



EDITORS
RÉVISEURS
OTTAWA-GATINEAU

Editors Ottawa-Gatineau
Strategic Operating Plan
2017-2018

Introduction

Editors Ottawa-Gatineau is a local branch of a robust, national organization that serves editors across Canada.

Editors Canada is a membership-driven organization whose core purpose is to support and advance the interests of editors and excellence in editing. Powered by our community of volunteers, our mission is to develop and promote professional editorial standards, increase awareness of the value of editing, and provide products and services to editors throughout their careers.

At a national level, Editors Canada has a Strategic Plan for 2017-2021. The strategic plan tells us what we want Editors Canada to look like by 2021: an organization that is nationally recognized, diverse and innovative, with excellent communications and actively engaged members.

The plan outlines five strategic priorities, each with associated outcomes and actions. The strategic priorities tell us where to focus; the outcomes tell us what we expect to see happen, and the actions tell us how to get there. The five priorities are:

- Editors Canada will be recognized as the voice of Canadian editors (Represent Canada's Editors)
- Editors Canada will reflect Canada as it is today: linguistically, culturally and geographically (Bilingual and Diverse)
- Editors Canada will embrace new ideas (Innovative and Agile)
- Editors Canada will have effective and cohesive marketing and communication, externally and internally (Communications and Marketing)
- Editors Canada will have more members (Membership: Increased and Engaged)

This document describes Editors Ottawa-Gatineau's branch plans to help advance these goals in the 2017-18 program year. The executive team of Editors Ottawa-Gatineau used the national plan as a framework, and identified the specific outcomes and actions that are most relevant to our local members and this branch's operating environment. Specific program activities will be tailored each year, as needed, to complement efforts at the national level and to support the activities that are most important to Editors Ottawa-Gatineau members.

At the Branch

Building on the national framework, Editors Ottawa-Gatineau has its own tailored mission and vision statements.

Mission

To have a dynamic community for Editors Ottawa-Gatineau members that promotes the value of editing and provides opportunities for networking and professional development.

Vision

Editors Ottawa-Gatineau is the organization of choice for editorial professionals because we

- meet the key needs of all of our members
- value the diversity of our membership
- provide opportunities to participate and develop personal and professional skills
- are the primary source for information on editing and best practices for editors; and
- are professionally and effectively managed.

Editing is a valued profession and the services of our members are understood, appreciated, and sought out.

Branch Planning Context

The membership of Editors Ottawa-Gatineau hovered around a steady 183 throughout the 2015–16 program year, and dipped to approximately 170 in 2016–17. We gained some new members, but lost others who declined to renew. The make-up of our membership reflects our region, with a large number of in-house editors who work for the federal government.

The branch membership includes a substantial number of veteran editors who are long-time association members, as well as many editors at the very start of their editing careers. We have fewer members at the mid-point of their careers, and there are currently more freelancers than in-house editors.

Our membership peaked at close to 400 members several years ago, but suffered a decline following the economic downturn in 2008, and after significant government cutbacks in 2012. Our colleagues in other organizations, such as the Professional Writers Association of Canada and the Canadian Authors Associations, report a similar trend. Nevertheless, attendance at monthly speakers' nights was consistent

throughout the 2015–16 and 2016–17 seasons, averaging about 10–20 attendees each night (often depending on the weather during the winter months).

The economy also had a negative impact on branch seminar attendance, which is the branch’s primary source of revenue. Although the branch has a healthy bank balance from previous years, we have been running a deficit for the past couple of years. To remain financially viable, the branch needs to take steps to reverse this trend.

Branch Planning Process

In addition to drawing from the national Strategic Plan, Editors Ottawa-Gatineau held a speakers night event in March 2016 that invited members to discuss how we can work together to strengthen our branch’s programming. The executive also reviewed feedback from our speaker’s night feedback forms. From this material, three key themes emerged:

- members want to have more opportunities for networking with their peers
- our programming needs to reflect the needs of members at all stages of their careers, if we want to retain members for the long-term; and
- our programming needs to reflect the diverse range of editing that our members do, both in-house and freelance.

The work needed to address these issues is consistent with the goals outlined in Editors Canada’s strategic plan.

Branch Priorities

The following tables highlight specific outcomes and actions in the national strategic plan, and the branch activities that Editors Ottawa-Gatineau plans to implement to support the national goals.

Represent Canada’s Editors

Outcomes	Actions	Local Activities
Become the hub: the source of editors and the definitive representation of Canada’s editors	Build awareness	Build and maintain social media presence to promote the branch
	Find synergy with other organizations	Seek other organizations to partner on local events

Bilingual and Diverse

Outcomes	Actions	Local Activities
Bilingual: Have a better balance of services for francophone members	Conduct a survey to identify needs of both language groups	Work with national to identify needs of both language groups
Diverse: Broaden appeal to all types of editors	Help editors interpret our standards for different areas of editing	Develop programming to support freelance and in-house editors in different niches

Innovative and Agile

Outcomes	Actions	Local Activities
Innovative: Try new things; come up with new courses, training, webinars	Work to change the culture to one of “How can we do this?”	Actively solicit new ideas from members; try new approaches to speakers nights and events
Agile: Get things done	Be prepared to seize opportunities	Explore opportunities to partner with other organizations on local events

Communications and Marketing

Outcomes	Actions	Branch Activities
Internal: Members are well informed about the association	Use social media better	Update the branch social media strategy Develop an editorial calendar for the Capital Letters blog Streamline communications to branch members with a monthly e-mail
External: Our targeted communication activities reach potential members, clients, and employers	Communicate with potential members, clients (employers) and related partner organizations	Complement national’s efforts to communicate with potential members, clients (employers) and related partner organizations

Membership: Increased and Engaged

Outcomes	Actions	Branch Activities
Increased Membership	Implement communications activities to encourage organic activity	Update the branch social media strategy
Engaged members	Improve volunteer experience	Continue to solicit member feedback; create more opportunities to volunteer on a small scale

Implementation

The following annexes provide templates for the branch's programming activities. These annexes will be tested during the program year.

As the branch implements various activities, executive members will seek feedback from members, and look for additional ways to increase branch revenue.

Speakers Nights — Half-Hour Program + Networking

Date	Topic	Speaker	Organizer
September			
October			
November			
December			
January			
February			
March			
April			
May			

Special Events

Date	Topic	Partner Organization	Organizer
(TBD)			
(TBD)			

Monthly Member E-mail

Month	Volunteer Assembler
September	
October	
November	
December	
January	
February	
March	
April	
May	
June	
July	
August	

Capital Letters Editorial Calendar

Date	Topic	Author	Volunteer Editor?
September			
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August			

List of Volunteer Opportunities

(Post on the Editors Ottawa-Gatineau page on the EAC web site, and share with members in the first monthly email; can be tweeted occasionally as a reminder)

Want to help out, but don't have a tonne of time? Editors Ottawa-Gatineau runs on the strength of its volunteers, but giving your time doesn't need to be a total takeover. If you can help out with one of the tasks below, send an e-mail to the contact person identified, and they can set you up with a task that's perfect for you!

Half-Hour Helpers

If all you have is a half-hour to spare, we'll take it! The following tasks are small but important, and help the branch put its best foot forward.

Task	Details	Contact
Distribute flyers that promote our seminars	Help us promote the branch by bringing our seminar postcards to your workplace or dropping them off at key locations.	ott-gat.pr@editors.ca
Sign-in members before speakers night	Are you a regular at speaker night? You could take a turn minding the registration desk.	ott-gat.membership@editors.ca

One-Hour Windows

If you can sit still a little longer, the following tasks take a teeny bit more time, but can still done with a minimal investment of energy.

Task	Details	Contact
Summarize feedback forms from monthly seminars	Seminar hosts compile feedback for each event, but once or twice a year, it all needs pulling together.	ott-gat.seminars@editors.ca
Compile info for one monthly e-mail to members	We always have news to share with members! Help make our e-mail messages sound awesome.	ott-gat.chair@editors.ca ottawa-gatineau@editors.ca
Guest blog post editor	Need experience editing? Edit a blog post, with guidance from our blog editor!	ott-gat.capitalletters@editors.ca

One-Day Delivery

Willing to take on something more, that's not too little or not too much? The following tasks, in total, amount to about a day's worth of volunteer time.

Task	Details	Contact
Write a blog post	Have an idea worth sharing? Write about it for Capital Letters. Need a topic? We can supply one!	ott-gat.capitalletters@editors.ca
Seminar host	Each branch seminar is hosted by a volunteer, who greets everyone and helps ensure it runs smoothly. Our executive director puts out a call for volunteers before the start of each season.	ottawa-gatineau@editors.ca

Weekend Warriors

Keen to make a bigger contribution, but not able to make a recurring commitment? These tasks take a bit more time, but can be done once and then POOF — just like the weekend, they're gone!

Task	Details	Contact
Speaker night organizer	Do you have just one speaker night idea that you'd like to shepherd through? We would love your help with that.	ott-gat.speakernights@editors.ca

One-Week Wonders

Just like the weekend warriors, these tasks can be taken on once, without signing up for a long-term gig, but the effort is a bit more intense.

Task	Details	Contact
Tweeter for a week	Like the idea of Twitter but afraid of over-committing? Monitor our Twitter and Facebook account each day for a week, and share relevant content.	ott-gat.pr@editors.ca
Organize a meet-up event	Want to meet with fellow editors on a specific topic or enjoy an evening <i>en français</i> ? You can help make it happen!	ott-gat.vicechair@editors.ca ott-gat.frenchrelations@editors.ca

Fisherman's Friend

Do we have you hooked? If you try and love any of the above activities, you don't have to stop! Just let the coordinator know how much more you can give, and we'll hook you up a little longer!

Finally Settling Down

Ready for a longer-term commitment? Each year, the branch actively recruits new members to join the volunteer executive. Talk to a member of the executive about your interests, and potential upcoming openings!