

# Editors' Association of Canada / Association canadienne des réviseurs

## 40<sup>th</sup> Anniversary Task Force

Director Lead: Gael Spivak    Task Force Lead: Janine Harker

Quarterly report to national executive council for meeting of September 21-22, 2019

Taskforce delivery date: N/A (final quarterly report)

### 1. Status update on activities from your taskforce's plan for this year, based on your taskforce brief.

- ***Deliverable 1: Anniversary-themed branding (COMPLETE)***

The task force developed the tagline *Celebrating 40 years of editorial excellence / Célébrons 40 ans d'excellence en révision*, which was implemented by NEC members and committee leads in circumstances where additional costs would not be incurred by its use.

- ***Deliverable 2: Interactive timeline (COMPLETE)***

The task force gathered material, including photos and important dates/milestones, for inclusion in an interactive timeline that was posted to the Editors Canada website in early February 2019; it can be accessed on the History page of the website:

<https://www.editors.ca/about/history/history-editors-canada>

- ***Deliverable 3: Social media/member outreach (COMPLETE)***

The task force posted anniversary-themed social media content each Thursday to draw attention to the 40<sup>th</sup> anniversary. Uptake and response were quite positive, as indicated by the number of likes and shares on the Facebook and LinkedIn social media platforms.

- ***Deliverable 4: Anniversary-themed articles and perspective pieces in Editors Canada publications (COMPLETE)***

The task force conducted a number of interviews of Editors Canada members to generate anniversary-themed articles; the articles resulting from those interviews appeared in the 2019 spring/summer edition of *Active Voice*. The task article also solicited perspective pieces from members for inclusion in *The Editors' Weekly* and *Active Voice*.

### 2. Priorities for the next quarter

- N/A. Social media posts are continuing with reduced frequency: posts will appear biweekly in July, August and September, then monthly in October, November and December.

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

- N/A. A wrap-up report has been attached (see pages 2 and 3) to summarize challenges and opportunities that may be relevant to the planners of the 50<sup>th</sup> anniversary.

### 4. How much money from your budget have you spent? Is everything on track?

The 40<sup>th</sup> anniversary task force had no budget for its activities, and it spent no money to achieve its objectives. Our activities were planned and delivered in a cost-neutral manner.

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## 40<sup>th</sup> Anniversary Task Force – Wrap-up Report

### Background

The 40<sup>th</sup> Anniversary Task Force was established in late 2017 to develop and implement recommendations to commemorate Editors Canada's 40<sup>th</sup> anniversary in 2019. From November 2017 through August 2018, the volunteer task force convened via teleconference, videoconference, and email exchange to identify viable and cost-neutral opportunities to mark the organization's 40<sup>th</sup> anniversary. In September 2018, the task force submitted a recommendations report to the National Executive Council (NEC) that contained several proposals to recognize the anniversary through themed branding, social media initiatives, and articles in Editors Canada publications. The NEC accepted the recommendations report in full.

The 40<sup>th</sup> anniversary task force continued to coordinate the implementation of the NEC-approved proposals, and by December 2018 it had completed the foundation work to successfully launch each proposal. The task force also identified interdependencies with other Editors Canada initiatives, including the June 2019 conference in Halifax and the evolution of *Active Voice*, and collaborated with the leaders of those initiatives to ensure effective promotion of the 40<sup>th</sup> anniversary while minimizing duplication of efforts.

### Task force initiatives

- *Anniversary-themed branding:* A bilingual 40<sup>th</sup> anniversary tagline was developed and incorporated in social media, NEC communications, and conference-related marketing beginning in Fall 2018 and continuing throughout 2019.
- *Interactive timeline:* In February 2019, an interactive timeline was embedded on the Editors Canada website and promoted on social media to highlight significant events in the organization's history.
- *Social media:* Beginning in Fall 2018, the task force's social media subgroup used each Thursday to publish photos, anecdotes, quotes, links to *Active Voice* articles, and other items with a 40<sup>th</sup> anniversary theme.
- *Interviews and articles:* Task force members conducted interviews and wrote anniversary-themed articles for use in Editors Canada products such as *Active Voice* and the *Editors' Weekly* blog. The task force also arranged for perspective pieces to be written by some long-time members.

### Successes (what worked)

- *Communications:* Despite being geographically dispersed across Canada, the task force used communication tools effectively to coordinate initiative planning and delivery. Regular email updates from the chair, combined with occasional group teleconferences and task-specific follow-up with individual volunteers, allowed for effective and timely communication to ensure tasks were assigned and completed on schedule.
- *Group motivation and commitment:* After conducting a refresh of the group's membership and focus in May 2018 (following the arrival of a new chair), the task force's membership grew and remained more-or-less stable throughout its existence. Task force volunteers demonstrated continued motivation and commitment to deliver what the task force had

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promised. As such, the task force was able to deliver each of its initiatives according to the schedule proposed to the NEC.

- *Support from the NEC and the Editors Canada community:* Task force activities received positive feedback from the NEC and the larger Editors Canada community. There was strong support via social media for the 40<sup>th</sup> anniversary social media posts, the interactive timeline, and the articles published in Editors Canada products. Behind the scenes, Editors Canada members and committee chairs were consistently helpful when the task force required assistance with French translation or verification, or with technical tasks related to posting material on the website.

### **Opportunities (suggested improvements)**

- *Organization:* The task force's activities had strong linkages with the 2019 Conference committee as well as the preparation of *Active Voice*. It may be useful to further entrench those connections by having the anniversary task force housed within the structure of the Conference Committee or the Communications and Marketing Committee. There are opportunities to align initiatives, timelines, and resource use if the task force is organizationally embedded in one of these groups.
- *Anniversary incentives:* Editors Canada could partner with an external organization to offer product/membership/event savings to celebrate its anniversary. This recommendation builds on the example of the *Chicago Manual of Style* online subscription, the PerfectIt discount, and the conference-related travel discounts offered to Editors Canada members. These incentives are welcomed by existing members, and a similar membership incentive—linked to an anniversary—may increase recruitment while simultaneously highlighting the organization's anniversary.
- *Advance budget and resource planning:* The 50<sup>th</sup> anniversary is still a decade away, but it represents an opportunity to draw attention and prestige to the organization. With well-organized, multi-year advance planning, Editors Canada could highlight its 50<sup>th</sup> anniversary through effective branding, 50<sup>th</sup> anniversary products for purchase, and events designed to enhance the profile of the organization among the international editing and publishing communities. To deliver these types of initiatives, however, will require significant advance planning for financial and human resource allocation, logistics, and production. This, in turn, will require commitment from a core group of volunteers to stick with 50<sup>th</sup> anniversary planning for the duration of the project (ideally 2-3 years).

### **Closing**

It was a privilege to lead the 40<sup>th</sup> anniversary task force, and to have an opportunity to work with a group of supportive and talented people in support of a shared goal. Thank you for allowing me to serve the Editors Canada community by encouraging recognition of our 40<sup>th</sup> anniversary.

With respect,

*Janine Harker  
Chair - 40<sup>th</sup> Anniversary Task Force*