



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

**Reports**

**Directors**

**2018 Q3 Meeting**

**Ottawa, ON**  
**September 15 and 16, 2018**

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## President, Gael Spivak

List the groups or individuals that report through you (committees, subcommittees, taskforces, national positions, branches, twigs)

- Student relations committee
- HR committee
- 40<sup>th</sup> anniversary task force

### 1. What activities (actions) are you planning in the coming year?

Strategic Priority	Outcome	Actions
Represent Canada's Editors	<p>Define what editing means and what it brings to the client.</p> <p>Become the authority on editing: certification, standards, training.</p>	<ul style="list-style-type: none"> <li>• Make some promotional videos: will provide more ideas and support to Karina Sinclair if she makes any more.</li> <li>• The student committee is interested in this.</li> </ul>
Bilingual and Diverse	<p>Bilingual</p> <p>Diverse</p>	<ul style="list-style-type: none"> <li>• Expand student outreach (francophone): will support the student committee in this.</li> <li>• Expand student outreach: will support this work</li> </ul>
Innovative and Agile	Innovative	<ul style="list-style-type: none"> <li>• Seek outside expertise, find out what other organizations are doing and build on other people's innovations: continual talking with editors in other organizations and have connected with two of the new ACES leaders.</li> </ul>

Strategic Priority	Outcome	Actions
<p>Communications and Marketing</p>	<p>Members are well-informed about the association.</p> <p>The website is inviting, and it accurately reflects the association.</p>	<ul style="list-style-type: none"> <li>• Provide better support to branches and twigs: participating in an orientation session for new branch and twig leaders</li> <li>• Forming a working group of members with programming skills to help the office update the website.</li> </ul>
<p>Membership: Increased and Engaged</p>	<p>Engaged members: Talk about Editors Canada to others.</p> <p>Volunteer</p> <p>Interact on social media.</p>	<ul style="list-style-type: none"> <li>• Stay active on social media to interact with members and potential members.</li> <li>• Continue to talk about the PD aspects of volunteering.</li> </ul>

2. Priorities for the next quarter

- Help the student relations committee get their communications work planned and get members into classrooms to talk to students.
- Increase or maintain communications with branches and twigs, along with the regional directors and the rest of the NEC.
- Keep the NEC focused on agreed-to work.
- Support the VP on her work with the Honorary Lifetime Membership Procedures.
- Continue making the association stronger (better succession planning, continuity, record keeping). For example, this past quarter, I worked on these:
  - streamlining volunteer+office processes (to reduce duplications)
  - documented all the steps (that I know of) in the award process

3. Requests or questions for the national executive council

- none

4. Budget request (*if required*)

- none

## Vice President, Wendy Barron

### 1. What activities (actions) are you planning in the coming year?

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Define what editing means and what it brings to the client.	<ul style="list-style-type: none"> <li>I love doing outreach events and activities. My day job constrains my freedom to do them, but I'd like to do at least some, nationally and internationally.</li> </ul>
Bilingual and Diverse	<b>Bilingual</b> <ul style="list-style-type: none"> <li>Offer all services in both languages.</li> <li>Have a better balance of services for francophone members.</li> <li>Work on a gradual shift in culture to be a truly bilingual association.</li> </ul>	<ul style="list-style-type: none"> <li>Support all these cultural expectations as much as possible.</li> </ul>
	<b>Diverse</b> <ul style="list-style-type: none"> <li>Broaden reach geographically, with more local groups and more online benefits for remote groups.</li> <li>Broaden appeal to all types of editors.</li> <li>Offer services to English and French editors outside of Canada.</li> </ul>	<ul style="list-style-type: none"> <li>Provide better resources and support for local groups.</li> <li>Have our standards and certification recognized outside of the association.</li> <li>Make the membership list opt-out rather than opt-in.</li> <li>Expand international outreach.</li> </ul>
Innovative and Agile		

Strategic Priority	Outcome	Actions
<p><b>Communications and Marketing</b></p>	<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>● Members feel consulted on issues important to them.</li> <li>● Members are well-informed about the association.</li> <li>● Members have effective communication channels among themselves.</li> </ul>	
<p><b>Membership: Increased and Engaged</b></p>	<p><b>Increased membership</b></p> <ul style="list-style-type: none"> <li>● Increase our membership to 2,000 (members and affiliates).</li> <li>● Increase retention.</li> </ul>	
	<p><b>Engaged members, who do some of the following:</b></p> <ul style="list-style-type: none"> <li>● Talk about Editors Canada to others.</li> <li>● Volunteer (with upward progression or not).</li> <li>● Present sessions at conferences.</li> <li>● Go to meetings.</li> <li>● Interact on social media.</li> <li>● Help others by being a part of the community.</li> <li>● Attend the annual general meeting and vote.</li> <li>● Complete the member survey.</li> <li>● Contribute to a publication.</li> <li>● Use the association logo on their website and in their email signature</li> </ul>	<ul style="list-style-type: none"> <li>● Attend monthly (BC) branch meetings and make a point of meeting and talking to new members.</li> </ul>

2. Priorities for the next quarter

- Support the president.
- Connect with the past president and awards committee chair and learn more about the awards process.
- Help the awards committee develop a calendar of events for awards.
- Strategize fundraising for awards.

3. Requests or questions for the national executive council

- None

4. Budget request

## Secretary, Breanne MacDonald

### 1. What activities (actions) are you planning in the coming year? (Please fill in the table.)

Strategic Priority	Outcome	Actions
Represent Canada's Editors		
Bilingual and Diverse	<p>Offer all services in both languages</p> <p>Broaden reach geographically, with more local groups and more online benefits for remote groups.</p>	<ul style="list-style-type: none"> <li>• Provide simultaneous interpretation for AGM if requested; be sure to give members enough notice to request the service</li> <li>• Continue to offer the AGM online for remote members/those who cannot attend the conference</li> <li>• Continue to book Zoom meetings for committees and branches/twigs; promote this as an option for branches/twigs to reach wider audience for their own meetings</li> </ul>
Innovative and Agile		
Communications and Marketing	Members are well-informed	<ul style="list-style-type: none"> <li>• Continue to update the job board in a timely manner and coordinate with office to announce new postings on social media</li> </ul>
Membership: Increased and Engaged	<p>Help others by being a part of the community</p> <p>Attend the annual general meeting and vote</p>	<ul style="list-style-type: none"> <li>• Continue to facilitate Zoom meetings</li> <li>• Continue to arrange online participation at the AGM</li> </ul>

### 2. Priorities for the next quarter

- Plan and book Q4 meeting
- Decide on location and secure venue for 2020 conference; formalize partnership with EFA



- Continue to support the office with booking Zoom meetings, requesting and compiling quarterly reports, and updating the job board until they are able to take these tasks back
- Put together procedure documents for secretary tasks and continue to build and organize conference resources and planning documents
- Continue to run online votes and support recording secretary in getting minutes and action items done in a timely manner
- On top of the above, successfully fulfill my duties as 2019 conference chair

3. Requests or questions for the national executive council

- I have a lot on my plate, so please just remind me if you are waiting on anything from me or nudge me if I haven't responded to something when I should have

4. Budget request (*if required*)

Money for site visits for 2020 venues will be incorporated into the 2019 budget. Quarterly meetings and AGM should already be included in the national budget, but do we need to start doing more formal budgets for these?

## Past president, Anne Louise Mahoney

1. What activities (actions) are you planning in the coming year? (Please fill in the table.)

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Become the hub: the source of editors and the definitive representative of Canada's editors.	<ul style="list-style-type: none"> <li>Pursue partnerships that help us spread the word about what we do.</li> </ul>
Bilingual and Diverse	<p>Work on a gradual shift in culture to be a truly bilingual association.</p> <p>Broaden appeal to all types of editors.</p>	<ul style="list-style-type: none"> <li>Research organizations for francophone editors in Canada and reach out to them.</li> <li>Encourage francophone members to get involved in the association.</li> <li>Connect with Indigenous editors and find ways to help each other.</li> </ul>
Innovative and Agile	Try new things. Get things done.	<ul style="list-style-type: none"> <li>Be open-minded when new ideas come up, but also realistic. Be creative to offer new things while staying within our budget.</li> </ul>
Communications and Marketing	Our targeted communication activities reach potential members, clients and employers.	<ul style="list-style-type: none"> <li>Figure out what we do well and where we can do better, given the resources we have available.</li> <li>Market our awards and scholarship more widely (especially on social media?) and increase donations.</li> </ul>
Membership: Increased and Engaged	Increase engagement among members.	<ul style="list-style-type: none"> <li>Use online tools (Zoom, blog, etc.) to keep the association present and relevant, and members engaged.</li> </ul>

2. Priorities for the next quarter

- Explore partnerships, including with Indigenous editors' groups
- Research francophone organizations
- Work with the vice president and the chair of the awards committee to promote our awards and scholarship more widely and increase donations

3. Requests or questions for the national executive council

- None at this time

4. Budget request (*if required*)

## Director East, David Johansen

1. What activities (actions) are you planning in the coming year? (Please fill in the table.)

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Become the hub	<ul style="list-style-type: none"> <li>Respond to local queries and issues as they arise</li> <li>Maintain a calendar of events where EC can be represented</li> </ul>
Bilingual and Diverse	Broaden the reach	<ul style="list-style-type: none"> <li>Ensure most documents are produced bilingually</li> <li>Continue to attend the meetings of the Association of Linguistic Services Managers</li> </ul>
Innovative and Agile	Try new things	<ul style="list-style-type: none"> <li>Continue to promote the use of Zoom as a way of improving communication between branches, twigs and the executive</li> <li>Be open to new ways of communicating information between branches, twigs and the NEC</li> </ul>
Communications and Marketing	Talk to members	<ul style="list-style-type: none"> <li>Attend via Zoom as many branch and twig meetings as is practical</li> <li>Promote the use of the newly-updated branch and twig toolkits</li> <li>Ensure branches and twigs are equally represented at the NEC meetings</li> </ul>
Membership: Increased and Engaged	Promote membership everywhere	<ul style="list-style-type: none"> <li>Encourage branches and twigs to use the welcome package</li> <li>Encourage branches and twigs to obtain feedback from lapsed members</li> <li>Approach non-members who attend events to become members</li> </ul>

2. Priorities for the next quarter

- Update the branch and twig toolkits
- Translate the updated toolkits
- Provide branches and twigs with up-to-date membership information
- Continue the regular use of Zoom for communicating with twigs and branches

3. Requests or questions for the national executive council

- None

4. Budget request (*if required*)

## Regional Director of Branches and Twigs West, Heather Buzila

1. What activities (actions) are you planning in the coming year? (Please fill in the table.)

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Become the hub	<ul style="list-style-type: none"> <li>Regularly communicate, share information, and answer questions with and for twigs and branches using email and Zoom.</li> </ul>
Bilingual and Diverse	Bilingual	<ul style="list-style-type: none"> <li>Work with translators to have the updated branch and twig toolkits translated and put online.</li> </ul>
Innovative and Agile	Try new things; don't be afraid to fail	<ul style="list-style-type: none"> <li>Help create and implement a strategy for welcoming and engaging new members, including supporting documents (how-to instructions, welcome package)</li> </ul>
Communications and Marketing	Internal and external	<ul style="list-style-type: none"> <li>Work with the eastern director of branches and twigs to create and record a video for branch executive and twig coordinators.</li> <li>Ensure the local group pages on the website are up to date with executive/coordinator information and social media/website links</li> </ul>
Membership: Increased and Engaged	Engaged members who volunteer, talk about Editors Canada, and attend meetings	<ul style="list-style-type: none"> <li>Help create and implement a strategy for welcoming and engaging new members, including supporting documents (how-to instructions, welcome package)</li> <li>Increase volunteer recognition (e.g., mail certificates and/or thank-you letters in May or June).</li> <li>Develop (in collaboration with branch executive and twig coordinators) a twig/branch survey to address disinterest in volunteering; send accompanying letter detailing variety of ways people can be a part of Editors Canada.</li> </ul>

2. Priorities for the next quarter

- Work with twigs and branches to develop a strategy and supporting documents for welcoming new members in order to attract and retain new members.
- Update all local group information on the website (coordinator/executive names, contact information, social media/website links) and email branches and twigs about how they can update their own pages.
- Reach out to Margaret Shaw again about recording a video for branch executive and twig coordinators.
- Work to have the updated toolkits finalized, translated, and posted on the website.

3. Requests or questions for the national executive council

- In order to update the local group information, I will need webmaster access. I've emailed Michelle Ou about this.

4. Budget request (*if required*)

N/A

## Communications and Marketing Director, Virginia St-Denis

1. What activities (actions) are you planning in the coming year? (Please fill in the table.)

Strategic Priority	Outcome	Actions
<p><b>Represent Canada's Editors</b></p>		<ul style="list-style-type: none"> <li>• <b>Build awareness.</b> <ul style="list-style-type: none"> <li>○ I would create a list Editors Canada communications channels, including what's available, the purpose of each, what each is best at doing and what else it can do, who to talk with about using that channel and how (e.g., word counts, images and deadlines). This would help identify gaps and overlaps, as well as help everybody use these channels more effectively.</li> <li>○ I would create social media cheat sheets, including:                             <ul style="list-style-type: none"> <li>▪ Using Facebook Events and Live to share branch and twig meetings.</li> <li>▪ Using online polls (including Facebook) to engage and consult members.</li> <li>▪ Getting the most out of LinkedIn.</li> </ul> </li> </ul> </li> <li>• Encourage members to provide content.                             <ul style="list-style-type: none"> <li>○ Communications channels list</li> </ul> </li> <li>• Educate human resource departments about Editors Canada.                             <ul style="list-style-type: none"> <li>○ LinkedIn cheat sheet</li> </ul> </li> <li>• Use training to promote the association.                             <ul style="list-style-type: none"> <li>○ LinkedIn cheat sheet</li> </ul> </li> </ul>
<p><b>Bilingual and Diverse</b></p>	<p><b>Diverse</b></p> <ul style="list-style-type: none"> <li>• Broaden reach geographically, with more local groups and more online benefits for remote groups.                             <ul style="list-style-type: none"> <li>○ Facebook Events and Live cheat sheet</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Provide better resources and support for local groups.                             <ul style="list-style-type: none"> <li>○ Communications channel list</li> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> </ul> </li> <li>• Expand international outreach.                             <ul style="list-style-type: none"> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> <li>○ LinkedIn cheat sheet</li> </ul> </li> </ul>



Strategic Priority	Outcome	Actions
<p><b>Communications and Marketing</b></p>	<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• Members feel consulted on issues important to them.                             <ul style="list-style-type: none"> <li>○ Online polls cheat sheet</li> </ul> </li> <li>• Members are well-informed about the association.                             <ul style="list-style-type: none"> <li>○ Communications channels list</li> <li>○ Facebook Events and Live cheat sheet</li> <li>○ LinkedIn cheat sheet</li> </ul> </li> <li>• Members have effective communication channels among themselves.                             <ul style="list-style-type: none"> <li>○ Communications channels list</li> </ul> </li> </ul> <p><b>External</b></p> <ul style="list-style-type: none"> <li>• Our targeted communication activities reach potential members, clients and employers.                             <ul style="list-style-type: none"> <li>○ LinkedIn cheat sheet</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Use social media better.                             <ul style="list-style-type: none"> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> <li>○ LinkedIn cheat sheet</li> </ul> </li> <li>• Provide better support to branches and twigs.                             <ul style="list-style-type: none"> <li>○ Communications channels list</li> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> </ul> </li> <li>• Plan for communicating with potential members, clients (employers) and related partner organizations.                             <ul style="list-style-type: none"> <li>○ LinkedIn cheat sheet</li> </ul> </li> </ul>
<p><b>Membership: Increased and Engaged</b></p>	<p><b>Engaged members, who do some of the following:</b></p> <ul style="list-style-type: none"> <li>• Talk about Editors Canada to others.                             <ul style="list-style-type: none"> <li>○ LinkedIn cheat sheet</li> </ul> </li> <li>• Go to meetings.                             <ul style="list-style-type: none"> <li>○ Facebook Events and Live cheat sheet</li> </ul> </li> <li>• Interact on social media.                             <ul style="list-style-type: none"> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> <li>○ LinkedIn cheat sheet</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Reach out to the non-engaged; ask for help/ contributions.                             <ul style="list-style-type: none"> <li>○ Communications channels list</li> <li>○ Facebook Events and Live cheat sheet</li> <li>○ Online polls cheat sheet</li> </ul> </li> </ul>

## 2. Priorities for the next quarter

- Confirm chair or co-chair for the Communications and Marketing Committee.
- Prepare list of communications channels.

3. Requests or questions for the national executive council
  - How do we integrate communications and marketing across Membership, Conference, Certification, Webinars and other areas for a coordinate effort?
4. Budget request (*if required*)

Nothing at this time.

## Directrice des affaires francophones, Sandra Gravel

### 1. What activities (actions) are you planning in the coming year?

Strategic Priority	Outcome	Actions
Represent Canada's Editors	<p>Define what editing means and what it brings to the client.</p> <p>Become the authority on editing: certification, standards, training.</p>	<ul style="list-style-type: none"> <li>• Use training to promote the association.</li> <li>• Create some promotional videos.</li> <li>• Encourage members to provide content.</li> </ul>
Bilingual and Diverse	<p>Have a better balance of services for francophone members</p> <p>Work on a gradual shift in culture to be a truly bilingual association</p> <p>Broden reach geographically, with more local groups and more online benefits for remote groups.</p>	<ul style="list-style-type: none"> <li>• Do a survey to identify needs of the francophone members in collaboration with Editors' Québec.</li> <li>• Explore the possibility of holding a conference in French.</li> <li>• Have more webinars in French.</li> </ul>
Innovative and Agile	<p>Try new things; don't be afraid to fail.</p> <p>Come up with new courses, training, webinars.</p>	<ul style="list-style-type: none"> <li>• Explore the possibility of holding a conference in French.</li> <li>• Invite members to suggests new French content for courses, training and webinars.</li> <li>• Work closely with Editors' Québec Chair and the Director of training and development.</li> </ul>

Strategic Priority	Outcome	Actions
<p><b>Communications and Marketing</b></p>	<p>Members feel consulted on issues important to them.</p> <p>Our targeted communication activities reach potential members, clients and employers.</p>	<ul style="list-style-type: none"> <li>• Do a survey to identify needs of the francophone members in collaboration with Editor's Québec.</li> <li>• Use social media better.</li> <li>• Plan for communication with potential members.</li> </ul>
<p><b>Membership: Increased and Engaged</b></p>	<p>Increased membership.</p>	<ul style="list-style-type: none"> <li>• Increase the association visibility in French on social media.</li> <li>• Offer more French courses, trainings and webinars.</li> </ul>

**2. Priorities for the next quarter**

- Hold a survey
- Explore French webinars with Director of training and development

**3. Requests or questions for the national executive council**

- Explore the idea of holding a French conference with NEC

**4. Budget request (*if required*)**

## Director of Professional Standards, Tania Cheffins

### 1. What activities (actions) are you planning in the coming year?

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Become the authority on editing: certification, standards, training.	<ul style="list-style-type: none"> <li>Support booths at events (our conference, ACES) that promote certification and standards.</li> </ul>
Bilingual and Diverse	<p>Broaden reach geographically, with more local groups and more online benefits for remote groups.</p> <p>Broaden appeal to all types of editors.</p>	<ul style="list-style-type: none"> <li>Support promotion and implementation of remote exam writing guidelines, including for writers in India.</li> <li>Work on next steps for Foundations testing.</li> </ul>
Communications and Marketing	Members feel consulted on issues important to them.	<ul style="list-style-type: none"> <li>Consult members on the revised definitions.</li> <li>Consult members on the revised Guidelines for Ethical Editing of Theses/Dissertations (as needed and appropriate).</li> </ul>

### 2. Priorities for the next quarter

- Support the administration of the 2018 certification and agrément exams.
- Get revised definitions approved by the NEC and then to members for consultation.
- Get revised Guidelines for Ethical Editing of Theses/Dissertations approved by the NEC and then to members.
- Support next steps for Foundations testing.
- Support the office and the CSC in documenting tasks for the certification coordinator.

### Standards Communications Task Force (SCTF) plans:

- Maintain the SCTF Twitter presence (at @ProEdStandards) by posting standards and engaging with relevant content from other Twitter accounts.
- Blog post series: Continue with our Standards at Work blog series — we're submitting a post for publication on Editors Weekly on Sep 11, and planning several more posts after that.
- Conference activity: We're planning another puzzle or game to engage attendees at the next conference.
- We're also thinking about ways to distribute the promotional stickers — possibly at regional meetings or at events like Word on the Street. If the NEC has any ideas about that, we'd love to hear them.

3. Requests or questions for the national executive council

- n/a

4. Budget request (*if required*)

- n/a

## Director of training and development, Berna Ozunal

1. What activities (actions) are you planning in the coming year?

### TRAINING AND DEVELOPMENT

Strategic Priority	Outcome	Actions
Represent Canada's Editors	Define what editing means and what it brings to the client	<ul style="list-style-type: none"> <li>Develop a webinar that educates authors, content creators, employers, &amp;c. about what editors do and the value they bring</li> </ul>
Bilingual and Diverse	Offer all services in both languages	<ul style="list-style-type: none"> <li>Solicit and schedule more French-language webinars with topics that will appeal to our francophone members (we have two for 2018-19 right now)</li> </ul>
	Broaden appeal to all types of editors	<ul style="list-style-type: none"> <li>Solicit and schedule webinars that speak to Indigenous principles and practices in publishing</li> </ul>
Innovative and Agile	Try new things; don't be afraid to fail	<ul style="list-style-type: none"> <li>See attached proposal (T&amp;D Q3 2018 PROPOSAL.pdf)</li> </ul>
	Come up with new courses, training, webinars	<ul style="list-style-type: none"> <li>Plan and implement an "ask the expert" series where expert editors in niche areas present webinars with top 5 or 10 things they've learned and then Q&amp;A—make these free and quarterly</li> </ul>
Communications and Marketing	Internal: Members are well-informed about the association	<ul style="list-style-type: none"> <li>A more strategic, consistent, and far-reaching promotional approach to webinars (see T&amp;D proposal—attached)</li> </ul>
	The website is inviting, and it accurately reflects the association	<ul style="list-style-type: none"> <li>See T&amp;D proposal—attached</li> </ul>
Membership: Increased and Engaged	<ul style="list-style-type: none"> <li>Increase membership</li> <li>Increase retention</li> <li>Engage members to interact on social media</li> <li>Engage members to talk about Editors Canada with others</li> </ul>	<ul style="list-style-type: none"> <li>Having free "ask the expert" webinars will help increase and retain members</li> <li>Better promotion of webinars will help increase attendance, social media mentions and word-of-mouth recommendations</li> </ul>

2. Priorities for the next quarter

- Receive all proposals by Sept. 14, select and schedule webinars for the 2018–19 year
- Promote and publish the webinar schedule
- Begin to develop and execute the free Experts series
- If webinar “microsite” development is approved, determine all logistics and migrate all content there; launch new site
- Increase webinar promotion across social media
- Think about and solve the security and storage issue for webinar recordings
- Develop a webinar-specific hub where there is a FAQ and downloadable and uploadable forms to take the burden of the admin off T&D director and the office

3. Requests or questions for the national executive council

- See attached quote and proposal for microsite development
- Is there a way to make it so that people don’t have to sign the contracts with pen and ink, but just provide consent some other way that’s legal and binding? Could we streamline and minimize the time it takes to send contracts from presenter to me to John and back and forth....?
- Need to fix the payment structure for webinars—to allow people to purchase webinars individually in a series or the whole series without creating difficulty for the registrant or the office
- Need to add payment methods to webinars—why just Mastercard and Visa—we should permit PayPal, debit, and other cards...what about e-transfer? Let’s update our system.

4. Budget request (*if required*)

- See attached quote and proposal (T&D Q3 2018 PROPOSAL.pdf)

**MENTORSHIP**

Strategic Priority	Outcome	Actions
Represent Canada’s Editors	Become the authority on editing	<ul style="list-style-type: none"> <li>• Continue to grow and promote the mentorship program</li> </ul>
Bilingual and Diverse	Offer services in both languages	<ul style="list-style-type: none"> <li>• Ensure francophone representation on the committee and among mentors and mentees; follow up with Sylvie Collin who has offered to help find more francophone mentors in Quebec (we currently have two)</li> </ul>



Strategic Priority	Outcome	Actions
	Broaden reach geographically	<ul style="list-style-type: none"> <li>Promote distance mentorship (by Skype or phone)</li> </ul>
Innovative and Agile	Come up with new courses, training, webinars	<ul style="list-style-type: none"> <li>A webinar geared towards mentors is ready to be recorded and shared with members; one will follow for mentees</li> </ul>
Communications and Marketing	Internal: Members are well-informed about the association	<ul style="list-style-type: none"> <li>Continue calls for mentees in newsletters and social media</li> </ul>
	Our targeted communications reach members, potential members	<ul style="list-style-type: none"> <li>Prepare an article for next <i>Active Voice</i> about mentorship program; consider adding promotional content on regional blogs</li> </ul>
Membership: Increased and Engaged	<ul style="list-style-type: none"> <li>Increase membership</li> <li>Increase retention</li> <li>Engage members to interact on social media</li> <li>Engage members to talk about Editors Canada with others</li> </ul>	<ul style="list-style-type: none"> <li>By growing and cultivating the program and carefully managing the mentor-mentee relationships, this will lead to positive experiences that will be shared across social media and through peer-to-peer word of mouth</li> </ul>

1. Priorities for the next quarter

- Increase number of people on mentorship committee
- Increase number of mentors and mentees and ensure they come from all parts of Canada
- Promote the program more systematically and strategically, for example in EC publications and blogs (regional and national), through social media, and potentially through outside press

2. Requests or questions for the national executive council

- The payment system for mentee and mentor seems overly complicated—can we simplify it?

3. Budget request (*if required*)

- Not required

## Volunteer Relations Director, Patricia MacDonald

### 1. What activities (actions) are you planning in the coming year?

Strategic Priority	Outcome	Actions
Represent Canada's Editors		
Bilingual and Diverse	<ul style="list-style-type: none"> <li>Work on a gradual shift in culture to be a truly bilingual association.</li> <li>Broaden reach geographically, with more local groups and more online benefits for remote groups.</li> <li>Broaden appeal to all types of editors.</li> </ul>	<ul style="list-style-type: none"> <li>Recruit francophone volunteers to make this happen.</li> <li>Work with Sandra and Nancy to streamline the translation process.</li> <li>Supervise the task force for improving access to member services.</li> <li>Continue working with the member services committee to improve services for in-house editors.</li> </ul>
Innovative and Agile		
Communications and Marketing	<ul style="list-style-type: none"> <li>Members are well-informed about the association.</li> </ul>	<ul style="list-style-type: none"> <li>Work with Michelle and Caitlin to revise welcome letter received from the office and the branch or twig.</li> <li>Work with Michelle to revise other documents sent from the office.</li> </ul>
Membership: Increased and Engaged	<ul style="list-style-type: none"> <li>Engaged members who volunteer</li> </ul>	<ul style="list-style-type: none"> <li>Work on recruiting new volunteers and retaining the old.</li> </ul>

### 2. Priorities for the next quarter

- Supervise the two task forces I oversee (improving access to member services; insurance).
- Get a process in place for the translation of committee work.
- Move the volunteer handbook forward.

### 3. Requests or questions for the national executive council

- Nothing at this time.

### 4. Budget request

- Nothing at this time