

ISC/SCI Executive Meeting

22 October 2016

Minutes

Participants: Margaret de Boer (President), Mary Newberry, Siusan Moffat, Frances Robinson, Elena Gwynne, Andrea Hatley, Sergey Lobachev, JoAnne Burek, Alex Peace, Stephen Ullstrom, Heather Ebbs

Regrets: John Barkwell, François Trahan

The meeting was called to order by Margaret de Boer, President, at 12:03 p.m. Heather Ebbs volunteered to serve as secretary.

1. Welcome and Roll Call

Margaret welcomed participants.

2. Review of Agenda

Moved (Mary/Siusan) to approve the agenda as presented. **Carried.**

3. Review of Minutes and Action Items of Previous Meeting

a. Minutes of Thursday, June 16, 2016: **Moved (Siusan/Stephen)** to accept the minutes as written. **Carried.**

b. Action items

i. Bulletin:

Hard copies for three individuals. 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. **Action carried forward.**

ePUB format/non-PDF versions: Andrea has had little response about the ePUB formats of the *Bulletin*.

Find an Indexer profiles: Siusan and Andrea devised a list of questions for indexer profiles for the *Bulletin*. The first profile will be of Jennifer Hedges, who has the questions now and will be getting them back to Siusan. Mary will write a corresponding article about Jennifer's contributions to the society (Andrea will send her a deadline). **Action.**

ii. Member directory online: Before the next semi-annual update of the online members' directory, Frances will send out a reminder to all members to check their information. *Procedural*

- iii. *The Indexer institutional subscriptions:* Frances sent Heather information on the current institutional members. Heather will be looking into other potential members. **Carried forward.**
- iv. *Archives:* Mary has been in touch with Jennifer about the Archives and now has all the boxes in hand. A new committee needs to be formed. **Action ongoing, but subsumed under Archives Committee report.**
- v. *Webinars:* Subsumed under committee looking at conference surpluses.
- vi. *Publicity:* John will flesh out some ideas toward creating publicity for greater use of indexers by authors and publishers (possibly including putting together a speakers bureau, identifying potential venues for people to speak, use of social media, etc.). Other executive members with ideas are asked to speak with John. **Carried forward.**
- vii. *Storage of conference photos:* John, JoAnne, François and Stephen are continuing to discuss this issue. **Carried forward.**
- viii. *Conference surpluses:* This group is very close to having something ready for executive review. **Carried forward.**
- ix. *New member welcome package:* With the aid of Maureen MacGlashan, Alex was able to arrange for the purchase of 10 *Newcomer* collections that can be offered as part of the welcome package to new members. She had responses from a few of the new members in her region (Eastern) and Siusan had one from Central interested in the packages. Because we will need to purchase 10 more once these have been distributed, it was agreed that, as membership secretary, Frances will add this offer to her national welcome letter to new members so that she can keep track of how many collections are requested. *Procedural*
- x. *Online chat meetings:* Siusan looked into options for online chat hosting and identified Chatstep as a good software fit for us. She arranged for an executive chat session for the vision statement discussion meeting on 17 September using Chatstep, and it seemed to work well. There are some drawbacks that are common to online chatting, but overall it worked well. It would be helpful if the moderator saved a transcript that could be posted in the members' area of our website. Siusan suggested that we hold a monthly hour-long chat session open to all members. A moderator is needed for each session; it could be any member of the organization, but some sort of coordination is needed. For now, Siusan will moderate the first session, Wednesday, 9 November, 10 PM AST/9 PM EST/ 8 PM CST/7 PM MST/6 PM PST. **Action.**
- xi. *Publicity:* Alex is looking into events at which ISC/SCI might have a presence, such as BPC's book summit next year. **Carried forward.**
- xii. *Constitution:* The constitutional revision is almost complete. A final draft should be ready for executive review soon. **Carried forward.**

- xiii. *Balance sheet*: Sergey has developed a more detailed financial statement based on the one used by Gillian Watts previously. However, this is still a profit-and-loss statement, not a balance sheet per se. Andrea and Sergey will work on creating a template for a balance sheet. **Carried forward.**
- xiv. *Vision statement*: A special meeting was held on 17 September to discuss a vision statement for the society. Ultimately, the statement choices were narrowed down to two. A final online chat will be held to look at the two possible vision statements and come to a consensus. Mary will send out a date Doodle and set up the consensus meeting. **Action.**
- xv. *Article on the contributions of Jennifer Hedges to ISC/SCI*: See item 3b(i).

4. Regional Updates and Issues

a. *Central Canada | Centre du Canada (Siusan Moffat)*: See attached report.

b. *Prairies and Northern Canada | Prairies et Nord du Canada (JoAnne Burek)*: See attached report.

c. *British Columbia | Colombie-Britannique (Elena Gwynne)*: See attached report.

d. *Eastern Canada | Est du Canada (Alexandra Peace)*: See attached report. Alex asked about one individual in Montréal who is the partner of a member but who is not herself a member. She has volunteered to help with the conference. ISC/SCI does see volunteering as a benefit of membership; however, we also do not like to turn away interested individuals. As this person is a student, Alex will suggest that she consider student membership.

5. Committee Reports and Updates

a. *Finances (Sergey Lobachev)*: See attached report. There was some discussion about how the conference income and expenses are handled, given the year-end date of 31 March. For 2016, we saw no income for the conference because it was all handled by ASI. For 2017, we will have both expenses and income. The conference committee hasn't been given a budget for the conference because we always hope to break even; our objective is to make the conference both as accessible as possible and as valuable as possible. Once the committee has figures for the major expenses (venue, accommodation, etc.), a fee is established that will enable us to break even.

Alex will circulate conference costs to the executive via email once they have been identified. **Action.**

b. *Bulletin (Andrea Hatley)*: See attached report. Our InDesign subscription lapses on 26 November. We cannot get the same rate because we had a promotional discount. After discussion, it was agreed that Andrea should subscribe and should bill ISC/SCI for the times she uses it for us.

c. *International* (Heather Ebbs): See attached report. There is no further information on AFEPI joining ICRIS. Mary Russell, ICRIS chair, has been gathering responses.

This portion of the meeting was interrupted for discussion of Item 6, Conferences. Item 5 was resumed afterward.

6. Conferences

a. *Conference 2016, Chicago*: Those who attended the conference thought it was excellent. One thing particularly noted was the appreciation by the recipients of the conference sponsorship contest. It would be great if we could do that again in the future.

b. *Conference 2017, Montréal*: See attached report. The committee has been working toward a conference on the first Friday and Saturday in June (June 2–3), but the date is not confirmed until a venue can be established. At the current meeting, it was agreed that an anniversary theme was appropriate, given that 2017 will be our 40th anniversary, Canada's 150th and Montréal's 375th. It was also agreed that the committee could purchase good conference bags if desired.

5. Committee Reports and Updates (resumed)

d. *Website and Register*: See the attached Web Administrator report from Stephen Ullstrom. Executive members also received a document describing SEO discussions with Riley Haas and a website redesign proposal from JoAnne Burek. In discussion, the following points were raised:

- The most important thing is to establish our intention going forward; the budget will come out of that decision later.
- The audiences for our website are those who hire indexers (clients and potential clients), those interested in becoming indexers and established indexers.
- ISC/SCI's website should be the authoritative source for people looking for information on indexers and indexing in Canada.
- JoAnne's proposal covers most of the areas that we need to look at for our website.
- It may not be necessary to worry about search engine optimization in terms of providing new content. Our website does get updated regularly and naturally through posting of new *Bulletins*, other newsletters, society news, directory updates, etc.
- Our current website uses Wordpress, but there are always new plug-ins coming available.
- The last redesign was five years ago.
- JoAnne would volunteer to do the bulk of the work for redesigning our website. She would need to hire a coder to implement some aspects. JoAnne has done this for the [Waskahegan Trail Association](#) and for [Desert Air Rentals](#).
- A first step is to fix the website (use of online payments, Find an Indexer issues, appearance of site on different devices, individual updates of personal information, etc.) and then look to Riley Haas or some other means for content concerns. In other words, redesign should be the priority at this point.
- It was agreed that JoAnne can get web administrator access to our current website so she can better see how things were done, and that she should talk further with François about issues we have had with the website in the past.

Ultimately, JoAnne was asked to flesh out her proposal, including addressing security concerns related to online payments and individual member updating of personal information, long-term continuity, plug-ins that would be used, etc. **Action.**

Timeline: enhanced proposal by mid-November 2016; prototype redesign sometime after the 2017 conference; new website in 2018.

e. *Member at Large — Publicity* (John Barkwell): No report.

f. *Membership* (Frances Robinson): See attached report.

g. *President| Président* (Margaret de Boer): See attached report.

h. *Past President | Présidente sortante* (Mary Newberry): See attached report.

i. *Vice-President | Vice-président* (François Trahan): Nothing to report since the June meeting and the Chicago conference.

j. *Ewart-Daveluy Award Committee* (Heather Ebbs): See attached report.

k. *Constitution Committee* (Heather Ebbs): Nothing new to report.

l. *Archives committee* (vacant): See item 3b(iv), above.

6. Conferences (resumed)

Further to the discussion about the anniversary theme, it was noted that the gemstone for the 40th anniversary is the ruby. A possible basis for a theme quotation is “The price of wisdom is above rubies” (this has various wordings depending on source) from the Old Testament.

The committee will bring back a proposal for a specific theme and design to the executive within the next couple of weeks. **Action.**

7. New Business

a. *Email payments*: Sergey would like to pay our suppliers via email instead of surface mail. The cost difference is negligible, and the payment process is more efficient. The executive agreed that this was a good process.

b. *Usability survey*: At one of the Toronto meetings, a member brought forth the idea of ISC/SCI funding an index usability survey. After discussion at the current meeting, it was agreed that this wasn't an appropriate activity for us. There have been index usability studies reported in *The Indexer*.

9. Next Meetings

Vision Statement meeting: Mary will send out options for dates.

Regular executive meeting: Saturday, February 4, 2017

10. Other Business

None.

Adjournment

Moved (Mary/ Andrea) to adjourn at 3:23 p.m.

Reports

Regional Representatives

Central Canada | Centre du Canada (Siusan Moffat)

July 16 - Mary's house - 14 attendees

We had a wonderful potluck and discussed the ASI/ISC conference that occurred the month before in Chicago.

We had summer break during August.

Sept 10 - 401 Richmond St W suite 257 - 12 attendees

Time for another review of sister organizations newsletters. Vanessa, Ronnie, Mary and I gave overviews on The Indexer, ASI Keywords, ANZI, and the indexers discussion list. Ronnie brought up some great idea about usability testing which the executive will be discussing. Our first meeting at the Project's Abroad space - which is totally free to us and we can also use their projector!

Sept 17 - online chat about visioning statement

In prep for a discussion about a monthly nationwide ISC online chat session, we used the online software Chatstep to have an executive vision statement meeting. After some tech blips regarding signing in (password didn't work and everyone got in WITHOUT a password!), It worked very well. I sent the transcript to the whole exec after the meeting was adjourned. We will be discussing moving forward with the monthly meetings at the executive meeting.

Ongoing

I signed up to help bring short interviews with indexers to the *Bulletin* newsletter. I got as far as sending Andrea an email asking about what kind of questions to ask and how we should go about looking for interviewees, but haven't drawn up a list of questions yet. It's on my to-do list!

In the past few months we had a few new members and few new people interested in coming to meetings in Toronto.

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

Four of us got together shortly after the conference in Chicago. We discussed timely topics, such as the new book on indexing tips and how to recover from burnout.

Adrian, Stephen, Moira and I met on Saturday, October 15, and this is what we talked about:

Promoting yourself

You may have reached out to publishers in the past, but it's a good idea to do it regularly. The problem is turnover--with production editors especially. They tend to move on after a year. This is how a publishing company loses touch with you.

Daily routines

Many of us have a creative side profession (or passion) besides indexing. So how do we build a daily routine so that we can be productive, and feel fulfilled, at both? We recalled that at the Chicago Conference in June, fellow freelance indexer and novelist [Larry D. Sweazy](#) talked about his process. (One of his series is about an indexer who solves crimes.)

It comes down to doing your most creative work, i.e. writing, first thing in the morning and then moving on to indexing afterward. We agreed that Larry's routine really works.

Of course for night owls, this is not so easy to implement. This little book, [Daily Rituals: How Artists Work](#), records the daily rituals of 161 well-known writers, artists, and composers. There are probably some night owls in the bunch that could serve as inspiration.

Why you should evaluate your clients

In a recent [podcast](#), productivity expert Michael Hyatt described how to use a simple matrix to identify your best and worst clients. You can also download the [transcript](#).

Do this periodically with your regular clients or categories of clients. If you identify and fire your worst clients, you'll free up time so that you can take on more work from the types of clients that are more profitable for you.

What defines a good client? We agreed that the academic presses all seem to be good ones. They know what they want and they don't argue about pay. However, authors who hire you directly can be challenging.

E-book for authors

Speaking of authors, I announced my e-book (a PDF) which is targeted to first-time authors who know they need to hire someone to write an index for their book, but have no idea how to get started. (I wish to acknowledge and thank Stephen Ullstrom for editing and giving suggestions.) I made this book as a result of a query from an author who was told by his editor to get an index written, and he wanted to know how the whole process works.

You can download it [immediately from here](#) and go ahead and share it. However, if you wish to pass it on to authors who you have NO intention of working for, I would be very happy if you sent them a link to my website at <http://jburekindexing.com/> where they can download off the home page. I would appreciate the traffic.

British Columbia | Colombie-Britannique (Elena Gwynne)

It's been an interestingly busy summer for me, which has led to an article for the Bulletin.

Since returning from my various adventures and trips I'd been working on setting up a meeting in the Lower Mainland area of British Columbia. Planned topics for discussion had included marketing, websites, and some of the newer indexing books. That meeting had been arranged for this afternoon (October 14th). Attendance however was dismal (worse than the weather of the day) - I was the only person who showed up.

I think for the future, I'm going to focus any meeting planning on Vancouver Island as I've had more success with meeting attendance there - and it costs me less than getting to the Mainland.

Eastern Canada | Est du Canada (Alexandra Peace)

Montréal

The Montréal group is gathering steam. We had another meeting in September, with eight people present, including Margaret de Boer.

We talked about the upcoming conference and answered some questions for the newer members.

There will be another meeting in Montréal in late October, and we will be covering some how-to business topics—quotes, invoices, and record-keeping.

Events

I have attended some events with Editors Canada who have graciously allowed me to place some information about ISC/SCI at the table (BookArts at the Market, Word on the Street).

Newcomer Collection from The Indexer

I was able to organize the purchase of ten Newcomer's Collection from *The Indexer* and pleased to have sent out several of them to new members in the Eastern region and one in Ontario.

Committees

Finances (Sergey Lobachev)

As of October 10, 2016, the financial statement of the Society is the following:

- Everyday business chequing account: \$25,081.78
- Guaranteed Investment Certificate: \$5,309.26 (interest rate 0.9%; locked in until July 20, 2017)
- Security Guaranteed Investment Certificate Plus: \$5,255.83 (interest rate 0.66%; locked in until October 14, 2017)

We also have \$240.77 in PayPal account.

On June 1, 2016 we had \$28,682.37 in everyday business account. Below is our revenue and expenses since June 1 up to date.

2016, June-October

2015, June-October

Income	4850
Expenses	
Subsidy (ASI conference)	4000
The Indexer	3299.75
Translator	267.05
Web site support	490.87
Bank fees	11
Executive expenses	85.51
Bulletin	296.41
	8450.59
Income less expenses	-3600.59

Income	
Conference registration	552
Banquet	80
Miscellaneous	25
Membership	3455
Find Indexer	1150
	5262
Expenses	
Conference	1160
The Indexer	3608
Translator	272
Web site support	1293
Bank fees	148
Executive expenses	45
Bulletin	325
Promotion	75
	6926
Income less expenses	-1664

	Budget	Actual as of Oct. 1. 2016	
Income			
Membership fees	10.000	3.895	
Conference	10,200		
revenue Find an	3,200	1,150	
Indexer fees	100	150	F-D Award submission fees
Misc. income (pins, books) Interest income	40		
Total Income	23,540	5,195.00	
Expenses	300.00		
Membership (incl <i>Directory</i>) Conference	10,200.00		
expenses Executive			
expenses	300.00	69.86	
Meeting costs & telephone	1,000.00		
Executive travel	2,000.00		
International	600.00	692.74	
liaison	7,600.00	3,299.75	
trave	3,000.00	561.49	
l			
<i>Bulle</i>	50.00		
<i>tin</i>			
<i>Inde</i>	50.00	19.41	
<i>xer</i>	100.00	11.00	
Website and	400.00	125.73	
listservs Operating	400.00	168.66	
expenses			includes conference subsidies
Office supplies	4,000.00	4,013.00	
Postage & delivery Bank	0.00	60.15	
charges PayPal	1,000.00	267.05	
fees	200.00		
	50.00	7.86	card for Jennifer
Regional groups	31,250.00	9,296.70	
Volunteers, honours & awards	-7,710.00	-4,101.70	
Outside			

Bulletin (Andrea Hatley)

The summer issue of the *Bulletin*, volume 38-2, was ready for distribution during the last week of July with the print edition available for download from the website on 25 July, and the EPUB/MOBI editions available on the 31 July. The total cost was \$206.95. There has been some feedback on the EPUB version, and so far no problems have been reported.

The fall/winter issue is coming along with several excellent articles and reviews already submitted. The anticipated distribution date is mid-December.

The current InDesign subscription lapses on 26 November; I would request that it be renewed. The cost for an annual subscription will be slightly higher than last year; the promotional rate of US\$15 per month is only good for one year. The new rate for an annual subscription is US\$19.99 per month (approximately CAD\$26.50 per month—let's see what happen to the exchange after the US election!). The subscription is set to automatically renew, so I would need to know before the middle of November if it will be cancelled. The other option is the monthly plan at US\$30 (about CAD\$40 per month as needed).

I would again like to thank the *Bulletin* board—Gillian Watts, François Trahan, and Sylvia Siemens—for their invaluable help in putting the newsletter together.

International (Heather Ebbs)

The most recent news comes from the Frankfurt Book Fair, which began a few days ago and is running till 23 October. On Thursday, our sister networks DNI and NIN jointly hosted a one-day conference on indexing, with presentations by Frances Lennie, Max McMaster, Hendrik Case, Pierke Bosschieter, Pilar Wyman and Dave Ream. It was an appropriate time for the session, as DNI and NIN have existed just over ten years and as Netherlands and Flanders were special themes for the Book Fair. ISC/SCI's Isabel Steurer attended the session and is at the Book Fair and will be writing something for our *Bulletin*.

DNI and NIN are reorganizing their websites, and their newsletter will be replaced with a blog, mainly written by Pierke Bosschieter and Caroline Diepeveen, but with other guest writers.

SI held their 2016 conference on 13 September in Birmingham. 2017 is SI's 60th anniversary, so they will probably have a longer conference, but perhaps just one night instead of two. They are thinking of London if they can find a reasonable venue.

SI and the Society for Editors and Proofreaders (SfEP) were considering entering some sort of formal relationship to form a single society, but this consideration has ended.

The latest ANZSI news is available in their bulletin received just this week, which Stephen has posted on our website.

The next Triennial ICRIS meeting will be in Shanghai in 2018, probably in October.

Website (Stephen Ullstrom)

This last quarter since my last report have involved a number of ongoing issues, some of which are resolved and some of which are closer to being resolved.

A problem developed on the back-end of the website with the forms, which made it difficult to identify and access individual entries. This particularly affected Frances Robinson work as membership secretary. This issue is now resolved.

Another ongoing issue has to do with emails originating from the website, such as when a new member applies or someone requests a change to their profile. Notification emails should be sent to the relevant person(s) when actions like this are taken, but for some reason the emails were either not being sent or were not arriving. David, our web support person, has now figured out a work-around so that the email now work, but the solution bypasses our web host, Webnames. This leads us to suspect that the problem originates with Webnames, and we are now contacting Webnames support to see if they can figure out the issue.

The committee formed to investigate SEO (search engine optimization) has also discussed possible courses of action, and are now ready to bring the discussion to the wider executive. More details about that are in the attached document.

I also mentioned in my last report that issues with Paypal had been resolved. That turned out to be partly true. After a couple more transactions it became clear that there were still a few changes needing to be made, which are now done.

Looking ahead, I plan to continue working on the email problem, as well as whatever next steps emerge from the discussions on SEO and possible web redesign. I will also be working with the 2017 conference committee to make sure that conference registration and other details are functional and ready.

Membership (Frances Robinson)

As of October 9, 2016, we have 104 members. Five new members have joined, and one lapsed member has re-joined since June's report. Five members did not renew in June 2016.

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

Within Canada		Basic	Listed	Student	Emeritus	Institutional	June	Dec
British Columbia	26	10	15			1	11	15
Alberta	6	1	5				4	2
Saskatchewan	1	1						1

Manitoba	2	1	1					2
Ontario	49	12	31	1	2	3	18	31
Quebec	11	3	7	1			3	8
New Brunswick	1		1					1
Prince Edward Island	1	1						1
Nova Scotia	1		1					1
Totals	98	29	61	2	2	4	36	62
Outside Canada								
United States	5	2	1			2		5
Latvia	1		1					1
Totals	6	2	2			2		6
ALL	104	31	63	2	2	6	36	68

The Emeritus members are Jean Wheeler and Chris Blackburn

New Members

The following members have joined since the previous report:

Laryssa Brooks, Windsor, ON, Basic
 Barbara Cuerden, Ottawa, ON, Basic
 Jenny Riecken, Vancouver, BC, Basic
 Delphine Vandycke, Montreal, QC, Basic
 Sylvie Lamothe, Cap-Santé, QC, Listed

President| Président (Margaret de Boer)

It's been a fairly quiet time since June.

This summer I compiled past conference planning documentation and sent it to Alex. Last month I was able to attend the Montreal area indexer meeting where I met some newly minted indexers and heard the latest conference plans from Christine Jacobs. While there I spent an afternoon exploring Old Montreal restaurants for possible banquet venues which I passed along to Christine.

Other than that, aiming to stay on top of things and dealing with what comes along my way, I am always grateful for the support that our Executive members give to each other.

Past President | Présidente sortante (Mary Newberry)

I have very little to report. I am about to begin gearing up for the conference as the program coordinator, but have done little more than think about it and attend a well-organized and timely meeting by our chair Alex Peace.

I attended and contributed to the meeting about our website SEO and general website considerations.

For the past conference, I finally sent out all the hand-written letters of thank you to the volunteers. As a result I received a number of heartfelt responses. This task takes time, but my feeling is it is much appreciated and a tradition worth keeping.

Ewart-Daveluy Award Committee (Heather Ebbs)

Normally I would be stepping off the committee, as I chaired it last year, but Ruth Pincoe regretfully had to resign from the committee due to family commitments, so I am staying on one more year. The good news is that we did recruit a new judge for this year, so the committee for 2017 is in place.

It is planned to begin soliciting nominations for the 2017 award on the 1st of November, as we did last year, with a deadline of 27 January. I will be advertising the opening of nominations to our membership as well as to ICRIS with a request for them to pass it along to their memberships.