

ISC/SCI Executive Meeting
Saturday, October 17, 2015, 12:00 PM (EST)
Centre for Social Innovation, Sunshine Room
215 Spadina Avenue
Toronto, Ontario

DRAFT MINUTES

Participants: (in person): Margaret de Boer, Jennifer Hedges, Sergey Lobachev, Siusan Moffat, Mary Newberry, Frances Robinson

(via Skype): John Barkwell, JoAnne Burek, Heather Ebbs, Elena Gwynne, Andrea Hatley, Alexandra Peace, François Trahan, Stephen Ullstrom

Regrets: none

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

The meeting was called to order by Jennifer Hedges, Co-president, at 12:25 EST

2. Review of Agenda

Additional items:

Conference photos under 8b

Find an Indexer discussion under the Website report

Heather moved/Sergey seconded acceptance of the revised agenda. Carried.

3. Review of Minutes and Action Items of Previous Meeting

a. Minutes of Wednesday, May 27, 2015

Mary moved/JoAnne seconded to accept the minutes of 27 May 2015 as written. Carried.

b. Action items

Executive positions recruitment: completed.

Constitution amendments: see Constitution Committee report

Prairies and Northern Canada: Stephen received reimbursement for the Words in 3D conference he attended.

International: see under International report

Awards Committee: see Awards Committee report

Archives Committee: nothing to report at this time. Jennifer is stepping back while she is co-president.

Magpie pins: As Heather still has 39 pins, the idea of checking prices has been dropped until such time as we may need to consider it.

4. Regional Updates and Issues

a. Central Canada | Centre du Canada (Siusan Moffat)

Report submitted. In addition, Siusan has set up an ISC/SCI LinkedIn group. You need to be a LinkedIn member to access it.

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

Report submitted. At their meeting this afternoon, JoAnne will also be using Skype to include more members.

c. British Columbia | Colombie-Britannique (Elena Gwynne)

Report submitted. Elena is working on putting together a meeting soon in Victoria.

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

Report submitted. Alex is going to Ottawa and Montreal in November and is trying to organize a meeting in each location.

5. Committee Reports and Updates

a. Finances (Sergey Lobachev)

Report submitted. There is a large amount of cash in the chequing account. Discussion followed with several ideas of how to spend this surplus. Some suggestions: scholarship for new members to attend the Chicago conference (by way of a lottery), cover airfare to the conference, or use for regional meeting expenses. In addition, Andrea Hatley is requesting additional funds for the *Bulletin*, which some surplus could be applied to. Executive supports some sort of subsidy for members to attend the conference.

Action: Alex will prepare the conference scholarship proposal. Sergey will look at the numbers and supply some ideas to JoAnne. JoAnne will explore the list of suggestions and JoAnne will report back to the Executive in four weeks. The Executive needs to act quickly on the scholarship idea so it is agreed that this is to be decided by November 15.

b. Bulletin (Andrea Hatley)

Report submitted. Executive agrees that her first issue as editor was superb.

Andrea is requesting a further \$200 for the *Bulletin* budget, and additional monies for translation. The current translation budget of \$1000 covers both the website and the *Bulletin*. Andrea would

prefer a separate *Bulletin* translation budget to keep track of the expenses; however, it was decided to keep the translation costs as one budget line item. Instead, Stephen, Andrea, and François will be in regular email contact whenever content is translated for either the website or the *Bulletin*. When text needs to be edited for either platform, it is accepted that there will be an additional cost as needed.

Hard copies of the Bulletin: 3 individuals and 9 institutions receive a hard copy. Currently it costs Andrea \$17 for each hard copy. *Action:* Mary will get in touch with these three individuals and make a recommendation to the Executive whether or not hard copies should be mailed to them.

As far as the institutions are concerned, Executive decided to spend the money to mail them a professional-looking copy.

There haven't been any *Bulletin* advertisers since 2005. Noted that each sister society has free option to advertise in the *Bulletin*. Discussion followed about the need for advertising but the overall consensus is that advertising is useful.

Action: Andrea will inquire with past advertisers, most of whom are indexing software vendors. Executive supports the InDesign subscription costs and the increased advertising rate. This rate increase is intended to offset the InDesign subscription costs.

Action: Andrea will investigate subscription cost payment methods.

Executive supports supplying the *Bulletin* in an ePUB format as it shows that we are being progressive and advancing with technology.

Action: Jennifer and Andrea will survey the members as an active way to promote and engage members about the ePUB version (not just as an opinion.)

Andrea requested member information with the intention of profiling select members in the *Bulletin*. It isn't located in any better format than on the website.

Action: Andrea will approach indexers in *Find an Indexer*, and prepare a profile of them for the *Bulletin*.

It was noted that the member directory (PDF version) online in the private members' area of the website dates to 2014.

Action: Frances will get in contact with Audrey McClellan and work at getting an updated directory online again.

c. International (Heather Ebbs)

Report submitted.

Triennial Meeting:

Heather sought Executive approval to amendments in Schedule D of the International Agreement—see the noted changes in her report.

Mary moved/Stephen seconded to accept the amendments to the International Agreement.

Carried.

ICRIS terms of reference: There were no substantive changes—see noted changes in her report. JoAnne moved/Frances seconded to accept the ICRIS Terms of Reference. Carried.

Institutional Indexer subscriptions: SI wants to increase the subscription base for *The Indexer* and schools of library and information science are good prospects if they are not already institutional members of ISC/SCI. Heather will check with Frances as to who the institutional members are. Heather also wants to know if any of our individual members are part of an institution as she wants to try to promote ISC/SCI membership with its subscription to *The Indexer* to these institutions.

There are 7 schools of library science in Canada. Heather wants to promote a subscription of the Indexer to these schools but apparently some have recently cancelled their subscriptions (Dalhousie, UBC). [Note from Jennifer: Timothy Craven at UWO/Western used to have a membership with us. I believe he is/was on the faculty at FIMS, but I can't remember if his membership was individual or institutional. Western's library catalogue lists *The Indexer* as a holding until 2011].

Schedule A of the ICRIS Terms of Reference identifies current members of the ICRIS email list. According to the terms of reference, "Membership in the ICRIS email list includes preferably two but no more than three representatives of each Society and Associate network." Currently, the ISC/SCI members on the list are Heather Ebbs, Mary Newberry and Ruth Pincoe.

d. Website & Register: (Stephen Ullstrom)

Report submitted. Sergey, François, and Stephen are looking for ways to improve and increase traffic on *Find an Indexer*. Statistically, there is not much traffic on *Find an Indexer*. Sergey is wondering about changing the website to focus on indexer subject specializations rather than a listing in name order. Possibly include more visuals on the site. Not suggesting a re-design but an enhancement. It was suggested to hire an SEO (search engine optimization) expert who is proficient in marketing, who can investigate ways to increase traffic.

Action: Margaret will approach new member Christine Albert who has a background in marketing to see if this is something in her area of expertise. Stephen will check into changing the 'landing tab' to indexer by subject, rather than by indexer name. He will also identify a person who is an SEO expert, check with David (the Rayola connection), or possibly a member who could give a proposal in this area.

e. Publicity (position open)

See **8. New Business**

f. Membership (Frances Robinson)

Report submitted. No changes since the report was submitted. Same numbers from each province. Some non-renewers have been long-time members. It was questioned why they have not renewed. Some have retired, others have made a career change.

Action: Frances and Jennifer will follow up with a letter to members who have not renewed to thank them for their contributions as members.

g. President/Présidente report (Jennifer Hedges and Margaret de Boer)

Report submitted. Discussion about the Constitution concerning the co-presidency formula and whether to go back to president/vice-president arrangement or keep the current co-presidency arrangement. According to the Constitution, we have one member too many on the Executive Committee may recommend going back to the past formula of president and vice-president.

h. Past President | Présidente sortante (Mary Newberry)

Report submitted.

i. Vice-President | Vice-président (François Trahan)

Report submitted.

Action: François will continue with the work on the logo and his discussions with Clint from Rayola. Mary will assist with writing the policy for use of the logo. John will help François identify an external location for ISC's designed files. Mary suggested conference photos could be stored there as well.

j. Member-at-Large (John Barkwell)

No report submitted. John is ready to assist with any projects as necessary.

k. Awards committee (Heather Ebbs)

The committee performed a de-briefing at the conference. Each year the chair drops off and a new member is added to the committee. The name of the new member is revealed only to the president(s) until the announcement of the award at the AGM. This year's chair is Heather. It was noted that Executive has already approved this process.

Action: Call for submissions: November 1st with a couple of reminders on various platforms. John will assist Heather in those communications. The deadline for submission is January 22.

l. Constitution committee (Heather Ebbs)

Some members have retired. Gillian Watts, Heather Ebbs, and Andrea Hatley currently make up the committee. Heather will contact Daphne Davey who had expressed an interest.

Areas they are looking at: Executive positions and the terms of office. Possibility of reducing the terms from a two-year commitment to a one-year commitment or staggered terms of office.

Action: Heather will work on this with the committee in the next month, submit to Executive for review, and then finalize it at February Executive meeting.

m. Archives committee (Jennifer Hedges)

Not much has happened with Jennifer busy as co-president. Committee member Stéphanie Bilodeau has just renewed ISC/SCI membership so Jennifer will contact her to see what she could work on. Siusan has also expressed an interest in working on the committee.

n. Ad-Hoc Committee on ISC/SCI Initiatives (JoAnne Burek)

JoAnne has been looking into webinars. Executive agrees that she is chair for the purpose. [Update from Jennifer: I contacted JoAnne following the meeting for more details. She reported, "I investigated the potential of piggy-backing off of ASI's subscription service. What I learned from Gwen Henson is that the licensing makes it difficult for them to allow some kind of piggyback arrangement. The simple solution is that we book slots on the ASI webinar schedule, and have our members buy the webinar as they do today. These webinars would have a joint ASI & ISC sponsorship.

Regarding topics, Moira Calder and I have started a list and we will refine it. I do not see a need to survey members for suggestions. What I will do is find a way for members to come forward with suggestions."]

6. Conference and AGM

a. 2015 Conference wrap-up: The survey, which had a high response rate, indicated that it was a successful conference. Mary passed along this information to Kate Mertes (ASI).

b. 2016 Conference: Mary reports that the ISC/SCI Executive meeting will be on Thursday, June 16 and the conference will be held on the Friday, June 17th, and Saturday, June 18th. Kate has asked Mary to look for speakers for some of the suggestions that came from Mary. The theme is the "Drama of Indexing". Plans are ongoing.

Action: Mary will contact new member Christine Albert who has volunteered to do publicity for the conference. Christine has a background in marketing.

7. Updates (see action items)

8. New Business

a. Publicity Position needs to be filled.

Suggested to have John contact the seven Canadian library schools to obtain the name of a contact person with the intent that a local indexer be available to meet with them.

b. Conference photos: Stephen will identify storage possibilities for previously designed ISC/SCI documents. It would also include conference photos, which could be made available on the website for a period of time after the conference, then stored. John will identify who has photos that they would be willing to share.



9. Next Meeting:

Saturday, February 6 at 12:00 EST in Toronto, specific location to be announced.

10. Other Business

None.

Adjournment

Meeting adjourned at 3:40 EST.

REPORTS

4. Regional Updates and Issues

a. Central Canada | Centre du Canada (Siusan Moffat)

Although I technically took over from Margaret de Boer in June, it was a very quiet summer and September was the first month that things got going.

Our June meeting had a great turn out—which could have been due to Margaret's great idea of having a potluck picnic! We mostly discussed the conference in Victoria.

Recently, at our September meeting, we had a total of nine people. We talked about the 2016 joint conference—what had been decided and ideas for workshops. We had some great ideas that we hope to see evolve into workshops!

We also had a brain storm about what this next year's meetings will bring to Central Canada. Members hope to discuss topics such as tips and techniques of indexing including tackling large books and timing and billing. We would also like to see some hands-on use of the three major indexing software programs.

It was suggested that we could open up the meeting to people who can't travel to Toronto by using conference calls. I have invited members to join in this way during our next meeting on Oct. 24. This meeting will focus on recent indexing publications.

I also am moderator of our LinkedIn group. Our group currently has 32 members. It is currently very quiet, but was a bit more active leading up to and during the last conference.

When I took on this role I was quite nervous and assumed I would need a co-rep to help me out. But so far, so good and I hope to be able to fill the shoes left by Margaret! As for ISC as a whole, I hope we eventually address what I see is a serious, looming, future issue of indexes and indexers—being squeezed out due to search functions and cognitive artificial intelligence. I believe it is a real threat to younger indexers.

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

On July 11, we had an informal meeting in Edmonton at a local café. A member from Calgary drove up as well, making a total of six. The discussion was mainly about creating opportunities and marketing ourselves.

We are meeting again on the afternoon of October 17, with no specific topics.

c. British Columbia | Colombie-Britannique (Elean Gwynne)

A little bit of an introduction: I am in my second year indexing, and have taken on the challenge of acting as the BC Representative. However, it was a good summer – if busy with marketing, life, and surprisingly, indexing.

I did find myself fielding a question about mentorship last month from someone who was looking to find out if there were any mentorship programs. Specifically she was interested in finding out if the ISC had any mentoring programs or if I knew of anyone interested in mentoring new indexers.

Otherwise, there is a tentative Victoria area meet-up set for November 14th, with some pretty good interest it seems – at least in terms of e-mail response.

I am contemplating setting up another similar meeting on the mainland for the spring depending how the Victoria/Vancouver Island meeting works out.

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

We have a total of fourteen members in Eastern Canada: nine from Quebec, three from the Maritimes, and two from eastern US. We have an additional six people who are invited to events in our area. Geneviève Mangerel from Montréal joined us as new member this summer. She asked for some resources and the list was able to help her out (I found the list of resources helpful as well.)

We have had two events since last report. A couple of us met in Halifax for dinner, and afterward went to see Jeff Bursey (a Hansard indexer from PEI) give a reading from his novel—interesting and enjoyable.

At the end of August, four of us met in Montréal for lunch and had a delightful time.

We offered congratulations this year to Frances Curry, second winner of the Purple Pen Indexing Award!

Finally, please note that our own Noeline Bridge is offering an ASI webinar that was organized by another of our members, Kendra Millis: *The Glory and the Nothing of a Name* on October 20, 2015.

I am going to be in Montreal the last week in November, and hope to meet up with some Montreal indexers then.

5. Committee Reports and Updates

a. Finances (Sergey Lobachev)

ISC/SCI financial report (October 1, 2015)

As of October 1, 2015, the financial statement of the Society is the following:

- Everyday business chequing account: \$26,110.03
- Guaranteed Investment Certificate: \$5,261.90 (interest rate 0.9%; locked in until July 20, 2017)
- Security Guaranteed Investment Certificate Plus: \$5,221.20 (interest rate fluctuates; locked in until October 14, 2017)

The budget and actual spending for the current year are the following:

	2015 Budget	2015 Actuals*
Income		
Membership fees	11,500	3,455
Conference revenue	12,000	13,627
Find an Indexer fees	3,200	1,100
Misc. income (pins, books)	50	25
Interest income	125	
Total Income	26,875	18,207
Expenses		
Membership (incl Directory)	50	24
Conference expenses	12,000	8,891
Executive expenses		
Meeting costs & telephone	500	
Executive travel	1,000	
International liaison travel	2,000	
Bulletin	350	97
Indexer	6,000	3,608
Website and listservs	3,000	1,236
Operating expenses		
Office supplies	50	
Postage & delivery	50	
Bank charges	150	
PayPal fees	750	148
Regional groups	400	25
Volunteers, honours & awards	500	
Outside services	300	
Translation	1,000	393
Promotion	250	111
Miscellaneous expenses	50	
Total expenses	28,400	14,533
Income less expenses	-1,525	3,674

* Jan 1 to Mar 31, 2015, actuals to be added

CONFERENCE BREAKDOWN	<u>2015</u>
Revenue	
registrations	11,747
banquet	1,880
Cindex workshops	
TOTAL	13,627
Expenses	
banquet	1,719
accommodation & food	5,855
Cindex workshops	
speaker expenses	985
thank-you gifts	
badges & program kits	292
after-party	
postage & delivery	41
evaluation	
TOTAL	8,891

The main source of Society's income is membership dues and conference revenue, which comes from registration fees. Major expenses include *Indexer* subscription, website maintenance, and conference expenses.

Overall, the account is in a good state. My concern, however, is that we have an unreasonably large amount of cash sitting in the chequing account. From the investment perspective, we have two options: (1) to open another GIC account, which guarantees the principal investment but earns low interest; also, funds will be locked in for the duration of the investment, or (2) to open a mutual fund account, with a high interest rate but no guarantee on principle; funds can be moved into/from the account at any time.

We might also think of meaningful spending that will benefit all ISC members. This could include:

- electronic database subscription
- health/dental benefits for the members

The options can be discussed during the meeting.

b. Bulletin (Andrea Hatley)

The production of my first issue of the *Bulletin*, #37-2, went well and despite several hiccups was ready for distribution at the end of August as anticipated. Gillian's patience with my repeated last-minute copy-editing requests was most appreciated (I will be better organized for the next go-around!). Sylvia Siemens was very quick with her proofreading turnaround and feedback. And François coordinated the translation and also provided valuable feedback. It was

an interesting experience working with Boyd Holmes and his review of *The Accidental Indexer*; he is a very particular writer. All the contributors should be thanked for their input to this issue. I have put together a few comments and thoughts on the process below:

Layout:

InDesign was used to layout the summer/fall issue of the *Bulletin*, and a template was created for future issues. The new standardized format allows readers to focus on the content.

If all goes according to plan, the winter issue of the *Bulletin* will be ready for distribution in late December or early January—most likely the latter so as to not get buried in holiday clutter. In addition to the PDF format, I plan to prepare this issue as an ePUB. If it is set up correctly using InDesign, the conversion should be pretty straight forward; I will find out. Having the *Bulletin* available as an ePUB will make it available across many platforms and devices. With clickable links, it is also more attractive to potential advertisers (see below).

Budget:

Production

In 2010, the budget for the *Bulletin* was \$1850; in 2014, it was \$750; and, in 2015, it is \$350. I am not sure what has changed in the last five years to account for such a drop. The main production expenses are printing and postage; for the last issue this ran to approximately \$1 per page. That means each copy of the fall issue, 17 double-sided pages, cost an average of \$17 to print and distribute. In addition to the two copies which must be forwarded to the National Library and Archives, there are currently nine institutional members and three individuals who receive print copies. Needless to say, after the \$104 in expenses for the spring issue (nine double-sided pages at an average cost of \$.89 ea.) there is approximately \$35 left in the budget for the winter issue.

Until the board can review its position on sending printed material—the majority of documents currently online are available as downloadable PDFs to be printed as the consumer desires—I am formally requesting an additional \$200 to cover production costs for the winter issue.

Translation:

Approximately half of the \$1000 translation budget is allocated to the *Bulletin*. In the past, the co-presidents' remarks and the Tamarack award articles have been translated into French. These should continue to be translated, as should articles on the new Ewart-Daveluy award and the Certificates of Recognition. In order to keep some money aside for the winter issue, the latter was unfortunately not translated. As the new editor, and to be inclusive and accessible to the francophone members, I would also have liked to have my comments translated. At the next budget meeting I will be requesting that *Bulletin*'s annual allotment for 2016 be increased to allow for more translated material.

Design Software:

My current subscription to InDesign runs out in late November and I will not be renewing it. I would like to suggest that the ISC/SCI take a 30-day free trial for the month of December so that I can continue to evaluate the worth of InDesign as a method to format the *Bulletin* as an ePUB.

If the software performs as anticipated, I will recommend that the society take out an annual subscription at US\$20/month. The annual cost of approximately CAN\$350 can be offset by advertising revenue (see below).

Advertising:

If the *Bulletin* in an ePUB format is successful, I would like to solicit advertisers for the spring 2016 issue. Potential future and past advertisers include the three indexing software providers, PerfectIt, Staples (perhaps we can get a similar member discount that EAC gets), and indexing-course providers.

I would also like to increase the cost to advertise. The prices seem rather low and they haven't changed since 2002. We could offer discounts if advertisers elect to advertise in all three issues.

Size	Current	Proposed	Discount for 3 issue
Whole page	\$80	\$100	\$90
Half page	\$60	\$75	\$65
Quarter page	\$20	\$35	\$30
Business card:	\$15	\$25	\$20

Content:

I would like to request access to information on the membership. A series on who makes up the ISC/SCI might be fun (member profiles, niche profiles, etc.) and membership data would help with this; depending, of course, on whether member particulars are kept on record (website listings?) and if members are willing to share.

c. International Liaison Report: (Heather Ebbs)

ICRIS (International Committee of Representatives of Indexing Societies)

The Triennial Meeting of ICRIS was held at the University of York, York, UK, on 4 September 2015. It was a well-attended meeting, including representatives of the American (Pilar Wyman), Australian and New Zealand (Mary Russell, Glenda Browne), Canadian (your devoted servant), Chinese (Nie Hua, Yang Guanghui, Feng Zhanying, Guo Lifang), Netherlands (Caroline Diepeveen, Pierke Bosschieter) and British (Maureen MacGlashan) societies, and of *The Indexer* (Nic Nicholas and Maureen), as well as one guest participant (Max McMaster, who was not there in an official capacity and so kindly took the minutes) and a York student (Kelly Hong Wang) who served as translator for the three Chinese delegates.

The main purpose of the Triennial is to review the International Agreement of Indexing Societies. This year, apart from some cosmetic changes to correct spelling, remove repetition and improve clarity, only one substantive change was made. The change affected the last bullet point of the existing Schedule D. The last sentence of this bullet point beginning “This reciprocal arrangement ...” was deleted. An additional bullet point reflecting the sentiments from the deleted sentence as well incorporating information about China Index has been added, thus: “*The*

Indexer and *Key Words* (ASI) are not part of this reciprocal agreement. *China Index* (CSI) is freely available online.”

We also reviewed the ICRIS terms of reference, and a number of small changes were made, mostly for clarity.

Another major ICRIS-related decision at the Triennial meeting was the host for the next Triennial. After a brilliant presentation by the Chinese delegation, we unanimously agreed that CSI would host the next Triennial meeting at Fudan University, Shanghai, in October 2018.

Mary Russell was unanimously acclaimed to continue in her role as ICRIS coordinator for the next three years.

Other Business

Association of Freelance Editors, Proofreaders and Indexers (AFEPI), Ireland: We found out about this group just this past summer (thanks to our own Iva Cheung). They are fairly small (76 members, of which only 12 are indexers), but we agreed that it would be excellent if they could join our sisterhood. Mary Russell is initiating a dialogue with them.

ISO999: For some time there has been no work done on updating ISO 999 (“Information and documentation—Guidelines for the content, organization and presentation of indexes”). Recently, Janet Shuter of SI was asked to chair a working party to revise the standard, and some international participants have been suggested. However, some members of ICRIS expressed reservations about being involved, as little use is made of the existing ISO 999. It was decided that ICRIS would keep a watching brief on developments.

Frankfurt Book Fair: DNI will hold only a one-hour meeting at the 2015 Frankfurt Book Fair, due to the cost of hiring a suitable venue. It is hoped that a joint DNI/NIN meeting to celebrate the Networks’ 10th birthday can be held during the 2016 Fair.

Society news:

- *ANZSI:* The restructuring of the organization (to reduce administrative top-heaviness) earlier this year has resulted in the dissolution of the branches. Five new groups have formed, loosely based on the geographic regions of the previous branches, along with new groups in South Australia and Tasmania. Two special interest groups (education and conference) have also formed. The future of conferences is still uncertain.
- *CSIDM:* The society’s five aims and achievements have been the advancement of computer technology in indexing; the promotion of indexing standards through an annual academic conference on indexing and the publication of books on indexing and indexes; the enhancement of research and indexing skill; the development of national standards of indexing; and deepening international cooperation. The society’s next conference will be in Shengdu in November 2015.

- *NIN and DNI*: The NIN website is being overhauled, with both Dutch and English sections being considered. NIN and DNI are considering a joint half-day conference at the 2016 Frankfurt Book Fair.
- *ASAIB*: The South African society held successful indexing training in July 2015 and are already getting bookings for the December 2015 workshops. A few new members have joined as a result of the workshops, and their mentorship program is going well. The society has started discussions about an accreditation program and are looking at updating some of the chapters in the ASAIB indexing book.
- *SI*: The British society has been experiencing the problem of declining membership and a lack of people wanting to take on Society roles. As a result, at the current AGM, SI and SfEP members were being asked to approve a resolution to allow the executives of the two societies to begin discussions about a possible amalgamation. (The motions carried. At the SI AGM, there was a brief discussion, but it was clearly something that had been discussed extensively before. After the vote was held, Kate Mertes and I were the ballot counters, and the vote was unanimously in favour of initiating discussions.)
- *ASI*: Membership has declined and is now less than 500. ASI's new executive director is working out well. Training programs, particularly the webinars, have been proving quite successful. The publishing program continues, with two new publications in preparation (one by Margery Towery on best practices and an update to Wellisch). The Digital Task Force is no longer active. Regional conferences have been very good, particularly for face-to-face training. ASI is currently reviewing its bylaws.

The Indexer: Maureen noted that there are currently about 900 subscriptions. In budgetary terms, individual society member subscriptions are barely above cost. Individual non-society-member subscriptions bring in a small return over cost. Institutional subscriptions are the most profitable and have largely been sustained over the years. Unfortunately, the collapse of Swets (subscription agency) in 2014 had some short-term implications while institutions found alternative agents, and it is likely to have ongoing repercussions as institutions take a hard look at their old subscriptions. It will be a year or so before the full impact is known. Consequently, it is hoped that each Society can help to promote *The Indexer* to institutions in their own country. To that end, I (Heather) asked Nic Nicholas for a list of the current institutional subscribers in Canada.

For the ISC/SCI executive: Could we review the institutional subscribers to The Indexer here in Canada to see if we can identify other institutions to which The Indexer could be promoted?

d. Website administrator report: (Stephen Ullstrom)

This is my first executive meeting and report since starting as web administrator. A big thank you to François Trahan for his invaluable help, patience, and knowledge in showing me how the website works and what needs to be done, and for his continued willingness to field occasional queries. The transition has gone smoothly because of him.

The main change in the last few months is that for tech support and website maintenance we are now dealing directly with David Hathaway at Simian Studios, instead of Clint Hutzulak at Rayola Creative. David was already involved with the website as a subcontractor for Clint, and Clint suggested that it would be easier for all involved if we dealt directly with David. This arrangement is so far working out well. Clint is still available for any website design work.

There have been a couple of website bugs that we have tried to tackle, with David's help. One, which mainly affects the back-end of the website, we've decided that we can live with for now as it would take too much work to try and fix. The bug isn't causing any problems right now, and I will continue to monitor it. The other, which caused the address in the Find an Indexer profiles to duplicate, David did manage to fix, so hopefully no more problems with that in the future.

The decision was also made to post materials from the ISC conferences, with the presenters' permissions, on the ISC website under Member's Benefits. Materials will be available for about one year, being replaced with new material after every conference.

Lastly, Sergey Lobachev has recently raised the issue with François and I about how to improve and increase traffic for the Find an Indexer section. When François was showing me the website earlier this summer we also talked briefly about expanding what members can put on their profile. I look forward to discussing this further with the executive, and perhaps this will be my next website project.

e. Publicity (position vacant)

f. Membership (Frances Robinson)

ISC/SCI Membership Report, May 25, 2015

Frances Robinson, Membership Secretary

As of October 13, 2015, we have 113 members. Six new members have joined since May's report; 12 members did not renew in June, 2015.

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

Within Canada		Basic	Listed	Student	Emeritus	Institutional	June	Dec
British Columbia	27	9	17			1	14	13
Alberta	7	1	5			1	4	3
Saskatchewan	1	1						1

Manitoba	2	1	1					2
Ontario	55	14	33	3	2	3	18	37
Quebec	9	2	5			2	2	7
New Brunswick	1		1					1
Prince Edward Island	1	1						1
Nova Scotia	1		1					1
Totals	104	29	63	3	2	7	38	66
Outside Canada								
United States	7	3	3			1		7
Italy	1	1						1
Latvia	1		1					1
Totals	9	4	4			1		9
ALL	113	33	67	3	2	8	38	75

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

New Members

The following members have joined since the previous report:

Geneviève Mangerel, Montréal, QC, Basic
 Martin Gavin, Victoria, BC, Basic
 Cathy Gettel, Delta, BC, Listed
 Christine Albert, Milton, ON, Listed
 Florian Ehrensperger, Vancouver, BC, Listed
 Karen Phillips, Blumenort, MB, Listed

g. Co-presidents' report (Margaret de Boer, Jennifer Hedges)

Jennifer Hedges reports:

Probably the most notable aspect of the current executive is that 9 of the 14 positions are filled by newcomers or members who have come from other positions. What is particularly exciting is that eight of them are relatively new to ISC/SCI, having joined since 2012, and one as recently as the beginning of 2015.

These members introduced themselves in the summer/fall 2015 issue of the *Bulletin*. If you missed the article, it is well worth reading. It is amazing to see what varied backgrounds and

interests they bring to their roles in the Society and their work as indexers. And those of us who have been around for longer know that it is not only the executive but also the general membership who bring a wealth of experience, both in indexing and in other areas, to make our society one that is rich in knowledge, engagement, and collaboration.

Reports from individual members focus on recent activities and plans for the coming year. Highlights include next year's joint conference with the American Society for Indexers in Chicago, JoAnne's proposals for ISC/SCI initiatives, and the request for submissions for the second Ewart-Daveluy award for excellence in indexing.

Margaret de Boer reports:

Some may view the profession of the indexer as one being conducted as a solitary endeavour. While that may be seen as the nature of the profession and, possibly, the personality of the indexer, that stereotype certainly isn't reflected in the activities of ISC/SCI.

We're a talkative, collaborative bunch of indexers! Conferences, local meetings, and the listserv are some examples of how we, as members, support each other, share our knowledge, and collaborate on projects.

This co-presidency model is one example. It's a model that may have come out of necessity but it's resulted in unexpected value and likely worth continuing into the future.

Jennifer has a long history in our organization. As *senior* president she brings a wealth of knowledge and experience that I, and many others, benefit from. As the *junior* president, the president on training wheels, I am working hard at listening this year, following Jennifer's lead and learning the ropes. The proverb *two heads are better than one* is fitting. Being able to seek advice or ask for an opinion from the other, and for that matter, from the entire membership, is at the heart of ISC/SCI. That may well be an apt proverb for our joint conference next year with the ASI.

Take a look at the *Bulletin* as another example. Our new editor, Andrea Hatley, gathered many member contributions to create a stellar issue. Again, that's collaboration.

So while you're grappling with making decisions with a difficult index, just remember we've got each other's back. An email, a meeting, our *Bulletin*, or a conference brings you in contact with your community—ISC/SCI.

h. Past President | Présidente sortante (Mary Newberry)

The main focus of the past few months for me has been the planning and negotiating for the joint conference in Chicago with ASI. Jennifer was very active at the beginning, making the initial arrangements and setting the stage for this collaboration. Since then, François and I have become the ISC/SCI representatives.

Our main contact is Kate Mertes, as conference organizer, with Gwen Henson, for communications.

We had some discussion about the pros and cons of plenary sessions with the expected larger group, which the American conference will pull. In the end Kate did get a sense of the value of these and we all began to think that these would be a valuable contribution. We also noted that we didn't want the situation where a particularly popular topic would run beside others, so either the other was poorly attended or people who didn't attend one felt as though they missed out.

Currently we are seeking program ideas and presenters. The Americans have proposed a number of interesting and exciting ideas, such as the following:

- a Judge Judy-type panel (possibly Enid Zafran as the judge) as a way to present common problems indexers and clients face;
- Putting Indexing Out There, ways to promote indexing;
- Advanced Sky, and other indexing programs;
- SIGs (special interest groups and regional or chapter meetings, how to do these successfully;
- "Shark Tank" as a mentor/mentee set-up;
- museums and indexing, as there is a member who works at the Chicago Art Institute
- and of course, keynote speaker ideas.

Recently at a Toronto regional meeting, we gathered ideas for sessions (some of these could be ideas for regional meetings also/instead), and the following were discussed:

- How to write RFPs for large projects
- Cross-border terminology, such as First Nations, legislature/government, environmental concerns, medicare, courts
- Do the Americans have an equivalent to our Hansard indexers? If so, a joint session
- Indexing and search
- Indexing names of characters, pseudonyms, etc.
- audio-visual indexing, like the NFB presentation we had in Ottawa
- embedded indexes

I don't know for sure what date the executive meeting will be, but I think it will be June 15, 2016. I will try to verify this before the executive meeting.

i. Vice-President | Vice-président (François Trahan)

My first weeks were spent handing off the website tasks to Stephen Ullstrom. I aimed to give him some background too since some of the policies and features relate to the previous iteration of the website.

I continued the “members logo” work started by Judy Dunlop, and expanded on her research and recommendations. A separate report follows. I didn't ask Rayola to do test logos since we'd have

to pay for his work; I assume we can agree on this first, and then Rayola can do the logos. We can then put those on the website (Members Area, in subsection Member Benefits). The text that will accompany the logos needs to be edited (from which I'll organize the French version).

Previously designed documents of the ISC/SCI: I suggested at the May 2015 meeting that we put all these together to avoid duplication of work in the future. The goals are also quick access to previous documents and making it easy for newer executive members to know what has been done in the past. The collected files are likely to be useful soon as we have two sets of PubPro files from 2014 and 2015 and preparations for PubPro 2016 should be happening early next spring.

At first I thought the collected documents could be kept by a specific position on the executive, but then it was suggested that these files go on the website. It's only afterwards I realized we cannot do this: designed files are quite large and we would exceed our backup limits, and that would create problems with our internet provider.

We could instead create a Dropbox account for storage (or at any similar cloud locations), but are there drawbacks to this option, especially if we don't access it often? The benefit is easy access by anyone and no distribution of files by email. But someone would have to keep and pass on the logins as needed. Any other suggestions?

Based on "Report on ISC-SCI logo" by Judy Dunlop (26 May 2015). Of members who have downloaded or copied a logo (from my looking at some websites), Rayola's is the favourite, although some members use the previous "thinking I" (in black and white) logo or the magpie. As Judy Dunlop writes in her report, the logo by Rayola is on our website, most ISC/SCI promo materials, and business cards. Andrea Hatley recently used the website's design for the *Bulletin*, so that's even more ISC material with the Rayola style. It seems clear that this is the best logo for members' use.

We have a few versions of this logo, some in colour, some in black and white; most have "indexers.ca" but a few don't. I would recommend using one of those, with "Member/Membre YEAR" in the blank area to avoid redesign and Rayola should decide the exact location and size of this "Member/Membre YEAR". Since the logo is bilingual, we can make a single logo rather than one in each language.

I can ask Rayola to create two sizes of logos to be placed in the Members Area (Member Benefits section). He can prepare a few years' worth and we could upload the 2015 soon. Stephen (web admin) should change it to 2016 in February (as we change the password for members, just after Frances Robinson is done with the membership renewals) and to 2017 the following year. I'm not sure who'll get the logos for years 2018-2020 (web admin, to pass along to the next?).

File type: Rayola to suggest what's best and have two formats available in case people run into issues. We don't want to have to go back to Clint or Stephen each time a member has a problem. We'll need to tell members who have used one of the other logos to change to this one.

Background info for policies: ASI, EAC, SI, ANZSI logo policies:

ASI: <http://www.asindexing.org/about/logos-for-downloading/>

EAC: (must log in as member to access)

http://www.editors.ca/members/membership/member_website_logo.html

SI:

http://www.indexers.org.uk/files/prof_logos/logo_agreement2010.pdf

ANZSI: couldn't find anything

Note: SI requires members to sign the Agreement for use of logo; I don't think we should do this. But it may be good to have a pop-up box with conditions (but they'll be on the page, maybe bold's enough).

Policy draft:

Note: Judy has written a draft too, it's at the bottom; it's much shorter and probably better since people may not read all of this. What I collected is long, but it has everything I found on other societies' websites; someone can cull and edit as needed.

Rayola wrote to Christine Jacobs about ownership and use of the ISC/SCI logo for the indexing award certificate and I've included his reply in this policy draft (in the third paragraph).

Individual members may use this logo to show their current membership with ISC/SCI. Members are responsible for ensuring the logo is used in accordance with these terms and conditions. Use of the logo identifies the user as current member and does not imply recognition, endorsement, or certification beyond membership status. Appropriate use is for: members' websites, email signatures, as well as print and other promotional materials. For permission for other uses, contact XYZ (position, not person) in the ISC/SCI executive.

This logo is the property of the ISC/SCI, but the creator (Rayola) asks that it's used "as-is" without alteration so it reproduces as intended.

The logo must not be redrawn or modified in any way. The complete logo must appear where you use it, it cannot be covered by text or other elements. Do not change the colours, add special effects, stretch, or place anywhere that may interfere with its legibility.

Other ISC/SCI graphics, such as the magpie, should not to be used by members on their websites, emails, documents, etc.

Only members of the ISC/SCI may use the membership logo. You



must remove the logo from any materials, online or print, if your membership lapses. You can use the logo upon renewal or re-joining. The logo may not be used for commercial ventures beyond a member's indexing work. It may not be used in collaborative (or subcontracting) projects with non-members of the ISC/SCI. On your personal business website, we encourage hyperlinking the logo to the ISC's website, either to the home page, to Find an Indexer page, or to the member's own profile.

Questions about the use of the logo should be directed to: ????

Downloading instructions: do we need any? Or maybe with a download of the logo comes a download of the instructions/terms and conditions.

Judy Dunlop's draft policy:

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)

François Trahan

13 October 2015

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
May 26, 2015

j. Member-at-Large (John Barkwell)

Nothing to report.

k. Awards committee - ISC/SCI Ewart-Daveluy Indexing Award Annual Report (Heather Ebbs)

No written report.

l. Constitution committee (Heather Ebbs)

No written report.

m. Archives committee (Jennifer Hedges)

No report.

n. Report of the Ad Hoc Committee on Development of ISC Initiatives (JoAnne Burek)

See minutes for update.