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)**
  - National office staff
  
2. **Note successes, accomplishments and challenges from the past quarter**
  - Spent a lot of time dealing with the audit in April and May.
  - Lost part-time staff member in May, new part-time person to start in June
  - Ongoing problems with Member365 taking up staff time and increasing staff workload and stress, interrupting information flow to branches, twigs, and NEC—hope to switch to a new membership platform during the summer
    - Spent a bit of time looking for a new office space within or under budget; put on hold until the fall.
    - Dealing with some AGM follow-up.

**Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s).**

Strategic Priority	Outcome (in the strategic plan)	Actions (from the list in the plan or others that you have determined will meet the intended outcomes)	Update (what you have done to advance those actions)
Represent Canada's Editors	Become the authority on editing	<ul style="list-style-type: none"> <li>• Initiate Canadian dictionary project</li> </ul>	<ul style="list-style-type: none"> <li>• Dictionary fundraising put on hold until September</li> <li>• Rekindled promising relationship with Nelson/Gage to use Gage Cdn dictionary—negotiations picking up again</li> </ul>
Represent Canada's Editors	Become the hub: the source of editors and the definitive representative	<ul style="list-style-type: none"> <li>• Find synergy with other organizations</li> </ul>	<ul style="list-style-type: none"> <li>• Continue discussions with Freedom to Read Week for cross-promotion of anniversaries in 2019</li> </ul>

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**3. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities)**

- Onboarding and training of new part-time staff member.
- Oversee changeover from Member365 to another membership software (potentially Findjoo).
- Begin building dictionary editorial and promotional teams with publications director.
- Try to finalize dictionary project contracts and crowdfunding campaign with communications director.
- Maintain control on spending and try to reduce expenditures.
- Continue search for new office space.

**4. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports)**

Nothing at this time