

Present: Natalie Boon, Fred Brown (by teleconference), Viv Cartmell, Heather Ebbs (by teleconference), Jane McGuire (by teleconference), Mary Newberry, Ruth Pincoe, Elspeth Richmond (by teleconference), Debby Schryer, Gillian Watts

Regrets: Sheilagh Simpson, Marie Gabe, Audrey McClellan, Riça Night, Anna Olivier

1. Welcome, Roll Call and Assignment of Secretary

Meeting called to order at 12:30 by Mary Newberry, Co-President.

2. Review of Agenda

Under item 4, a note should be added to indicate that reports have also been received from the co-presidents and the past president. Under item 8, the third sub-item should be prefaced with a "c", not a "b".

Moved (Heather Ebbs/Natalie Boon) to approve the agenda as amended. **Carried.**

3. Review of Minutes and Action Items of Previous Meeting

a. Minutes of 25 May 2010:

Moved (Heather Ebbs / Jane McGuire) to accept the minutes of 25 May as written.
Carried.

b. Logo use by members:

Action: Mary will circulate an email to members to indicate that any member wanting to use the ISC/SCI logo to identify their membership with us should contact Mary, who will then have the logo updated with the current date as necessary, based on uptake.

c. Posting rates: Heather is continuing to work on something for the website on factors for indexers to consider in devising rates. At the current meeting, she tabled a draft page.

Action: Heather will circulate an email asking other executive members for feedback on the draft "Charging for Indexing Services" for the website, with a two-week deadline.

d. E-commerce for membership and register fees: Gillian sent information to Audrey about wire transfers, and Audrey changed the renewal notice to incorporate this option for members.

e. Executive travel: Carried forward: Gillian, Ruth and Heather will review the executive travel budget and consider how it might be most equitably used. Gillian will pull together some figures to post to the executive list for people to think about.

f. Publicity: Carried forward: Jane McGuire will look at reciprocal links between ISC/SCI and other organizations.

g. Translation: Carried forward: Jane McGuire will try to identify someone who might be interested in translating website text into French by contacting translation societies or educational

institutions about getting a student and by circulating an email on isc-l.

h. Scripting issues: The scripting issue relates to making the *Register* application more electronically accessible in terms of filling it out online.

Action: Fred will look at the scripting issues relating to making the *Register* form more easily filled out online and will prepare a business case (including the cost differential from paperwork) about the online format.

i. Conference 2011: Viv Cartmell surveyed the members to ascertain their preferences for the 2011 conference and AGM, and results indicated that going forward with a joint conference with the Editors' Association of Canada would be a good thing to try for 2011. Planning is now under way.

j. Bulletin: Carried forward: Audrey McClellan will follow up with the few individual members who still get hard copies of the *Bulletin* to ask them if they might consider a link, instead. If they continue to prefer hard copy, they will continue to receive that.

k. Bulletin: Carried forward: Heather Ebbs will start looking for one person or a team to begin shadowing Natalie Boon in *Bulletin* production.

l. Certification: Following the May executive meeting, Heather Ebbs circulated a compilation of the index-L discussion about the Indexing Certification Institute (ICI) to executive members.

4. Regional Updates and Issues

a. Central Canada / Centre du Canada (Marie Gabe)

No report.

b. Prairies and Northern Canada / Prairies et Nord du Canada (Vivien Cartmell)

See the written report circulated to executive members.

c. British Columbia / Colombie-Britannique (Elspeth Richmond, Sheilagh Simpson)

See the written report circulated to executive members.

d. Eastern Canada / Est du Canada (Anna Olivier)

No report.

5. Committee Reports

Note: For this portion of the meeting, only additions and revisions to the reports circulated electronically prior to the meeting are recorded.

a. Bulletin (Natalie Boon): Natalie has been asked whether ISC/SCI has an annual subscription price for the print copy of the *Bulletin*. After discussion at the current meeting, it was agreed that a subscription price of \$40 would be appropriate.

b. International Liaison (Ruth Pincoe): Ruth is preparing her report for the *Bulletin* describing the recent SI conference and the ASI conference of earlier this year.

At the SI conference, one discussion point was newsletter distributions. At present, each society posts links on the international list (which includes two representatives from each society) and the international liaison makes that newsletter available to people on the various boards who need it. The Australian society suggested that if all societies are willing, the newsletters could be made more widely available to any member of any other society through their "members only" sections of their websites. Technically, this should be simple to do. The ANZSI (Australia and New Zealand), SI (United Kingdom) and ASI (United States) international liaison representatives are

collecting responses from their executive boards as well. At the current meeting, the ISC/SCI executive considered this to be an excellent suggestion and a great way to share information; in other words, ISC/SCI says, "Yes!" to this idea.

The Indexer used to have corresponding members. It has been proposed that this concept should be changed to that of an *Indexer* advisory board. It would be defined in the International Agreement. They have asked that each sister society appoint someone that would take a special interest in *The Indexer* and who would be able to speak on behalf of the society (e.g., provide information on what members would like to see in the journal and helping with the preparation of the "Around the World" column).

As the international coordinator for all sister societies, Ruth has had a difficult time setting up international liaisons' meetings at the various conferences. She is therefore developing guidelines to make this easier in the future. For the ISC/SCI conference in 2011, she would like for that meeting to be on the day before the conference and at a time that does not conflict with the ISC/SCI executive meeting.

The next triennial conference of sister societies will be in 2012, in Brighton, England. The date has not yet been set. Ruth anticipates stepping down as international coordinator at that meeting. The 2011 SI conference will be in Keele in September. The ANZSI conference will be a couple of weeks later. ASI's conference will be at the end of April.

c. Website (Fred Brown): Fred has been getting familiar with the ISC/SCI website and has had a number of conversations with Cheryl. He is still working on getting correct French language accents on the *Registry* page, which is probably a coding problem.

Fred asks that executive members requesting postings on the website supply both French and English posts at the same time. He further noted that he will be posting new items only at one or two given times during the week (i.e., do not expect instant postings).

A need has been identified to create an archive of web pages as they are "retired". Fred will see to this.

For the 2011 conference, links to registration on the EAC site (EAC will handle ISC/SCI registration) will be made available. The ISC/SCI site will have a summary only.

Action: Fred will look into whether archives of ISC/SCI web pages currently exist.

d. Publicity (Jane McGuire): Nothing further.

e. Register (Debby Schryer): Debby expressed her appreciation that Dina Theleritis is now helping out with the *Register*. Application forms are now flowing in, and a workflow for the production of the current *Register* is being developed. An ongoing question is how to deal with members who do not want their address and telephone number on the web, but this is being worked on. Members can be asked what they would want to have included. ("If you do not want your phone number and address included, check here.")

Action: Debby will develop an email for circulation to all members to remind them of the change in how the *Register* is now working, and she will also add a note to the *Registry* application form. Both notices need to be posted in both official languages.

f. Membership (Audrey McClellan): Nothing further.

g. Budget/Finances (Gillian Watts): Gillian reviewed the budget line by line. A revised budget based on meeting deliberations will be circulated. Points relating to the budget included the following:

- The annual conference finances will be complicated by doing a joint conference with EAC. Agreements on cost-sharing and income-sharing need to be resolved before the conference itself. A number of representatives from the executive and beyond will be involved. ISC/SCI does have enough reserves to cover a small loss, and we tend to consider it a member

benefit more than an income item.

- *Register* fees are relatively constant and should remain at \$2,000.
- There may be \$40 for the subscription to the *Bulletin*.
- Miscellaneous income right now is mostly magpie pins. Given that the initial marketing is now done, this item will be reduced to \$100.
- Using Skype for meetings is saving ISC/SCI money.
- Executive travel could be higher if everyone charged their travel, but not all do. This item was changed to \$1,500.
- ISC/SCI is currently bearing the burden of all travel associated with the fact that one of our members (Ruth) is the international coordinator for all societies. It was suggested that these costs should be borne by all the societies, as Ruth's work is on behalf of all. It was further noted that all societies should be giving free conference registration to the international coordinator, in large part because of the work she does for all societies, but also in smaller part because it would enable another member of that person's society to attend as the country representative. The best way to deal with this is to propose an amendment to the international agreement.
- The *Bulletin* honoraria will remain at \$1,500 for three issues, but if we go to a team production in the future, that honoraria will cease. With the addition of printing costs, this line item was changed to \$1,850.
- Debby will be sending out an email to *Register* recipients about the *Register* going virtual.
- A postcard advertisement for the *Register* was suggested; the *Register* expense line was changed to \$200
- Regional groups are not asking for money from ISC/SCI national, even though there is a budget line item. In particular, it was recommended that B.C. continue to meet where it is most convenient for members and potential members, even if there is a cost associated, and that they bill ISC/SCI national for the costs. The costs are justifiable, and the need for a strong B.C. group is particularly high because we are planning our AGM and conference for there in 2011.
- Until now, the Tamarack Award birds have been paid for by Ruth, but she will soon be stopping (she graciously offered to pay for the award for 10 years). Further, there may need to be more money put toward the Indexing Award. This line item was therefore increased to \$200.
- After revisions, the final budget showed a surplus of \$470.

Action: Mary and Debby will work together on a postcard (English and French) for advertising the *Register*.

Action: Heather will write a blurb about the magpies again for the spring *Bulletin*, encouraging purchases and indicating that they will be available at the conference.

6. Conference and AGM

a. 2011: Vancouver, 27-29 May: The 2011 conference will be held on May 27-29 in Vancouver at Simon Fraser campus in conjunction with the Editors' Association of Canada (EAC/ACR). The theme is "Indexing in the Age of e-Everything". Friday will be the primary day for ISC/SCI, and will include the AGM. People will be able to register for that one day only. Saturday will include indexing sessions concurrent with EAC/ACR's regular program. No indexing sessions will be included on Sunday.

Program: Kari Kells will be coming. There is a possibility of Ruth doing a "grumpy old indexers" session, if needed. Heather could do a session on online courses, if needed. It was undecided whether to have a keynote speaker, given that we have only one day; if Do Mi Stauber would be interested, however, then she might be a draw. Many other names were suggested (see action item below), and it was noted that most of these were non-Canadian; it would be good to get more Canadian speakers. Elspeth has already suggested a Vancouver employee, Jeff Wright (who speaks on ergonomics) to the EAC/ACR coordinator, Naomi Pauls (who is also an ISC/SCI member). If executive members have suggestions for other Canadian presenters, they are invited to send them to Viv and Mary.

Action: Ruth will approach Rudy Hirschmann about the possibility of his doing his Einstein presentation (indexing the complete works of Einstein); Mary and Viv will contact Beth Macfie about the possibility of contacting Kate Mertes; Heather will contact Do Mi Stauber to ask if she would be interested (possibly as keynote speaker); Heather will contact Gale Rhoades to see if she might be interested in doing a session on cleaning up one's computer (this might be of interest to the editors, as well, so might be a good Saturday session); Ruth will contact Frances Lennie about the possibility of her doing something other than a Cindex session; Heather will contact Kamm Schreiner; Heather will contact Jan Wright about possibly speaking on technology indexing; Heather will contact Max McMaster about possibility speaking on indexing illustrations (cc'd to Ruth). Everyone is asked to cc Mary and Viv and to ask the potential speakers to contact them to continue the conversation.

Banquet: The ISC/SCI banquet will be on Friday night, 27 May. Vancouver volunteers are needed to arrange that. There could be up to 50 people, but 30 is considered more likely. The biggest criterion is price – something less than \$50/person is important. It should also be within easy distance of campus. The banquets are informal and need to be in a room where we can hear each other (e.g., not in the middle of a restaurant – off to one side or in a separate room would be good). Sometimes, schools for hospitality have facilities and are less expensive.

Action: Elspeth will either arrange or find some Vancouver volunteer to arrange the Friday banquet.

Registration: EAC/ACR will handle registration for both organizations. The ISC/SCI program will be on our website as well as on the EAC/ACR site. Both conference sites will have links to the other for information. For registration, there will be a link from our site to theirs. It was noted that this ISC/SCI connection gives them a day and a half of free programming—this is something to consider in negotiations. We need to ensure that we are well promoted on their site.

Budget: EAC/ACR does not pay their speakers. They tend to sell out regardless of speaker. They see the conference more as a money-making venture, while we see it more as a member benefit—we are willing even to lose a small amount on our annual conference, although we prefer to make some. Therefore, we charge significantly less for our conference than EAC/ACR does (e.g., their early-bird price for the 2010 conference was \$320; ours was \$200). The per-day pricing will have to be firmly negotiated with EAC/ACR. We also have to be sure that we do not end up with some of EAC/ACR's conference expenses. Further, it is part of our International Agreement with our sister societies that we give free registrations to a representative of each; it is vital that this be allowed. We also tend to give free registrations to the coordinators and our presidents; there have been a couple of years where other free registrations have been given, but it was agreed at the current meeting that we need to be more rigorous in ensuring that these are not handed out too extensively. Ultimately, it was agreed that we need a strong negotiating committee to sort out how the two organizations will share costs and income. That committee will include Mary, Viv and Gillian; Beth Macfie would be an excellent addition, as she has organized two conferences for ISC/SCI and as she is a member of both organizations.

Action: Mary and Viv will contact Beth Macfie to ask (a) if she would join the conference negotiating committee and (b) what her advice is on whether people other than the presidents and the conference coordinator(s) should get free registration.

7. Updates

a. Indexing award and best practices guidelines (Christine Jacobs): Tabled for discussion by email or at the next meeting.

b. Archives Project (Jennifer Hedges): See the report circulated prior to this meeting.

c. Promotional activity and white paper on indexing (Jane McGuire): Tabled for discussion by email or at the next meeting.

d. Social networking entries (Facebook/Linked In) for ISC: Tabled for discussion by email or at the next meeting.

e. Logo use by members (Mary Newberry): Tabled for discussion by email or at the next meeting.

Action: Viv will email a reminder to Christine, Jane and Mary requesting updates on these projects or discussion points.

8. New Business

a. Protocol for requesting updates to website (Fred Brown): See under item 5c, above.

b. Guest editor for December 2011 issue of The Indexer: See Heather's report circulated prior to the meeting.

c. Affiliation with STC Alberta: Jessie Chaney of the Society of Technical Communicators (STC) Alberta approached ISC/SCI to ask if the two groups could affiliate. Viv has explained to them that ISC/SCI is quite small compared to STC, but that information could be shared in terms of meetings, seminars, etc. At the current meeting, it was agreed that we should not do any formal affiliation, as they are too large and affiliation could mean, for e.g., that their members would want to attend our conference at member rates.

Action: Viv will respond to STC Alberta that we can agree to an informal relationship of information-sharing, including advertising events to members through our email forum.

d. Honoria for translations: This is included in the budget under "Miscellaneous expenses".

9. Next Meetings

Winter meeting: Telephone/Skype/in person: 12 February, noon (tentative), possibly at Ruth's

10. Other Business

a. Succession planning: See Heather's written report circulated prior to the meeting.

11. Adjournment

Moved (Heather Ebbs) to adjourn at 4:04.