

**ISC/SCI Executive Meeting  
Wednesday, May 27, 2015, 1:00 pm (PST)  
Harbour Towers Hotel  
Victoria, British Columbia**

**MINUTES**

**Participants:** (in person): Jennifer Hedges, Mary Newberry, Francois Trahan, Joanne Burek, Ruth Pincoe, Isabel Steurer, Frances Robinson, Margaret de Boer, Heather Ebbs, Alexandra Peace, Gillian Watts; (via Skype) Moira Calder; Guests: Andrea Hatley, Christine Jacobs was present for her portion of the meeting (Awards committee); Regrets: Judy Dunlop

**1. Welcome and Roll Call (secretary: Margaret de Boer)**

The meeting was called to order by Jennifer Hedges, Co-president, at 1:15pm PST.

**2. Review of Agenda**

Items added under **Committee Reports and Updates:**

**5l.** Ad-Hoc Committee on ISC/SCI Initiatives (Judy Dunlop)

**5m.** Logo Report (Judy Dunlop)

**3. Review of Minutes and Action Items of Previous Meeting**

**a. Minutes of Saturday, February 7, 2015**

Note that the division of labour of the treasurer and bookkeeper were added to the 7 February 2015 minutes - Item **8e**.

*Moved* (Heather/Joanne) to accept the minutes of 7 February 2015 as amended. Carried.

**b. Action items**

*Membership and thanking long-term members:* completed. Frances has drafted thank you note. *2016 conference:* See Item 6b.

*Executive positions recruitment:* Mary defined roles for a co-presidency. Mary recruited Jennifer Hedges as the senior co-president and Margaret de Boer as the junior co-president for 2015-2016. Mary will recruit a member to serve as vice-president.

*Certificate of Recognition:* Christine Jacobs designed the certificate. Recipients will receive it at the AGM on May 28.

*Training information:* completed. Joanne Burek prepared the information and François posted it to website.

*Eastern Canada representative:* Stephanie Watt had to stand down due to her maternity leave. Alex Peace from Nova Scotia is the new representative.

*Bulletin:* Marnie Lamb and Moira Calder are stepping down this year. Moira recommends an additional person to assist with design changes. Andrea Hatley has agreed to become editor and will officially become editor after AGM member approval on May 28.

*International:* ISC/SCI was represented by François Trahan at the ASI conference in April. Heather prepared a report, which François uploaded onto the website.

*Awards Committee:* completed. Christine Jacobs prepared a final report.

*Constitution:* Heather Ebbs is working with Mary Newberry on some amendments to the Constitution including the structure of the Executive. Discussions continue.

*2015 conference:* completed. See Item 6a.

*ISC/SCI Logo:* see Item 5m.

*Revised Membership fees:* completed. They have been posted to the website.

*PubPro 2015:* Isabel Steurer attended and circulated an ISC brochure.

*Treasurer's proposals:* Fiscal year end change and division of duties. See item 5a.

#### **4. Regional Updates and Issues**

##### **a. Central Canada | Centre du Canada (Margaret de Boer)**

Report submitted. Siusan Moffat is the new representative.

##### **b. Prairies and Northern Canada | Prairies et Nord du Canada (JoAnne Burek)**

Report submitted.

JoAnne is hoping to get ideas from the PubPro organizers in order to garner more ISC/SCI publicity at the next PubPro conference.

*Action Item:* Stephen Ullstrom to be reimbursed \$75 for the Words in 3D Conference he attended.

##### **c. British Columbia | Colombie-Britannique (Isabel Steurer)**

Report submitted.

##### **d. Eastern Canada | Est du Canada (Alexandra Peace)**

Report submitted.

While not able to participate this year, Alexandra is hoping to bring an ISC/SCI presence to Word on the Street in Halifax and involve EAC reps. in the area. Executive encourages Alex to participate in it.

#### **5. Committee Reports and Updates**

##### **a. Finances (Gillian Watts)**

Report submitted.

Gillian reported on the new division of labour and fiscal year change proposals.

Heather presented Bourinot's Rules of Order and checked that there is nothing in the Constitution requiring membership approval for these changes, however, Heather suggests we ask the membership at the AGM on May 28 when Gillian presents her treasurer's report.

Gillian briefly outlined the two proposals:

- to change the fiscal year from December 31 to March 31: The rationale is that changing it to March picks up both renewal periods and it is better timing for the change in executive positions that occur every May.

- new division of labour: Split into treasurer and bookkeeper positions.

Treasurer's responsibilities: financial oversight and report and discuss any major financial decisions with the Executive.

Bookkeeper's responsibilities: takes care of the day-to-day banking, which is a large part of the work. Online banking eases the coordination between two people.

Gillian will continue until there is a new bookkeeper. An option is to hire someone to do this.

Auditing of books: Use someone in the society or someone outside? An outside accountant to do an audit is expensive. It is the responsibility of the Executive to review the society's financial status and beef up accountability. We need to ensure that there's a focused look on the accounting on a regular basis. With a second person now (the bookkeeper) it gives a second set of eyes for oversight. Currently two signatures are required for cheque signing. It was suggested to change to one signature by bookkeeper, rationale being that there will be review/oversight by the treasurer.

Financial statements: Gillian presented a brief overview. The GICs are at best possible rate and at staggered renewals if we need cash quickly. An example was when the website was re-designed — GIC funds were used for that purpose.

Treasurer encourages us to budget more realistically to avoid the 2014 budget-to-actual spread. The past trend was to run a small deficit but past two conferences (with break-even budgets) have made a profit. Savings are increasing due to some cost-saving measures and membership has also increased very slightly recently.

The financial statements were accepted as received.

#### **b. Bulletin (Moirá Calder)**

Report submitted.

Moirá thanked everyone for the help received over the past five years in creating the Bulletin.

Executive thanked her, Marnie Lamb, and the entire Bulletin board for their years of dedication.

Chris Blackburn is also leaving as proofreader.

*Moved* (Mary/Heather) to thank the Bulletin board. Carried.

(At this time Ruth Pincoe left the meeting.)

#### **c. International (Heather Ebbs)**

Report submitted.

ANZSI's structure is changing. Heather will be travelling to York in September to attend the next Triennial ICRIS meeting where the international agreement will be decided, and asked if there are any changes required. It is a good working agreement. *Action item*: Heather will post a link

regarding the Triennial agreement and ask Executive to review it and make any necessary comments to her. Indexer.org. also includes link to the Triennial agreement.

**d. Website & Register: (François Trahan)**

Report submitted. François has been having some issues lately with performing backups. not quite resolved yet. He's asked Clint at Rayola to spend 2–3 hours (\$200 approximately) to resolve this issue. François currently performs a manual backup once a week to ensure that nothing is lost.

As François' term is complete, Stephen Ullstrom has been nominated to take his place, however François will continue to work on the French portion of the website.

**e. Publicity (Andrea Hatley)**

Report submitted. Publicity to promote the 2015 conference has been active.

**f. Membership (Frances Robinson)**

Report submitted. Membership has grown slightly. Alex Peace had a question to Frances about the clarification of some names on her Eastern Canada list.

**g. Past President | Présidente sortante (none)**

**h. Vice-President | Vice-président (Judy Dunlop) See items 5l and 5m.**

**i. Awards committee (Christine Jacobs)**

Report submitted. The process went well. The recipient will be announced at the AGM on May 28 and the award will be presented at the conference banquet that evening.

A congratulatory letter will also be presented to the publisher. This award can guide our professional development so that we strive for excellence in indexing.

Christine is stepping down from the committee. Policies and procedures need to be developed. Christine thanked Noeline Bridge, Mary Sue Stephenson, Heather Ebbs, Ruth Pincoe, Michèle Hudon, François Trahan, Anna Olivier, Louise St-André, Jennifer Hedges, and Mary Newberry. Expenses were few: only for certificate printing and a frame.

Is there a proper methodology to publicize this to publishers?

*Action items:* Mary Newberry to find someone to do publicity year round, not just for the conference. For example, publicity to publishers surrounding the award.

Ask Siusan Moffat to prepare a press release and put it on social media. Heather will post it on EAC and ICRIS. An article in the Bulletin and in *The Indexer* will be submitted about the recipient and also about the award.

Christine will encourage members at the AGM to submit indexes by January 22, 2016. An invitation to submit indexes will be included on the website.

**j. Constitution committee (Heather Ebbs)**

History of the changes to the Constitution was received from Christine Jacobs.

*Action item:* Heather will go through it and see what was done and still needs to be completed.

**k. Archives committee (Jennifer Hedges)**

Report submitted. Currently on the back burner as Jennifer becomes senior co-president. Jennifer is trying to establish small tasks that can be completed in the near future.

*Action item:* Jennifer will be contacting retiring Executive members for any submissions they may have for the archives.

**l. Ad-Hoc Committee on ISC/SCI Initiatives (Judy Dunlop)**

Report submitted.

Joanne Burek reported on the suggestions of the committee:

Education to indexers:

The committee recommends development of a webinar as a way to spend funds and get value for cost. Webinar content shouldn't overlap with ASI webinars. Suggested topic: look at Canadian indexing practices.

There is a free trial for the first one. Recommend that a nominal fee of \$10 be charged to confirm attendance. Further webinars would be a \$99 US each (\$1200 US a year). Some of this cost would be recovered by fees.

For the \$99 cost: up to 100 people can log in, access to a toll free number, allowance of a set amount of presenters, 24/7 tech. support, statistics, polling, and participant reply capabilities. The webinar would be presented in real time. It requires a moderator to track the participant comments.

Joanne has volunteered to test the pilot. A topic suggested is cross-border business.

Noted that there is quite a bit of organizational work to line up webinar topics and presenters and to take care of website troubleshooting etc.

François notes that Rayola will charge a fee for webinar registration and replays on the website.

Joanne asked approval from the Executive to begin the planning process for the free trial in the next four months.

Executive raised concerns: consult with ASI and piggy back with their resources and further investigate the website implications and the technical requirements.

*Action items:* Joanne to present costs, topic, technical requirements, for the free trial run by the October Executive meeting. In addition, she will do some further research into future webinar topics.

Treasurer will make this a new line item in the budget this year.

Joanne requested some help on choosing topics. Mary Newberry and Moira Calder will assist in topic selection.

Joanne asked that Siusan Moffat include webinar topic suggestions in the conference survey.

Education to publishers:

A further recommendation is promotion to publishers. This requires building content for publishers in order to publicize indexer services, which is a big volunteer commitment.

The indexing award is an easy way to promote to publishers with built-in content already from the Awards committee.

*Action item:* Leave this in abeyance for a year but promote the award to publishers. Mary will recruit someone to be the person to promote to publishers.

**m. Logo Report (Judy Dunlop):** Report submitted.

Motion (Heather/Joanne) to accept the policy as drafted by Judy to have logo with membership year be available to members in good standing and ask Clint at Rayola to prepare 5 years' worth of this logo which will be available with download instructions. Members looking for a logo for use in print materials (excluding the year format logo) will be asked to contact the Executive for permission.

Carried.

*Action item:* François will contact Clint at Rayola to ask that the logo be available annually when the member password changes. The next web developer will need to contact Rayola and remind them each year.

15 minute break

**6. Conference and AGM**

**a. 2015 Conference:**

Program: François prepared the program and found the speakers.

The venue and onsite organization were done by Janice Logan, Julie McClung and Carol Hamill and assisted by others in the area.

Motion (Alex/Mary) that Executive give a vote of thanks to the entire BC organizing committee for all their hard work. Carried.

**b. 2016 Conference:**

Jennifer is in ongoing discussion with ASI.

The ASI board has voted to hold the conference on June 15–16, 2016 and would like to do a joint conference with ISC/SCI. ASI desires an educational focus this conference.

The expectation is that ASI will arrange all the conference logistics and make arrangements with a local conference centre.

The rates would be higher but it is unsure at this time what they would be. This year the ASI conference rates were: \$399 super early bird and \$419 early bird rate. ISC/SCI desires to have rates that are set for a break-even budget.

ISC/SCI input would be in promotion and program planning. It considerably reduces volunteer load if ASI organizes it all. Planning committee process needs to include banquet as there is no banquet organized by ASI.

*Action items:* Jennifer to ask ASI that costs specific to ISC/SCI be reimbursed such as translation services. Jennifer will ask them to set the super early bird rate as soon as possible and to make it as low as possible. Thirdly, Jennifer to ensure that this is truly a joint conference with equal billing.

Executive agrees in principle to hold a joint conference with ASI but have Jennifer raise the concerns above.

Heather will speak to reps. at tomorrow's international reps. meeting and inform them of this agreement in principle.

Jennifer will follow up with Gwen.

Membership will be informed at the May 28 AGM of this agreement in principle to host a joint conference with ASI in Chicago likely in mid June.

## **7. Updates (see action items)**

- a. ISC/SCI logo: See Item 5m
- b. Membership fee increase. See Item 3b
- c. Eastern Canada representative: See Item 4a

## **8. New Business**

### **a. ISC/SCI image file storage (François)**

ISC/SCI image file storage should be gathered into one repository possibly in a non-public section of the website. Access to be administered (password protected) by webmaster and president. *Action item:* François to follow up.

### **b. Magpie pins (Heather Ebbs)**

There are only 33 pins left. A small profit was made selling almost 300 pins for \$5 in the past few years.

*Action item:* Heather will look into pricing options and Executive will decide at the October meeting whether to re-order in anticipation of the 2016 conference in Chicago.

### **c. Nomination Roster for Executive (Mary)**

Roster for nominations for 2015-2016 ISC/SCI Executive was read:

Co-presidents: Jennifer Hedges and Margaret de Boer

Vice President: François Trahan

Treasurer: Sergey Lobachev

Membership: Frances Robinson

*Bulletin:* Andrea Hatley

Website Administrator: Stephen Ullstrom

Member at Large—Publicity: [open]

British Columbia Region [open]

Central Canada Region: Siusan Moffat

Eastern Canada Region: Alexandra Peace

Prairies and Northern Canada Region: JoAnne Burek

### **9. Next Meeting**

Saturday, October 17, 2015 at 12 noon EST in Toronto.

### **10. Other Business**

Mary thanked retiring Executive members for their service and dedication to ISC/SCI.

### **Adjournment**

Meeting adjourned at 4:20 pm PST.



## REPORTS

### 4. Regional Updates and Issues

#### a. Central Canada | Centre du Canada (Margaret de Boer)

##### Central Canada Report ISC/SCI – May 2015

Members in Toronto have been meeting together on select Saturdays most months in the past year, where we've been privileged to use meeting rooms available at Mary Newberry's workplace.

We usually have a nice mix of experienced and new indexers with good discussion and sharing of indexing tips and tricks. Our numbers have ranged roughly from 6-18 members at meetings. Experienced indexers are always willing to share their knowledge for those just entering the profession.

We've discussed a variety of topics such as: what makes a good index, how do you approach the text – what work techniques do you use, subheading structure and rationale, the business element of indexing, and marketing and communicating with publishers. These meetings are a wonderful venue for sharing experiences between new and seasoned indexers. Often we drift off topic but it usually brings us to a place of interest.

At one meeting, one of our members offered her index for peer review. This is an invaluable tool for learning some useful indexing techniques. It's a hands-on opportunity to hear from the index creator about indexing decisions and the challenges that may have been faced in the text.

At one meeting, we listened to a one of a kind presentation on images indexing for the 75<sup>th</sup> Marvel comics anniversary book. This subject matter demonstrated that one clearly needs to have detailed knowledge to properly create an effective and accurate index, and we all learned about superheroes past and present!

This past year, with Stephanie Watt (our former Eastern Canada rep. living in Montreal), we began to collaborate and plan indexing meetings in Ottawa. Stephanie was the major player in organizing this new venture with three meetings held in Ottawa this past year. While Stephanie and I weren't able to come to all meetings, a small but dedicated group of Ottawa area indexers gathered to meet together.

Topics of interest for future meetings both in Ottawa and Toronto will continue. Our goal is to give more opportunities for indexers to meet, learn and to share ideas.

Margaret de Boer  
Central Canada rep. ISC/SCI

**b. Prairies and Northern Canada | Prairies et Nord du Canada (JoAnne Burek)**

Our region provided an information table at the Words in 3D Conference vendor marketplace on Saturday May 23 in Edmonton (wordsin3d.com). The three day conference was hosted by the Get Publishing Communications Society, Writers' Guild of Alberta, and the Editors' Association of Canada-Prairie Provinces Branch. It brings together writers, publishers, and agents from across Canada. This was the second time the conference was held. The first conference was in May 2013, and Judy Dunlop and Adrian Mather sat at the table.

This year, our table was organized by Stephen Ullstrom and attended to by Stephen, Adrian Mather, and Moira Calder. Generally, the traffic in the marketplace was light, possibly due to the conference schedule being so tight or the reduced overall attendance. Nevertheless, a number of people who visited our table expressed an interest in learning more about indexing. Many thanks to Stephen for taking the initiative and to Adrian and Moira for their assistance.

Looking forward, we believe we would be more effective if we could actively participate in a conference session. In fact, Judy Dunlop submitted such a proposal to the organizers after the last conference but it was not accepted. Possibly we could try again before the next conference is fully planned.

Our other major activity in the last year was having two informal meetings of the Edmonton people at the local café. We use this time to get to know each other, to talk about our challenges, experiences, and opportunities, and to talk about the industry in general. We plan to continue meeting informally and using Skype for members who can't join us in Edmonton.

JoAnne Burek  
May 2015

**c. British Columbia | Colombie-Britannique (Isabel Steurer)**

Victoria area Indexers, with help from across the country, have been busy preparing for this year's conference, as we welcome all to our beautiful provincial capital. I look forward to seeing everybody again, and extend a heartfelt Thank-You to the many volunteers.

For the second year in a row ISC has been a sponsor of PubPro, "an Unconference for Managing Editors and Publication Production Specialists", held in Vancouver on April 25th. The event is coordinated by our own Iva Cheung, also a member of the Editors Association of Canada. This year we featured a flyer promoting our conference (Thank-You Andrea Hatley), since it is taking place locally, as well as Iva Cheung's review of *Indexing Names*, edited by Noeline Bridge (reprinted from the *Bulletin*), along with ordering information.

Unfortunately I wasn't able to attend in person this year, but would like to encourage everybody to check it out if you have the chance. If you like, you can register for the afternoon tea only. At a cost of \$5 or \$10 respectively for EAC members and non-members, it is a great networking opportunity.

I would also like to remind all BC Indexers of the existence of our yahoo group – feel free to use it to share information relevant to our local group, spread the word about an interesting event, or to arrange any local get-togethers. It is a great platform to get in touch with indexers in more remote areas of our province. Send a blank email to [bcindexers-subscribe@yahoogroups.com](mailto:bcindexers-subscribe@yahoogroups.com) to subscribe.

Isabel Steurer  
May 2015

#### **d. Eastern Canada | Est du Canada (Alex Peace)**

Stephanie Watt was the eastern representative from June, 2014 until February, 2015. At that time she asked me (Alexandra Peace) to take over as she was choosing to focus on her pregnancy and baby. Thank you, Stephanie, for your time on the executive and congratulations to you on the birth of your beautiful baby boy!

The eastern area covers the wide geographical region of Québec and Atlantic Canada. There are sixteen members (nine from Québec and seven from Atlantic Canada) in this region. Meetings were held in two areas: Ottawa for the people in western Québec, and Dartmouth for residents of Atlantic Canada. An additional thirteen members and three non-members from eastern Ontario were invited to the Ottawa meetings. An additional four non-members were invited to the Dartmouth meetings.

Stephanie Watt, Margaret de Boer, and Clive Pyne organized meetings in Ottawa in September, November, February, and April. While the first two meetings were well attended, a snowstorm prevented most people from attending the third, and the fourth meeting in April had three people. I organized a meeting in October in Dartmouth. Four of us attended (three members and a non-member). We decided to meet twice a year, possibly alternating between the Halifax area and Sackville, NB (for the three PEI and NB indexers). Though I tried to gather people for two different spring meetings, I was unsuccessful.

We will be continuing to organize meetings in the two areas. Clive Pyne and Margaret de Boer will organize the Québec meetings (in Ottawa) with publicity help from me, and I will organize the Atlantic Canada meetings.

Thank you for the opportunity of serving on the executive.

Alex Peace, Nova Scotia

May 2015

### **5. Committee Reports and Updates**

#### **a. Finances (Gillian Watts)**

report as separate document to AGM.

#### **b. Bulletin (Moirra Calder)**

From Marnie:

In terms of my contribution to the annual report, I just want to say thank you to everyone who has helped get *Bulletin* back on track over the past three-and-a-half years: the executive for their wisdom and guidance; the writers for submitting articles, conference reports, and crossword puzzles, both solicited and unsolicited; the members for being an appreciative audience; and the *Bulletin* board for support, direction, time, and effort in the midst of busy schedules.

From Moira:

I echo Marnie's sentiments. I will also underscore my appreciation for Marnie and the amazing work she's done.

Bulletin Board:

Chris Blackburn wants to step down as proofreader. Gillian is planning to stay on as copy editor. We need to confirm the ongoing activity of others.

**c. International Liaison Report: (Heather Ebbs)**

**ASI**

At the ASI conference held in Seattle in late April, ISC/SCI was ably represented by François Trahan. He reports the following from that meeting:

- ASI's membership: 453 members; down from the past, they're working to increase through membership drives.
- Best practices document: was finalized recently and approved by the Board on Wednesday; will be on the website within two months or so (the document was done by a team of 5 people, with Margie Towery as leader).
- SIG awards: they're thinking of setting this up since a lot of indexes are not ever likely to win the EIS award, but there are many good indexes out there in various fields; this was an idea of Galen Schroeder, the Environment SIG leader.
- ASI books: Two new titles coming: Janet Perlman in the fall, M. Towery later in the year. (Heather adds that *The Accidental Indexer* by Nan Badgett was just released earlier this year.)
- The EIS Award was won by Kate Mertes. The Hines Award was given to Carolyn Weaver.
- ASI is a member of a number of associations, aiming for more visibility in the publishing and related industries.
- Conference 2016: in Chicago.
- Five Canadians were there: Judy Dunlop, Moira Calder, Julie McClung, Joy Tataryn and François.
- François had a two-minutes spot at the mike during the AGM during which he promoted our conference and thanked Pilar and ASI.

**ANZSI**

The ANZSI biennial conference was held in early May in Canberra (Write, Edit, Index!). The most important news from ANZSI is that at a Special General Meeting on 7 May 2015, ANZSI members voted unanimously in favour of three resolutions. The most important was for a number of actions that will enable the restructure of ANZSI. Branches will be dissolved and funds centralised in an ANZSI Council account. Members will be able to create informal regional and special interest groups. Some branches may morph into regional groups, but this will not necessarily happen. No formal proposals have yet been made, but Max McMaster noted that there are plans to form a Melbourne group. The other resolutions will give ANZSI Council the choice of different time periods for office holders (e.g. staggered two-year terms, rather than annual terms) and will allow electronic general meetings, with electronic attendees counted in the quorum. This will relieve the stress of trying to get a quorum of 12 for a society with members spread over two countries.

ANZSI is unsure where its next conference will be held, and what shape it will take.

*Other society and network news*

- NIN is planning a joint meeting with DNI during the Frankfurt Book Fair, 2016.
- The next Chinese conference will be in Chengdu (Szechuan province).

*ICRIS*

The next triennial ICRIS meeting will be held in York this September. I will be attending on behalf of ISC/SCI, and Ruth Pincoe is also planning to attend (I think). We will be discussing small changes in wording in the ICRIS terms of reference. In addition, the triennial is where we discuss the International Agreement between the societies and finalize any proposed changes.

*For ISC/SCI executive consideration: Are there any changes we would like to propose for the International Agreement?*

Respectfully submitted, Heather Ebbs ISC/SCI International Liaison

**d. Website administrator report: (François Trahan)**

Since the February executive meeting a lot of work and changes have been done. We changed the members' logins for 2015; and in other changes, the most significant was the creation of a "Member Benefits" section within the Members Area. This now includes the ASI discount codes, online access to *The Indexer*, and PTG logins. Logo(s) for members will fit well in there. Conference section: I adapted the 2014 registration databases and form to create the 2015 registration form for the conference. I also created a banquet attendance and payment form for the presenters. On the conference page we added text, the program and descriptions, etc., as well as a French version in pdf format (to avoid making the page too long to scroll).

In late February malware was deposited in a website folder via FTP (not the WordPress admin site). Clint changed all the logins immediately. On occasions there are people/hackers trying to get in the admin site; we get security notices, but there's nothing we can do but make sure passwords are complicated and contain all sorts of characters.

Web Indexing SIG: Cheryl Lemmens had been the official ISC contact for many years, it's now the ISC's website administrator. There's not much to do but answer queries but there hasn't been any in a long time. So, just as contact, in case.

Backups: things have improved since last report, but it's not over yet. With all the updates and new plugins over time, the website's functions may not work properly anymore. As a result the backups in WordPress (WP) contain errors and at times are not completed. We also have backups at Webnames, but the WP errors carry over at times so we have to check, and, sometimes, create a backup manually. I worked with Webnames to solve things on their side and it's better now, but not fully solved. They've been very helpful. Rayola is planning to do an audit of the site to see what's not working as it used to; he didn't give a timeline. In the meantime one of them tried to solve the issue and try other backup plugins, but as of this morning it's not fixed. Plugin updates in WordPress: there were a number to be done as the conference registration form was uploaded, so to avoid potential issues I asked Rayola to delay this. These were done during the 16-18 May long weekend. There are a few minor issues with the membership registration

forms, but not with renewals or update your listing forms. They solved some issues this weekend, but there are still a couple of things to fix.

May 31 or June 1, 2015: I will change fee structure to match the agreed fee increase, but leave the notice of increase for another month or two. I can do all the changes – including the amounts on the registration, the renewal forms and the PayPal page – but Rayola will have to do the graphic bar on the Become a Member page. He will prepare it ahead for a switch on 1 June.

ISC/SCI rep at ASI's Seattle conference – AGM highlights:

- ASI's membership now: 453 members; down from the past, but they're working to increase through membership drives.
- Best practices document: was finalized recently and approved by the Board on 29 April; will be on the website within 2 months or so (work was done by a team of 5 people, with Margie Towery as lead).
- SIG indexing awards: they're thinking of setting these up since a lot of indexes are not likely to win the EIS award, but there are many good indexes out there in various fields. This was an idea of Galen Schroeder, the Gardening/Enviro SIG leader. It's would be a best of show award, to be given every year, unlike the main ASI/EIS award.
- ASI books: two new titles coming; Janet Perlman in the fall, M. Towery later in the year.
- ASI is a member of a number of associations, aiming for more visibility in the publishing and related industries.
- Conference 2016: in Chicago, dates and venue to be confirmed.
- Five Canadians were at the conference.

#### **e. Conference Publicity Report (Andrea Hatley)**

In early February, Siusan Moffat came on board to help with the conference promotion. Conference registration was live on the site as of 13 March.

The following activities were used to promote the conference:

##### **Twitter:**

Siusan set up an account with Hootsuite to schedule tweets. By early March about thirty tweets, translated into French by Pierre Joyal, were scheduled using the hashtag #ISCSCI2015. Forty-three tweets had been sent out by the 22 May; an additional 11 tweets are scheduled during and at the close of the conference. As of 24 May, there were 359 Twitter followers.

##### **Pinterest ([www.pinterest.com/iscsci](http://www.pinterest.com/iscsci)):**

Six boards with 125 pins were used to promote the conference. The conference committee was given access to pin photos. On March 22 a Pinterest widget was added to the website header. The page had 24 followers as of 24 May.



**LinkedIn** (<https://www.linkedin.com/groups?home=&gid=8248555>):

Siusan set up the ISC/SCI LinkedIn group account in early March; it currently has 26 members. On 22 March, François added the LinkedIn widget to the ISC/SCI header. Fifteen bilingual posts promoting the conference were posted to the account; another seven are scheduled for posting during and after the conference. Siusan will continue to run the group after the conference.

**Indexing Forums:**

Four notices – conference registration is open, early-bird discount ends in six days, early-bird discount ends tomorrow, and last day to register -- promoting the conference were sent out to the following:

Index-L (<http://www.indexpup.com/index-list/faq.html>)

IndexersDiscussionList (<https://groups.yahoo.com/neo/groups/indexersdiscussionlist/info>)

IndexPeers (<https://groups.yahoo.com/neo/groups/IndexPeers/info>)

Indexstudents (<https://groups.yahoo.com/neo/groups/indexstudents/info>)

Indesignindexing (<https://groups.yahoo.com/neo/groups/indesignindexing/info>)

Cindexusers (<https://groups.yahoo.com/neo/groups/cindexusers/info>)

Frances Robinson forwarded notices to the ISC membership.

Heather Ebbs forwarded notices to international indexing society representatives.

**Related Societies and Organizations:**

- Society of Technical Communication: Siusan is a member of the STC LinkedIn group and forwarded notices.
- EAC: Notices were posted on the EAC-L list. Michelle Ou, EAC communications, posted a notice about the conference in the EAC E-new Update on the 20 April. A cross-promotion in the spring edition of Bulletin for EAC's June conference was scheduled.
- The Canadian Library Association was sent notices. No response was received.
- Local area BC schools and organizations:
  - UBC Information studies ([ischool.info@ubc.ca](mailto:ischool.info@ubc.ca))
  - Simon Fraser Continuing Education (<http://www.sfu.ca/continuing-studies/programs-and-courses/area-of-study/writing-communications/editing.html>)
  - Victoria Writer's Society ([victoriawriterssociety@gmail.com](mailto:victoriawriterssociety@gmail.com))
  - Federation of BC Writers ([communications@bcwriters.ca](mailto:communications@bcwriters.ca))
  - Professional Editors Association on Vancouver Island (online form, got response)

**Other:**

- PubPro 2015: ISC/SCI conference promotion sheet forwarded to Isabel Steurer for distribution

- Victoria hot spots: Map of four Victoria hot spots and accompanying text by Janice Logan was sent to ISC membership and Index L. François placed a link to Victoria hot spots on the website.

**Suggestions for next year:**

- Conference publicity person be involved with the conference planning.
- If possible, get permission from the presenters to use their photos and website links (if available) for conference promotion (Pinterest, LinkedIn, other printed material). If not, perhaps the presenter's contact information could be provided.

Thanks go to Siusan Moffat, Mary Newberry, François Trahan, Pierre Joyal, Janice Logan, Julie McClung, Frances Robinson, Heather Ebbs, Isabel Steurer, and Michelle Ou for all of the help they provided in promoting the event.

Andrea Hatley  
Publicity, 2015 ISC/SCI conference

**f. Membership (Frances Robinson)**

As of May25, 2015, we have 119 members. Seven new members have joined since February's report and several members were late renewers.

The breakdown of the membership for location, type, & renewal period is as follows:

<b>Within Canada</b>		<b>Basic</b>	<b>Liste d</b>	<b>Studen t</b>	<b>Emeritu s</b>	<b>Institution al</b>	<b>June</b>	<b>Dec</b>
British Columbia	<b>29</b>	11	17			1	15	14
Alberta	<b>7</b>	4	2			1	6	1
Saskatchewan	<b>2</b>	2					1	1
Manitoba	<b>1</b>	1						1
Ontario	<b>58</b>	16	34	3	2	3	21	37
Quebec	<b>9</b>	1	6			2	2	7
New Brunswick	<b>1</b>		1					1
Prince Edward Island	<b>1</b>	1						1
Nova Scotia	<b>2</b>	1	1				1	1



<b>Totals</b>	<b>110</b>	<b>37</b>	<b>61</b>	<b>3</b>	<b>2</b>	<b>7</b>	<b>46</b>	<b>64</b>
<b>Outside Canada</b>								
United States	7	3	3			1		7
Italy	1	1						1
Latvia	1		1					1
<b>Totals</b>	<b>9</b>	<b>4</b>	<b>4</b>			<b>1</b>		<b>9</b>
<b>ALL</b>	<b>119</b>	<b>41</b>	<b>65</b>	<b>3</b>	<b>2</b>	<b>8</b>	<b>46</b>	<b>73</b>

The **Emeritus members** are Jean Wheeler and Chris Blackburn

#### **New Members**

The following members have joined since the previous report:

Emily Sugerman, Student, London, ON  
 FrederikeVerspoor, Basic, Victoria, BC  
 Gale Rhoades, Basic, California, USA  
 Joanna Bandziorowski, Listed, Kitchener, ON  
 Patti Welsh, Basic, Toronto, ON  
 Rita Bates, Student, Oakville, ON  
 Sonia Hector, Basic, Oshawa, ON

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 The above information is for inclusion in the next issue of the *Bulletin*.

**g. Past President | Présidente sortante (none)**

**h. Vice-President | Vice-président (Judy Dunlop)**

**Report of the Ad Hoc Committee on Development of ISC Initiatives (separate document)**

#### **Report on ISC/SCI Logos**

To promote awareness of ISC/SCI, members ask for logos suitable for use with email signatures or for use on websites or printed materials.

#### **Questions to consider:**

Do we want the new logo to be our current official logo? It appears on our website, our promotional poster, and our business cards. If so, do we want it to replace all other logos?

Do we want variations in the logo?

For example, in addition to the logo on our website (above), do we want a logo with the words Indexers.ca below the circle (omitting the legal name of the society)? Or do we want Indexers Canada? How do we make this a bilingual logo?

Some possible wordmarks:

- Indexers.ca
- Indexers Canada
- Indexing Society of Canada
- Indexing Society of Canada / Société canadienne d'indexation
- 2015 Member
- Member 2015

I recommend we ask Clint at Rayola to suggest types (gif and jpeg) and sizes for specific uses. He should also be asked about providing logos with transparent or white backgrounds.

If we want “Member 2015” as a wordmark, we can ask him to provide enough logos for five or more years so that they are ready to be uploaded into the members’ area at the beginning of each year.

After the logo is ready for use as an email signature, we could send out an email to all members suggesting they add the logo to their email signature.

#### **Policy for use of the logo**

I reviewed the ASI logo policy and adapted it for our use. (Their policy was much more detailed in terms of use by chapters and SIGs.)

Here is a draft policy to consider:

The ISC/SCI logo is available for members in good standing to use as a sign of their affiliation with ISC/SCI. The ISC/SCI logo should not be redrawn or modified or covered by text or other design elements. Appropriate uses include websites, brochures, and email signatures. For permission for other uses, contact the ISC/SCI executive.

(download instructions)

Judy Dunlop

#### **i. Awards committee - ISC/SCI Ewart-Daveluy Indexing Award Annual Report (Christine Jacobs)**

This past year has seen the inauguration of the new ISC/SCI Ewart-Daveluy Indexing Award.

- Following the 2014 AGM, the panel was finalized for the 2015 award: Christine Jacobs (coordinator), Heather Ebbs & Ruth Pincoe
- English text for the website was created, then translated into French
- The Award section of the website went live mid-November and we announced it on November 18, 2014 with a deadline for nominations of January 15, 2015.

- Announcements went out as individual e-mails to members, and on ISC-L, as well as ICRIS. There was also an article in the Winter2014 issue of the Bulletin.
- A reminder was sent out on January 12 via ISC-L and ICRIS
- We received a number of submissions. We would have liked more, but there were sufficient that the panel was able to test its initial assessment rubric and to come up with a clear choice of award recipient
- The process went smoothly. We were lucky in that most recipients submitted pdf versions of the indexes and books, so we did not have to worry about exchanging the books.
- Some sample certificates were designed and presented for approval. The “winning” certificate was finalized and printed.
- A congratulatory letter was sent from the Award chair to the recipient, inviting the recipient to attend the banquet with a guest. The recipient was asked to keep this information confidential until the official announcement at the banquet.
- The recipient will be announced at the conference banquet on May 27, 2015
- A congratulatory letter, with a copy of the certificate presented to the recipient, will be sent to the publisher of the work.
- We were very pleased to receive the submissions that we did. As noted above, we would have liked to have seen more, but from a practical standpoint, this was probably good for our learning curve. The Awards panel will meet for the final time during the conference to debrief, consider procedural modifications, polish the rubric and suggest possible successor(s).
- Among the realizations that came to the panel was the utility of this award in encouraging and guiding professional development among indexers. The creation of an absolutely perfect index is virtually impossible, but the more we can all strive to this, the better for the works we index and for the profession.

#### **Award panel tasks be accomplished in 2015-2016**

- Constitute the second Awards panel
- Ensure Bulletin article appears highlighting the 2015 recipient
- Prepare a short article for the Indexer about the new award and the first recipient
- Increase number of submissions by “talking it up,” more frequent calls for submissions during Fall 2015
- Contribute to the professional development discussions that inform our annual conference and other opportunities

- Oversee the process for submissions and choice of recipient for 2016

**I would like to thank**

- Noeline Bridge and MarySue Stephenson for their work on the Award Committee;
- Heather Ebbs and Ruth Pincoe for serving on the 2015 Awards Panel;
- Michèle Hudon for her help and advice;
- Heather Ebbs for copyediting;
- François Trahan for organizing the website page and its translation; and
- François Trahan, Michèle Hudon, Anna Olivier, and Louise St-André for copyediting the translation of the website material;
- Jennifer Hedges and Mary Newberry, as well as the rest of the ISC executive, for their ongoing encouragement and support.

*Respectfully submitted*

Christine Jacobs

Chair, 2015 Ewart-Daveluy Award Committee

**j. Constitution committee (Heather Ebbs)**

See Item 5j.

**k. Archives committee (Jennifer Hedges)**

The archives project continues, but in fits and starts. In the fall of 2014, Gillian, Stéphanie, and I exchanged a series of emails, detailing what we hoped to do next, but life in the form of family responsibilities and work obligations slowed us down. In the end we have a slightly revised second draft of the Collection Policy, which isn't ready to distribute for review; and more questions such as "Do we store electronic publications such as previous editions of the Membership Directory and Find an Indexer, and if so, how and where."

I have agreed to stay on as co-president for one more year. Over the next twelve months we may be taking only small steps towards our goals, but once I am available to devote more time to them, the archives will be my first priority. Gillian and Stéphanie have given me much to think about.

Incidentally, the first of the small steps referred to above is to collect archival materials from those who are leaving executive positions. This we hope to do over the summer.

