

**Editors' Association of Canada
Association canadienne des réviseurs**

**National Executive Council
Meeting Minutes**



**EDITORS
RÉVISEURS
CANADA**

November 5, 2023

Zoom

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PRESENT:

NATIONAL EXECUTIVE COMMITTEE

Maria Frank	President
Heather Buzila	Past President
Tara Avery	Treasurer
Mina Holie	Secretary
Ellen Keeble	Director, Branches and Twigs
Ruth Pentinga	Director, Marketing and Communications
Suzanne Aubin	Director, Member Recruitment and Retention
Arija Berzitis	Director, Professional Standards
Kaitlin Littlechild	Director, Publications
Leah Morrigan	Director, Volunteer Relations

OTHERS

Natasha Bood	Executive Director
Lori Perrie	Recording Secretary
Sara Caverley	Editors Ottawa-Gatineau
Sara Fowler	Editors Ottawa-Gatineau
Matthew Long	Publications Committee
Noah Nuttall	Publications Committee

REGRETS:

Marcia Allyn Luke	Vice-President
Błażej Szpakowicz	Director, Training and Development

1. Call to Order

Maria called the meeting to order at 1:01 p.m. EDT.

2. Land Acknowledgement

Maria read the land acknowledgment.

3. Approval of Agenda

MOVED BY Maria Frank

SECONDED BY Suzanne Aubin

that the NEC approves the agenda.

Carried

4. Review of Outstanding Action Items from Previous Meetings

Item #4: French exams and study guides. Suzanne has not heard back. No update.

5. Editors Ottawa-Gatineau

MOVED BY Maria Frank

SECONDED BY Ellen Keeble

that the NEC approves giving Sara Caverley and Sara Fowler a voice at the meeting.

Carried

Sara Caverley (“Sara C.”) reported that Editors Ottawa-Gatineau has fabulous team members who are taking on quite a bit to see that they are able to continue operating the branch. They are all wearing many hats. They had a good complement of people following their AGM; over the summer, all four of the new recruits dropped off, and they had to start in the fall down a third of what was anticipated. They are stretched too thin. Sara C. would like to begin to move out of the position of chair, which she has been in since 2018. They are getting positive feedback, and members are keen to participate but not to volunteer. Members are appreciating the services but are not stepping in to help.

Editors Ottawa-Gatineau has been offering monthly programming that has been well-received. They are offering hybrid programming for the first time, and they have a co-working space to deliver it. The season opener was with Paul Wells; they had about 45 people attend. They continue to have a monthly get-together, which is the event members primarily associate with the branch.

Membership has stayed steady. They had 20 new members join in 2023. When they have the resources, they intend to track who they are retaining. They want to find out why—even with new members joining—the membership number stays the same. Why are there members who left: are they retiring or just stepping away? Sara C. would like to be able to do an analysis.

Suzanne thanked Sara C. for bringing this question up, and she would like to be a part of the conversation around member retention. Sara C. shared that Ottawa is unique in that a number of their members might have their memberships paid for by the federal government (as their employers) and that this might skew things. They are also quite concentrated geographically, and they have a big bilingual membership with some “competing” options for their professional development dollars (i.e. the translation association and other Francophone options).

Heather mentioned that we used to do something similar to an “exit” interview asking people why they were leaving Editors Canada. Response rate was not great, as some did not want to share why they were leaving. Sara C. suggested that it might work better to personally contact members from the branch level, rather than sending a generic email from national.

Suzanne mentioned that, with a new volunteer, a member is directly contacted and wondered if something similar could be used to contact individuals with lapsed memberships. Natasha mentioned that she does send lists of lapsed memberships to the branches and twigs.

Sara C. mentioned that they could use more support, and Suzanne told Sara about VolunteerConnect. Leah shared the link.

Sara Fowler (“Sara F.”) shared that during the pandemic, they switched to online seminars. They had reasonable success, but low enrolment. They have since returned to in-person and online

seminars. There is no hybrid option (for restriction and privacy reasons). Registration has been quite low; she understands that this is not a phenomenon unique to them, for both online and in-person full-day seminar formats. Registration all around is down.

Editors Ottawa-Gatineau is lean on support with their executive. In particular, the seminar portfolio requires a lot of administration. They used to have a paid executive director, whose role included seminars. In 2017, they were not financially viable and had to let their executive director go. It was a good decision, but they now have difficulty retaining seminar chairs, as it is a lot of work. The heavier portfolios were left vacant when the executive director left. There was not a lot of institutional knowledge retained within the branch. They are exploring how viable it will be to maintain seminars going forward and whether they might shift to strictly online. Also, instructors are generally looking toward retirement, so they are facing a shortage. It takes about eight hours of prep for one hour of instruction, which is a considerable investment of time.

Ellen mentioned that there are a couple of branches who would like to download seminar knowledge into a guide. Sara F. talked about possibly creating a hub for presenters, such as an incubation space where seasoned instructors could guide new instructors in the development of courses. Whether or not it happens will come down to capacity.

Suzanne wondered about a mentorship program for presenters so that we have continuity of knowledge. Sara F. says that it would be a great idea, similar to the incubator concept. This would still require capacity.

Ellen has seen some great presentations at the branch level that could be expanded to wider reaching programs, such as webinars. Sara F. said that a lot of instructors appreciate the human interaction of a classroom and also the control over not having their material recorded as, with a webinar, they don't have control over their content anymore.

Tara said that mentorship or a hub might be something that could be introduced at the conference. A seminar on mentorship could also easily be done over Zoom.

Ellen mentioned that she had an experience where a twig was approached about doing a seminar which they could not take on, so it was referred to the branch level, which also couldn't take it on. Ellen said that she realized there was no information for what to do with the client side in such a situation. Ellen gave them an example of pricing from the past, because that was the only information she had. The place looking for the seminar had circumvented the conventional options on how they found Editors Canada. She wanted to know if there is a response that the branches and twigs can give when they are offered this opportunity. Ellen would like to work with Ruth, Błażej, and others to talk about the response volunteers can give when they get such a request.

Sara F. mentioned that running in-house seminars is a whole other situation, and it is a huge undertaking running seminars, especially 100% volunteers.

6. Reports and Requests

- a. Director reports
- b. Committee reports

Requests:

- **Marketing and Communications Committee: Merel Elsinga** – requested a budget of \$850. This will be discussed as part of the budget.
- **Training and Development Committee: Katherine Morton** – please promote our webinars in your networks.

7. Break (5 minutes)

8. Budget Update

Maria shared that we cannot vote on the budget yet, because NEC has to meet with the budget subcommittee first. Voting will be done online. This can be discussed at the meeting.

a. Twig funding

Tara will send out the re-worded twig budget update this week. It does not affect us this year, because all of the twigs have plenty of funds in their accounts. There will be zero dollars coming from the national office this year.

b. 2024 budget for approval

We are a little closer to the line this year than we have been in previous pandemic years. Losing the cost of the rent will be helpful.

Natasha is conservatively estimating a stable number of membership, based on the trends. She proposed a 2% increase in membership fees on regular-priced membership for next year.

They are still budgeting for two certification exams. They have kept webinars revenue and certification information the same as committee recommendations in previous years.

Expenses: The OED and CP membership benefits are an expense. Michelle had requested \$3,000 for advertising to use toward webinar, as well as general, advertising for the association. The MarCom Committee had requested funds as well. We will leave a small cushion for any website development; that will be its own update.

They are recommending a 7.5% increase for staff in the coming year. This year was only 4%. There are more funds available for this due to lack of rental space. It's important to keep increasing our lower than standard rates for staff, so we can retain them and recruit new staff at reasonable rates if someone departs. Staff retention is important.

There is \$12,000 budgeted for strategic planning. They have included additional marketing for sponsorship. Twigs are going to be at zero dollars this year from NEC, because they still have money to spend from their existing accounts.

Heather asked about conference revenue, which seemed high. Natasha said that budget is for a significant attendance bump from last year. It is based on previous Vancouver conferences and on what the venue can hold. It is a big jump from the year before. Natasha will double-check whether or not this number is correct.

Heather also asked about the salary bump and suggested the HR Committee might need to discuss in terms of the increase. Two years ago, there was also a big increase (7.5%), and it was agreed afterward it would be kept to 4% annually moving forward. That can be discussed in the budget subcommittee meeting and with the HR Committee. The salaries, as they are, are low for a non-profit of our size.

Suzanne asked if the French conference falls inside of the 2025 budget. It should be part of the 2024 budget, but no information has yet been sent. Suzanne will contact Badou.

Tara will set up the budget subcommittee meeting.

9. Update on Ongoing Projects

Include a brief overview of what your committee is currently working on, as well as any other info you'd like to discuss.

a. Publishing committee

Kaitlin shared that the sensitivity edit of web content for the diversity section is complete. The chairs are not comfortable being the ones to integrate those edits into the document. They will go back to the original subcommittee members to see if they can do that; if not they will look at other options to get that finalized and ready to be posted.

The ELAP structural editing is near completion; there is a small delay that may keep it from being finalized for the end of this year. The delay is in getting the approval of the updated editorial standards; there is a bit of a hold up there. The Publishing Committee asked if we go ahead and publish now, using the 2016 version of the standards and then issuing an update when the standards have been approved, or if we hold off until everything is done.

Arija said that they went through a second copy edit of the standards, and the structural area was not changed that much. She said that there will not be much of a difference—if any—on the structural.

b. Francophone updates

There are new Francophone members interested in volunteering.

No further updates at this time.

c. Member services/Volunteer management committees

Leah is waiting for some things from the Member Services Committee, which is still coming together; they are trying to find a mutual meeting time.

Leah has not been able to meet with the chair of the Volunteer Management Committee.

Leah updated about a long-time volunteer Mary who has asked for specific volunteer jobs. This is for the refugee resume project, which she is willing to lead. Heather mentioned that we would need to create a task force mandate and get a director to oversee it. This would need to be voted on for the next AGM and before the new ethical editing of student texts would come into effect.

Leah checked in with a resume writer originally from Ukraine, and she is happy to help. It might be an idea to open something to all refugees from everywhere and assist where we can. There is general consensus that this is a good idea. Heather pointed out that this will need to be overseen by a director or incorporated into a committee; Leah wondered if this could be part of the Member Services Committee or if it should form its own entity. Heather says that it could be a special interest group and/or part of member services, with specific volunteers tasked with working on it. This would require a task force brief. Suzanne will send Leah the example that Heather previously sent to her.

Heather asked about online access to the French dictionary. This would fall under member services. This would be a good discussion to have with Suzanne and Badou. Suzanne will send an email to Leah, to the chair of the Member Services Committee, and to Badou, which will include the name of a good dictionary.

Heather will put Badou in contact with Michelle Ou about getting a Google group set up for Francophone members for discussions. Badou had mentioned that he will be the moderator.

Heather received an email from Ren Baron (the chair of Volunteer Management Committee) for ideas about feature volunteers; this used to be called *Volunteer of the Month*. Heather asked for suggestions for feature volunteers to be sent to volunteer_management@editors.ca.

Leah had asked Tara and Ruth to join one of the Member Services Committee's meetings to answer some basic questions about the website. Tara mentioned that it might be worthwhile to also invite Michelle, as she is more knowledgeable in this area.

d. Certification

Arija shared that the two exams are coming up. Everything is on track. There are quite a few candidates for both—15 and 12. The committee needs more volunteers. They keep getting new volunteers and then leaving after about one month.

e. Standards committee

They have gone through a second copy edit of all the documents, which cover the four disciplines. Most of the changes occurred in the preliminary area, not in the actual standards, for each of the four disciplines. There was still a lot of work involved and questions raised, so they

will still go to the membership for approval on those edits. They are formatting and getting the document ready to be assessed. Publication is still planned for January 2024.

f. Webinars/Training and development committee

Maria read Błażej's updates.

The committee has mostly continued to work on updating the webinar marketing strategy and aligning it more with the current social media landscape. This is now taking place with input from the MarCom Committee and is making good progress; for example, Merel had just recently provided a proposed template for promotional Instagram posts. She's had little luck finding MarCom members to help with promotion because of lack of experience with TikTok.

Training and Development Committee's chair Katherine Morton had been in contact with Simon Fraser University (SFU) about potential cross-promotion. The committee continued to discuss potential free webinars with other Editors Canada committees.

g. Career builder committee

There is a new chair in place.

h. Student relations committee

They are continuing on with another series presented in their Facebook group.

No updates at this time.

i. Website task force

The website has been challenging. The task force disbanded itself. Julie had to step down, partly because the project had run over its expected timeline. After she left, the task force was left leaderless. They had underestimated the scope of the job. Michelle thinks that we can make a push and get the website finished by the end of the month. It will cost more money, because many of the remaining tasks are those Julie had planned to do as a volunteer. It is a type of work that should be compensated.

Natasha said that the idea that Michelle put forward was not to extend Caitlin's contract again, because this is work that Caitlin isn't able to do (i.e. making sure that all of the subsites and the SEO are done). Julie had planned to do this work; since this was not shared with the national office, it wasn't on the request to the contractor. There are quotes from Findjoo and the contractor to take up this work.

Tara will send something to the NEC to outline what the additional money will be used for so that they can vote.

j. Marketing and communications

Ruth thanked everyone for going through the Visual Metaphors proposal. After further updates, it will be sent out to the NEC for approval. A partnership with SFU has come forward. Ruth will send out a formal email.

k. Mentorship committee

No update.

l. Executive director

Natasha shared that the members of the office staff have started to clean out the office. They got through all of the desks and all of the shelves. There is still more work to be done.

Natasha was working on annual reviews for Michelle and Sara. Each of them was asked to select three people that they work closely with to share information with Natasha. Natasha will use these pieces, along with her own input, to create the reviews.

Last month we talked about how to organize the office drives better so that they can find information easily. Natasha has reached out to Badou for help. In progress.

10. Branches and Twigs

a. Branch and twig procedures

b. Branch and twig toolkits

Ellen referred to the conversation with the Ottawa-Gatineau branch about developing and delivering seminars; it would be a good idea to create documentation around how to respond to requests from outside sources. There are a lot of questions from the potential client side that we don't really answer. We need to develop more guidance for clients who are posting to the job board looking for editors or education (such as seminars). We have more information for editors looking for jobs, but not so much for the clients making the requests.

Question from an all-chairs meeting: BC said that, when they get the reports from the national office, not many people even answer the question about whether they want to volunteer. People are just choosing not to answer the question. Maureen, from Editors BC, had wondered if we can make that question mandatory. Tara suggested that this might be something that can be asked again after new members have been better introduced to the association. Leah wondered whether the question is too abrupt and suggested changing the language or waiting to ask that question. We don't want to overwhelm new members.

Natasha mentioned that it is more effective to ask people individually or to ask in an email. She doesn't feel that it is just an issue but a larger issue. Ellen pointed out that new members already get six emails from the national office; the branches were trying to avoid repetition and overwhelming them. It depends on each branch as far as what they send out to new members. Ellen will check on what the branches have been sending, and Natasha recommended that they get help from the Membership Committee as they wrote the letters.

Ellen asked about student membership, which includes year one and year two, and also student transitional membership. In the transition period, she wondered whether students still get the benefits of student membership or are now considered a member. Heather answered that student affiliate membership is separate and that there is no time limit as long as you are taking courses towards becoming an editor. The transitional membership is for those student affiliates,

after they are no longer qualified to be student affiliates. The transitional membership includes year one and year two after finishing studies and then full membership with the fee slowly increasing. Student affiliate members cannot vote at the AGM. Transitional members get full benefits, including voting at the AGM.

Ellen shared that one of the twigs was interested in running a multi-session seminar. They were talking about doing a coaching program for beginning editors (i.e. 2x/week for 3 months). They were wondering if they could use some of their funds to subsidize the costs for their members to take that program. The issue is that the person running the program would be well compensated as the instructor. They wondered if this is too self-serving, as it would be the twig chair organizing and taking fees. Heather said that would be directly competing with the national mentorship program, which would not be encouraged. Ellen asked whether the topics they were covering could be individual speaker sessions. However, they felt that the sessions would be progressive and not one-offs. Heather suggested it just be a series of sessions. Ellen said that it is not meant to be one-on-one; it was pitched as a group session.

Natasha pointed out that it might still be a conflict of interest. She suggested that it would be more ethical to hire an outside person to run it. Then, they could use their funds to cut costs down for members.

11. Implementing the Equity, Diversity, and Inclusion (EDI) Task Force Recommendations

a. Implementation spreadsheet

Heather planned to reach out to BIPOC of Publishing in Canada about a partnership, after having met with them in person. She already reached out to ACP and the LGBTQ+ Editors Association.

12. Strategic Plan

Heather thanked everyone for voting to approve the draft outline for the strategic plan. Natasha asked Patricia if there is anything to do to prepare; she will send some things to Natasha. The goal is to start in January.

13. Conference

Tara shared that the conference venue and dates have been selected: SFU Harbour Centre. June 21-23. A lot of the major stuff will kick off this week. The first committee meeting is this Friday. There will be a handoff meeting from the previous chairs on Wednesday.

They are still in conversation about the theme. Sara had pointed out that the webinar that sold the best was the one about AI. Tara does not want to focus the conference on AI; she is happy to have a couple of sessions on it but feels really strongly that she doesn't want it to be a negative experience at this conference.

Sara's idea was around editing in the future and focusing on the technology side. Tara feels that we've all had a lot of technology for the last few years, and it's important to start rebuilding the concept of communities within editing circles and within communications circles. Sara wants to

put out a call for seminars at the beginning of December. Now, as the venue and date have been established, the next step is the theme.

Natasha suggested coming up with five or six ideas to vote on and discuss. Tara and Natasha will connect on this topic. Heather pointed out that the theme does not have to be decided before the volunteer meeting Friday. Tara hopes to encourage people who have not yet presented to come forward as presenters; we need new voices. Heather said that it would be unusual to come into the volunteer meeting saying that we have a theme already. They could go in with a few options that the whole group has input on and give them some time to vote on them.

Ellen would like information about presenting that she can share with the branches and twigs. She wants to help point out to people how much they know and how much knowledge they have to share. She suggested that communications be sent out saying that we are interested in hearing proposals. Because there is so much subjectivity in the world of editing and writing, people might have tools to share that others are not aware of. Tara wants to see more community building (i.e. panels, conversations, and interactions).

14. Dictionary Project

Natasha shared that Marcia will be sending out an email with some information on organizing the structure of the dictionary project.

15. Next Meeting TBD

Maria will be sending out polls for the 2024 meetings.

Miscellaneous discussion:

Maria received an email from the (Editorial Freelancers Association (EFA). They are thinking about putting together a group, similar to the academic editing special interest group, but on Kid Lit. Maria is looking for feedback.

Natasha said that the more we do this, the more requests that might come along from different groups. She wondered if we could put out a blanket yes to groups like this and allow them to self-police themselves.

Maria pointed out that, with this request, we would be starting from a different place than we did with academic editing. When they approached the NEC, they had already started working with the EFA and had people in place. A Kid Lit group would mean creating a special interest group from scratch and looking for Editors Canada members who are interested.

Conversations in the special interest groups mainly happen through Facebook, which includes non-members. Ellen reminds us that we don't want to take away from our own association's sub-groups. Heather suggested putting this in the e-news to see if anyone is interested. Kid Lit could be a growing area.

16. Adjournment

MOVED BY Maria Frank

SECONDED BY Suzanne Aubin

that the meeting be adjourned.

Carried

Appendix A – Meeting Agenda

AGENDA / ORDRE DU JOUR
Editors' Association of Canada / Association canadienne des réviseurs
National executive council meeting (November 5, 2023)

Zoom link:

<https://us02web.zoom.us/j/87582484232?pwd=QWxSYUFCNG9TVTIZcXpRUDBHVC9VZz09>

Meeting ID: 847 8248 4232

Passcode: 678550

Attending:

- NEC members
- Natasha Bood, executive director
- Lori Perrie, volunteer recording secretary

NEC documents in [Google Drive](#)

Sunday, November 5, 2023

1:00 p.m. to 4:00 p.m. (ET)

1. Call to order (1:00)
2. Land acknowledgment
3. Approval of agenda
4. Review of [outstanding action items](#) from previous meetings (1:15 to 1:30) Mina
5. Editors Ottawa-Gatineau (1:30 to 1:50)
6. Reports and requests (1:50 to 2:10) Mina
 - a. Director reports
 - b. Committee reports
7. Break (2:10 to 2:15)
8. Budget update (2:15 to 2:30) Tara and Natasha
 - a. Twig funding
 - b. 2024 budget for approval
9. Update on ongoing projects (2:30 to 3:00) (include a brief overview of what your committee is currently working on, as well as any other info you'd like to discuss)
 - a. Publishing committee Kaitlin
 - b. Francophone updates Suzanne and Badou
 - c. Member services/Volunteer management committees Leah

- d. Certification **Arija**
 - e. Standards committee **Arija**
 - f. Webinars/Training and development committee **Blazej**
 - g. Career Builder committee **Heather**
 - h. Student relations committee **Heather**
 - i. Website task force **Tara**
 - j. MarComm committee **Ruth**
 - k. Mentorship committee **Suzanne**
 - l. Executive director **Natasha**
10. Branches and twigs **(3:00 to 3:10) Ellen**
- a. Branch and twig procedures
 - b. Branch and twig toolkits
11. Implementing the equity, diversity, and inclusion (EDI) [task force recommendations](#) **(3:10 to 3:20) Heather**
- a. [Implementation spreadsheet](#)
12. Strategic plan **(3:20 to 3:30) Heather**
13. Conference **(3:30 to 3:45) Tara**
- a. Francophone conference **Badou**
14. Dictionary project **(3:45 to 4:00) Marcia and Natasha**
15. Next meeting TBD
16. Adjourn

Appendix B – Action Items

#	Action Items 2023/2024	Category	Person(s) Responsible	Previous Status	Current Status	Last Updated
1	Editors Canada 2024 conference: To determine if we will do the conference without a cap on upper limit and in a hybrid mode. While Sara is currently looking for an appropriate venue, this depends on how successful online sales from this year's conference were.	Current	Tara Avery, Sara Abdul	No update yet	In progress; we have a venue, and we got an excellent deal on it. We have a date. Meetings with the committee start this week.	Nov. 4, 2023
2	VolunteerConnect: Leah to update the language used in the VolunteerConnect spreadsheet—from English only to bilingual to encourage more francophone members' participation	Current	Leah Morigan	In the works. Standing by for our next meeting to get this rolling.	Standing by for our next meeting	Nov. 5, 2023
3	Forum for Francophone editors: To provide Francophone members some resources and a place to organize the information. Badou has offered to be a moderator. Heather to talk to Michelle Ou for the next step.	Current	Heather Buzila	No update, but we did just set up the food editors Google group, so the Francophone group would follow the same steps.	Will put Badou in touch with Michelle Ou after this meeting to start getting this Google group set up.	Nov. 5, 2023
4	Certification exams in French & Edit Like a Pro for Francophones: Prior to 2019, when the French exams were running, there was a study guide. We got a grant last year but are still looking for a person to help restart the French program. According to Suzanne, we have a member who has shown interest.	Current	Suzanne Aubin		No update yet	Nov. 5, 2023
5	National Office transition planning: As the office lease ends at the end of January 2024, Natasha is to sort out what is needed and what is to get rid of, and a small storage unit and PO Box would be needed. She will put a plan in place for discussion and send out for approval.	Current	Natasha Bood	Plan is in the NEC folder	Complete	Nov. 2, 2023

#	Action Items 2023/2024	Category	Person(s) Responsible	Previous Status	Current Status	Last Updated
6	Publications Committee: Look into what to start with the revision of Editing Canadian English (3rd Ed., 2015).	Current	Kaitlin Littlechild, Heather Buzila	No update	In progress - reviewing current volume	Nov. 2, 2023
7	Accumulated surplus in twigs' virtual accounts: To discuss and vote on the new twig funding model (provide a certain amount each year and return unspent funds after two years) at AGM.	Current	NEC Directors, Natasha Bood	Natasha sent draft to Tara - in Progress	Tara will send out to the NEC for review this week.	Nov. 4, 2023
8	Career Builder document: Upload both English and French versions to the website.	Current	Heather Buzila, Michelle Ou	I (Heather) will need to look into this.	No update. Will email Michelle Ou to check.	Nov. 5, 2023
9	Website: Launch the new EC website that includes a new web style guide (in English & French) to be shared and adopted as universal across the Editors Canada website. End of life for the current website is November.	Current	Website Taskforce, Tara Avery, Natasha Bood	Still dealing with the ongoing issue, but hoping to relaunch the new website around the end of this month	Current situation will be updated during the meeting on Nov. 5.	Nov. 4, 2023
10	Webinars: Look for additional webinar hosts as well as a way of doing live-captioning for accessibility for people attending live.	Current	Błażej Szpakowicz, Training & Development Committee, Caitlin Stewart	No updates; the committee is focused on other tasks at the moment.	Same as before; still focusing on other tasks.	Nov. 3, 2023
11	Branch/Twig Toolkits: Anne (former Director of Branches and Twigs) to look over the toolkits and add updates. Heather to assist Anne and get the office's feedback on things she has flagged to be updated. Ellen to work on rewording. To be ready for early next year.	Current	Anne Godlewski, Heather Buzila, Ellen Keeble	No update yet, still in progress, but NEC approval incoming	Same as previous	Nov. 5, 2023

#	Action Items 2023/2024	Category	Person(s) Responsible	Previous Status	Current Status	Last Updated
12	EC Marketing Videos and Guidebooks (handbooks): All directors to review and pass along feedback. Sue to reach out to Michelle to see if we need an "execread" for the videos to make it official.	Current	NEC Directors, Ruth Pentinga	The crisis communications guidebook has been reviewed and minor corrections made. The document has been sent to the marcom chair, Merel, and Michelle Ou to see if the invalid links can be fixed or updated on it. No major changes made so no NEC approval will be sought.	Complete	Nov. 3, 2023
13	The Editor's Weekly: Would like to increase BIPOC contributions to the blog and frequency of EDI topics. Maria to add to the EDI spreadsheet. Suzanne to work on the French version.	Current	Lucy (editor), Beau, Ruth Pentinga, Maria Frank, Suzanne Aubin	One of the current managing editor's (Laura) goals as managing editor for the blog was already to have more of an intentional EDI focus. She will reach out to / collaborate with the EDI cttee as/when needed. Current blog proofreader is a BIPOC person. In addition: a number of posts are/will be by BIPOC writers, seeking more posts on EDI topics got new year, etc. She's on it!	Complete, for now	Nov. 3, 2023

#	Action Items 2023/2024	Category	Person(s) Responsible	Previous Status	Current Status	Last Updated
14	Subscription to the Canadian Press French style guide: Consider this new offering to Francophone members, starting this year.	Done	Heather Buzila, Natasha Bood	Done (I think)		Oct. 12, 2023
15	Heather to talk to Sylvie about insurance options for Quebec members, reviving current task force or establishing new task force of Francophone members. Suzanne to look at the information received for the creation of a task force.	Done	Heather Buzila, Suzanne Aubin	Taskforce brief distributed to the NEC; currently in the voting process to accept it	Taskforce brief approved on Oct. 17, 2023	Oct. 18, 2023
16	EC Member Forum: Currently in the testing phase, this new forum will be on its own platform in Google Groups. There will be a French option; it will be tested after the English version has been through the testing phase. This is to replace the old email list. Natasha to follow up with Michelle.	Past	Leah Morigan, Natasha Bood	Done and can be removed		Oct. 12, 2023
17	Gael Spivak and Natasha Bood to work on a governance poster to show incoming branch and twig coordinators what their responsibilities are and how communications work among various parts of the organization (on hold until more time). Heather Buzila to ask Gael for more info on the original idea.	Past	Heather Buzila	Done and can be removed		Oct. 12, 2023

Appendix C – Online Motions

Motion	Background	Opened	Closed	Moved By	Seconded By	Carried By	Abstain
<p>To approve an update to the Awards and Scholarships Procedures as follows:</p> <p>Page 3, in the Tom Fairley Award section, Number of Winners The judges will select one winner only: no ties or co-winners. Editors Canada will give a cash award to the winner and runners up.</p>	<p>In September 2023, the NEC voted to reinstate the \$500 cash prize for runners up for the Tom Fairley Award. This change to the procedures document would update it in accordance with the vote.</p>	Oct. 11, 2023	Oct. 16, 2023	Heather Buzila	Maria Frank	10	0
<p>To accept the task force brief in order to create a Quebec member insurance task force</p>	<p>Because of the requirements specific to the laws in Quebec, the members in that branch cannot benefit by the current Editors Canada's partnership regarding insurance. We need to survey and study the possibilities in that province in order to, hopefully, expand our member services in Quebec.</p>	Oct. 13, 2023	Oct. 17, 2023	Suzanne Aubin	Arija Berzitis	10	0
<p>To allow the Training & Development committee to offer small discounts on webinars throughout the year at their own discretion</p>	<p>This is in response to the request from the T&D committee. The discounts in question would be capped at 15%; anything more than that would require additional permission from the NEC. Doing this should allow Editors Canada to increase the reach and profitability of our webinars and bring in expanded audiences, without requiring the T&D committee to ask for permission anew every single time. The aforementioned necessary steps to grant the request will likely include webinar contract revisions.</p>	Oct. 18, 2023	Oct. 22, 2023	Błażej Szpakowicz	Leah Morrigan	9	0

Motion	Background	Opened	Closed	Moved By	Seconded By	Carried By	Abstain
To approve the draft scope of work for the new strategic plan submitted by Patricia Huntsman of a consulting firm Patricia Huntsman Culture + Communication	Editors Canada's current strategic plan is out of date as of 2021. Our executive director has worked with Patricia before and referred her to the NEC as a suitable lead for the new strategic plan development.	Oct. 20, 2023	Oct. 24, 2023	Heather Buzila	Suzanne Aubin	10	0
To appoint Holly Vestad as the new chair of the Career Builder Committee	The previous chair had to step down due to personal reasons, and Holly has agreed to take over as chair.	Oct. 24, 2023	Oct. 27, 2023	Heather Buzila	Suzanne Aubin	8	0

Appendix D – Q4 Directors Report



EDITORS
RÉVISEURS
CANADA

Q4 Reports

Directors

November 5, 2023

National Executive Council Meeting

Zoom

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National Executive Council (NEC) Directors

President – Maria Frank

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
 - Human Resources Committee
 - Francophone Adviser
 - Equity, Diversity and Inclusion (EDI)

2. **Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre**
 - Scheduled and ran the first few NEC meetings of the 2023–2024 year, including inviting branches and twigs to attend meetings
 - Started and contributed to NEC discussions over email and tried to increase the director engagement
 - Supported directors as needed

3. **Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités**
 -

4. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**
 - Schedule meetings for the first half of 2024
 - Attend a meeting with the budget subcommittee to discuss the budget
 - Help the vice-president prepare for working on the annual report
 - Support directors as needed

5. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)

- None at this time

Vice-President – Marcia Allyn Luke

1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)
 - Awards Coordinator

2. Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre
 -

3. Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités
 -

4. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities) / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)
 -

5. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports) / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)
 -

Past President – Heather Buzila

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
 - Career Builder Committee
 - Student Relations Committee
 - Nominating Committee

2. **Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre**
 - Completed a series of blog posts on the positions on the NEC
 - Finalized a partnership agreement with the Northwest Editors Guild
 - Supported the president and NEC as needed
 - Supported the Career Builder committee and the Student Relations committee as needed

3. **Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités**
 - Met with BIPOC of Publishing in Canada to discuss a partnership agreement
 - Met with Patricia Huntsman and Natasha Bood about how to begin updating the Editors Canada strategic plan
 - Worked with the Conference committee as needed to discuss venues and early conference planning

4. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities) / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**
 - Oversee the Conference committee and provide assistance as needed
 - In early 2024, form the national nominations committee and work to fill upcoming vacancies on the NEC, national committees, and national positions for 2024-2025
 - Work with Natasha Bood and Patricia Huntsman to begin the process of creating a new strategic plan

- Follow up with BIPOC of Publishing in Canada to see if they are interested in a partnership
 - Continue reaching out to prospective partner associations to expand discount for the Editors Canada members
 - Support the president and NEC as needed
 - Support the Career Builder committee and the Student Relations committee as needed
- 5. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports))**
- None

Treasurer – Tara Avery

1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)
 - Website Taskforce

2. Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre
 -

3. Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités
 -

4. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities) / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)
 -

5. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports) / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)
 -

Secretary – Mina Holie

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
 - Conference Committee
 - Conference Adviser

2. **Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre**
 - Liaised with other directors and the National Office for various activities
 - Facilitated going through the list of Action Items during the meeting and updated it accordingly afterward for the subsequent meeting discussion
 - Tracked motions, prepared online polls, managed the online voting system, and kept a list of motions/voting results up to date
 - Solicited quarterly reports from the NEC directors and committees/taskforces to compile/edit them for finalization and have them ready prior to the quarterly meeting
 - Prepared a quarterly requests summary prior to the quarterly meeting
 - Provided support to the recording secretary as needed, while working together
 - Compiled all required items in the meeting minutes for finalization and proofread before being posted on the Editors Canada website
 - Added documents to each meeting folder on Editors Canada NEC's shared drive for directors' review prior to the meeting

3. **Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités**
 - Support other directors as needed
 - Participate in the NEC discussion

4. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**
 - Finish off the meeting minutes of September and October
 - Continue to track and organize motions while managing the online voting system
 - Update the list of Action Items

5. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**
 - None

Director of Branches and Twigs – Ellen Keeble

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
 - Branches and twigs

2. **Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre**
 - Setting up multiple twigs with marketing materials for in-person festivals (also twigs representing the association at writer's festivals with success)
 - Linking with the MarCom committee to share LinkedIn resources as some branches and twigs move to using the platform
 - Hosting so far two well-attended meetings, where we were able to bring in guest directors to address the branch/twig questions
 - Supporting branches and twigs with expenses and administrative tasks

3. **Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités**
 - Happy to link up with other directors to see how we can support each other

4. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**
 - Finish up toolkits for copy editing and review, and then publish
 - Better understand and record information regarding how to support branches/twigs that host the national conference
 - Set up next steps for the seminar guidance and Google Suite guidance

5. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**
 - None at this time

Director of Marketing and Communications – Ruth Peninga

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
 - Marketing and Communications (MarCom) Committee
 - The Editors' Weekly

2. **Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre**
 - The MarCom visual metaphor proposal is proceeding and is now with NEC for comments and then approval.
 - Updated, with only minor edits, the MarCom Crisis Communications Guidebook
 - Review and approve all blog posts for The Editors' Weekly

3. **Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités**
 -

4. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities) / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**
 - To get the visual metaphors proposal approved, underway and support as needed

5. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports) / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**
 -

Director of Member Recruitment and Retention – Suzanne Aubin

1. List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)
 - Mentorship Committee

2. Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre
 -

3. Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités
 -

4. State priorities for the next quarter (your priorities as director, not your committees' or region's priorities) / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)
 -

5. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports) / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)
 -

Director of Professional Standards – Arija Berzitis

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
 - Standards Committee
 - Certifications Steering Committee (CSC)

2. **Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre**
 - **Standards Committee**
 - The new Professional Editorial Standards (PES) document is undergoing another round of copy edits before formatting for publication (at the request of Publications Committee). The membership is being flagged for final comments once this is done. Publication is still slated for January 2024.
 - **CSC**
 - Exams are ready for the certification testing on Saturday, Nov. 18, 2023 (15 candidates for Proofreading and 13 for Structural Editing at last count).
 - Pilot testers criticized that the proofreading test requires markups to PDF (and that it was not in Microsoft Word like the other three tests).
 - We again have need for more volunteers for our group; it seems that this has become an ongoing concern. As soon as we get new recruits, they have to resign for various reasons.

3. **Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités**
 -

4. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities) / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**
 - Step up recruitment for more volunteers
 - Provide support to both groups wherever it is needed

5. Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)

- None at this time

Director of Publications – Kaitlin Littlechild

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
 - Publications Committee

2. **Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre**
 - *ELAP* Structural Editing is being finalized and entering design.
 - Sensitivity read of the diversity handbook web material is complete.
 - Publications committee members do not feel qualified to incorporate edits to the web material. Advised them to re-engage the members of the sub-committee to see if anyone has the time to edit the material.

3. **Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités**
 - Began the process of review *Editing Canadian English* to determine if it needs to be updated

4. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities) / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**
 - Guide the start of the next *ELAP* project
 - Continue review of *Editing Canadian English*

5. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports) / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**
 -

Director of Training and Development – Błażej Szpakowicz

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
 - Training and Development (T&D) Committee

2. **Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre**
 - The T&D Committee has successfully held its first few webinars of the 2023–24 season, and things remain on track for the remainder.
 - Now in consultation with MarCom, the T&D committee also remains busy creating an updated and more energetic marketing campaign that would make better use of social media platforms we've thus far done little with.
 - The T&D committee also remains in discussions with the Certification Steering committee about a free webinar on certifications and has been in contact with other Editors Canada committees for thoughts on other free webinars to offer.

3. **Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités**
 - Live captioning is a bit on the backburner at the moment as we focus on marketing, but it's something I hope to return to.
 - The T&D committee is still seeking a French social media volunteer; if that's still the case when I return to Canada, I will probably be liaising with Suzanne Aubin and Badou Bousso about it.

4. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**
 - See above.

5. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**
 - None at this time

Director of Volunteer Relations – Leah Morrigan

1. **List the groups or individuals that report through you (committee, subcommittees, taskforces, national positions, branches, twigs) / Énumérez les groupes ou les individus qui se rapportent à vous (comité, sous-comité, groupe de travail, postes au niveau national, section ou ramification)**
 - Volunteer Management Committee
 - Member Services Committee

2. **Note successes, accomplishments, and challenges from the past quarter / Notez les succès, les réalisations et les défis du dernier trimestre**
 - The new **Member Services** committee is starting to gel, and we are developing projects out of the brainstorming session we had last meeting.
 - **Member Services** is open to suggestions and ideas about what kinds of services the membership would like. I have communicated this to the NEC to pass on to their committees.
 - **Volunteer Management's** volunteer promo is moving forward; the Overview of National Committees and Positions is almost complete, as are other committee documents.

3. **Status update on any activities you, as director, want to accomplish, outside of supporting your committee(s) / Mise à jour des activités que vous, à titre de directeur ou directrice, voulez accomplir en dehors du soutien que vous offrez à vos comités**
 - Continue to welcome a French presence and French collaboration on my two committees, and help improve French recruitment on both committees (with the help of Suzanne Aubin and Badou Bousso).
 - **Member Services** member benefit infographic will be picked up again this quarter with new committee members to promote membership.

4. **State priorities for the next quarter (your priorities as director, not your committees' or region's priorities) / Priorités pour le prochain trimestre (vos priorités à titre de directeur ou directrice et non pas les priorités de vos comités ou régions)**
 - As above.

5. **Your own requests or questions for the national executive council (not your committees' requests, which are in their reports) / Demandes ou questions pour le conseil d'administration national (pas celles de vos comités, car elles sont dans leurs rapports)**
 - N/A

Appendix E – Q4 Committees/Taskforces Report



EDITORS
RÉVISEURS
CANADA

Q4 Reports

Committees & Taskforces

November 5, 2023

National Executive Council Meeting

Zoom

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Committees

Career Builder Committee – Holly Vestad

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année

- Our data transfer preparation for the sub-hub on the new website is 95% complete. The new sub-hub has been strategically organized. All relevant material has been placed into categories and subtopics to ensure that members can easily access the information they are looking for, as well as discover new, relevant information.
- We are poised and ready to train our volunteers on the new sub-hub once the opportunity presents itself.
- We are continuing to brainstorm ways to strengthen the Job Board (see answers for question 2).
- There were many approved proposals for webinars this season, and our LinkedIn webinar has been moved to the next season. We are in the process of confirming dates.

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Complete proofreading the website outline for the data transfer, our final step.
- Devise a proposal about setting up push notifications for the Job Board.
- We will be creating a survey to send out to members, asking questions regarding the Job Board: How do they engage with it? How can it be improved? We are also conducting research into other editing societies to see how they present career information. Our next quarterly report will communicate our findings and suggestions to the NEC.
- Once the new website is up and running, continue our career-building blog posting and webinars.
- Once the new website is up and running, train volunteers as website masters. This will include monitoring metrics, which will help us strategize our quarterly and annual plans.
- Finally, the committee has experienced significant turnover. At our next meeting, we will be holding a strategic planning session to determine our robust goals for the next year.

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national

Not at this time.

Certification Steering Committee – Saleh Waziruddin

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année

- Pilot testing completed
- Resources for exam preparations completed
- Implemented tracking of permissions for the shared folders to ensure timely removal and appropriate levels of permissions for external users

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Administer and mark exams
- Start analyzing changes to editorial standards to adjust the test bank questions
- Update the exam preparation materials with new resources

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national

None

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?

We have spent \$600 for exam markers' honoraria, and this is on track.

Conference Committee – Tara Avery, Kyle Hawke

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année
 -

2. Priorities for the next quarter / Priorités pour le prochain trimestre
 -

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national
 -

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?
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The Editors' Weekly – Laura Bontje

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année

- The following items were set as targets in the Q3 report. Below, I have outlined the progress toward each goal.

Goals met (Sep–Dec):

- Maintain a consistent publishing schedule with no unplanned breaks in content
- Secure commitments for a minimum of nine posts
- Share 4 posts from new Canadian contributors
- Share 3 posts that align with an existing Editors' Weekly series
- Share 2 posts from returning contributors

In progress (Sep–Dec):

- Review the 1,327 individual tags in use on WordPress to identify those that can be deleted or combined due to duplication or lack of use
- The editorial calendar was updated and moved into the shared MarCom folder to increase transparency for the blog team re. upcoming posts and their editorial status.
- To increase the potential reach of posts by encouraging contributors to see and share the social media announcements, The Editors' Weekly has begun offering contributors the opportunity to be tagged in posts on Instagram and Mastodon in addition to X (former Twitter). (On Facebook and LinkedIn, we continue to use names rather than direct profile links, since those platforms do not have the same username-based model as the others.)

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Share posts that include at least the following:
 - 4 from new Canadian contributors
 - 2 that align with an existing Editors' Weekly series (in addition to 2024's final two posts in the NEC in Detail series)
 - 2 from returning contributors
 - 2 that have an EDI focus as the primary topic
 - 1 from an editorial niche that is underrepresented on the blog
- Continue to actively solicit posts from a variety of contributors (and ensure diversity in panel-style Q&As) to keep the blog proactive in representing the diversity of the editing community
- Perform a more active review of available blog analytics to better understand which posts are getting the most traffic

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national

None at this time

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?

N/A

Marketing and Communications Committee – Merel Elsinga

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année

- We are preparing a proposal to re-run of the Hire an Editor social media campaign this winter/spring. Through a survey, we've received member feedback on how the campaign should look like. This campaign hinges on the membership sharing the campaign content on their social media networks. We've requested (separately) a budget to incentivize members in sharing the campaign to increase its reach.
- Google Ad Grants: ongoing project. It is now running in both English and French. We are tracking and analyzing the Google Ads data separately to find out to see what part of the campaigns perform and where to improve.
- LinkedIn: So far, we've had two monthly host volunteers (3-month trial) to maintain the page in such a way that it realizes more membership engagement. Our analytics team has established that LinkedIn is our fastest growing platform and also has the most [followers](#). We would like to continue the hosting program to keep the channel engaging.
- Social media, other: Our new social media team has been selectively cross-posting on social media other than LinkedIn. We now also have francophone volunteers who can translate relevant posts.
- Outreach ambassador program: Our volunteer keeps working on connecting Canada-wide with more venues such as libraries and post-secondary institutions. All to promote editing as a trade, the work that editors do, and the association. Bookings, both in-house and online, keep being added to the ambassadors' schedule.
- Updated the brochure: [We're here for you at every stage of your editing career](#). This is completed and now included on our website in English and French. MarCom is considering a social media plan to promote the five stages mentioned in the new brochure.
- Visual metaphors: MarCom started developing a NEC board member's idea to use visual metaphors for social media campaigns. This project is picked up again. Ideally, we would like to engage our members by letting them weigh in on which metaphors to use in the campaign.
- Analytics: We have made a start with [quarterly reports](#) on traffic on our social media (not the website yet, due to its transition). For the first time since our start this year with Q1, we now have three quarters to compare between.
- Meet an Editor: French YouTube video production. It proves more difficult than expected to find francophone Editors Canada members to interview, though we have enough francophone volunteers. Also, the project takes about nine months to completion, and it has only just started. The video editor we used for the English video productions is also able to help us with the French versions, and we still have over \$3,000 in our budget (from last year) available for that.

- Webinar promotion: The Training & Development Committee has asked us to help promote their webinars on our current social media by producing small videos. They also asked us if we could create content to promote on TikTok and/or BookTok. None of our volunteers have any experience with this, so I have reached out to members who were previously interested in volunteering to see if they could help. So far, no one has accepted my request for help.

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Flesh out the updated Hire an Editor campaign and prepare launch for this winter/spring
- Improve on English and French Google Ads
- Keep finding LinkedIn hosts
- Continue with ambassador presentations
- Promote the five stages of the brochure [We're here for you at every stage of your editing career](#) in social media campaign
- Visual metaphors: produce campaign plan with member engagement
- Update analytics for Q4
- Continue production French Meet an Editor videos
- Help promote webinars where we can

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national

We have requested separately a budget of \$850 to increase the reach of our Hire an Editor campaign by providing incentives to our membership.

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?

We have over \$3,000 left from last year's approved budget to produce a francophone *Meet an Editor* video production.

Member Services Committee – Sarah Tucker, Emily Follett-Campbell

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année
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2. Priorities for the next quarter / Priorités pour le prochain trimestre
 -

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national
 -

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?
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Mentorship Committee – Risha Gotlieb

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année
 -

2. Priorities for the next quarter / Priorités pour le prochain trimestre
 -

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national
 -

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?
 -

Publications Committee – Matthew Long, Noah Nuttall

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année

- Edit Like a Pro: Structural Editing copy edited work is being reviewed by the original authors. A volunteer proofreader and the designer are ready to complete the work when all exercises are approved.
- EDI workbook changes are being integrated and approved for publication.
- Professional Editorial Standards (PES) copy edited work is being reviewed by the Standards Committee.

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Complete the remaining work (proofreading and design layout) for Edit Like a Pro: Structural Editing so that it is published in late 2023 or early 2024.
- Complete the remaining work for the revised PES document so that it's ready to be published for January 2024.
- Complete the remaining work for the EDI workbook and publish it to the website.
- Determine the marketing strategy for the various new publications (EDI handbook, PES, Edit Like a Pro: Structural Editing) in collaboration with the MarCom Committee.

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national

No questions at this time.

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?

We did not use any money in this quarter. There is a delay in the design work for Edit Like a Pro, so the money allocated for the designer has not been spent.

Standards Committee – Berna Ozunal, Greg laonnou

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année

The revised Professional Editorial Standards (PES) is being prepared for publication and release in early 2024.

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Prepare a comparative document for release on demand (that shows differences between PES 2016 and PES 2024)
- Before putting PES into layout, the Publications Committee sent it to a copy editor; our committee reviewed the proposed changes over the past two weeks and made some more changes that now need to be put before NEC and members very soon (we are working on this). We will have to work with the Publications Committee and Michelle to coordinate all.
- Getting PES published and promoted

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national

None at this time

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?

We didn't have a budget, but we put in a special request for \$750 CAD + HST to pay for the designer of PES (this was approved by NEC – thank you!).

Student Relations Committee – Michelle Noble

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année

- We have recruited an additional member and now have six on our committee.
- We have continued to share information and resources in the student affiliate Facebook group, and we remain committed to fostering a welcoming and inclusive community where student affiliate members can seek support.
- We continue to check in with the student affiliate community via the use of polls to invite feedback and assess the areas in which student affiliates are seeking the most support.
- We are hosting a virtual student social, ChatGPT: Friend or Foe?, on October 29, 2023, for students to discuss questions and concerns about AI as it relates to editing.

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- We are planning a new discussion series about building a freelance editing business, which will run for six weeks beginning the week of November 6, 2023. Each week will focus on a different sub-topic, and we will be linking students to several relevant Editors Canada resources as we move through each topic.
- We will brainstorm new directions for the committee to embark on in the New Year, based on feedback we have requested from student affiliates.

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national

None at this time.

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?

We have spent \$75.00 of our budget on three Indigo gift cards that have been used as prizes to increase participation and engagement amongst student affiliates. We plan to work with the national office to use our remaining funds to purchase one or two Editors Canada webinars as prizes when we close out our discussion series on freelancing in December. We expect to come in under budget for 2023.

Training and Development Committee – Katherine Morton

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année

- Attended the MarCom Committee meeting to request help with webinar promotion on social media. We had originally planned to request a budget from NEC to hire a student to create videos and social media posts. Michelle Ou advised us that the MarCom Committee should be able to do this. Upon attending the MarCom Committee meeting, we determined they don't currently have anyone who can do this. Merel, the chair of the MarCom Committee, kindly sent out an email searching for a volunteer.
- Trained one new webinar host volunteer.
- Promoted webinars through social media and the Editors Vine.
- Held webinars as planned.
- Met with Simon Fraser University for cross-promotional opportunities.
- Contacted other committees and former committee chairs for thoughts/advice on free webinars for members.
- Connected with the Certification Steering Committee for development and presentation of webinars on certification to be offered for free to members.
- Requested and received approval from NEC to offer webinar discounts to increase sales.
- Prepared Black Friday webinar sale.
- Working on recruiting a French social media volunteer.

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Continue to promote and hold webinars. Hopefully find a volunteer through the MarCom Committee.
- With recent approval from the NEC, we'll offer small webinar discounts for early bird, friends & family, cross-promotion with universities, etc., bulk deals.
- Follow up on the development of free webinars for members.
- Schedule the 2024 webinars (and solicit additional webinars if needed).
- Recruit a French social media volunteer.

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national

Please promote webinars in your networks (i.e., when you get e-blasts, when you see posts on social media).

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?

We've spent \$2,686.23 on presenter fees in Q3 and Q4 so far (as of Oct. 30, 2023).

Volunteer Management Committee – Ren Baron

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année

- Throughout the year, we represented volunteering to our fellow editors through the celebration of Featured Volunteers, information and highlights in the monthly e-news and direct correspondence with members.
- To increase volunteering opportunities for (and involvement by) Francophone, Anglophone and bilingual members, we worked diligently with Suzanne Aubin to brainstorm ideas, discuss barriers volunteers face and start developing a bilingual set of promo videos customized to share information with volunteers and meet them where they are.
- We finished updating the Overview of National Committees and Positions (which is in its last stages) and made significant progress in updating our other two handbooks, ensuring that information in all three is relevant and current; we also made updates to VolunteerConnect during the year for functionality and for language inclusivity and specificity.

2. Priorities for the next quarter / Priorités pour le prochain trimestre

- Promo video:
 - We will finalize the English script for our informative video and begin translating it into French so that we can customize the French version.
 - We will search for English- and French-speaking volunteers to share testimonials about their volunteering experiences.
 - We will create a schedule for recording and editing the videos.
- Once the Overview of National Committees and Positions comes back from its final review at the NEC, we will have it proofread and then reach out to the office for branding.
- We plan to have the first draft of the updated Committee Book and Volunteer Handbook to submit to the NEC for the initial review by the end of the quarter.
- We will continue to conduct our Featured Volunteer program (including reaching out for more nominations), update and maintain VolunteerConnect and share news, information and resources in the monthly e-news.

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national

N/A

Taskforces

Equity, Diversity and Inclusion (EDI) – Amber Riaz

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année
 -

2. Priorities for the next quarter / Priorités pour le prochain trimestre
 -

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national
 -

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?
 -

Website Taskforce / Groupe de travail sur le site Web

1. Status update on actions from your committee plan for the year / Mise à jour du plan d'activité de votre comité pour l'année
 -

2. Priorities for the next quarter / Priorités pour le prochain trimestre
 -

3. Requests or questions for the national executive council / Demandes ou questions pour le conseil d'administration national
 -

4. How much money from your budget have you spent? Is everything on track? / Combien d'argent de votre budget avez-vous dépensé? Est-ce que tout va bien de ce côté?
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