

Report of the Ad Hoc Committee on Development of ISC Initiatives

Background

This committee was formed at the meeting of February 7, 2015, as result of discussions about ways the Society could best utilize its surplus cash. The committee's objective is to develop ideas that have the goal of promoting the society and supporting our members.

The committee considered initiatives that support two broad areas:

1. Education for indexers
2. Education of industry or clients, e.g. publishers, editors.

The proposed budget is \$4,000 maximum.

Recommended initiatives

1. Canadian webinars for indexers

Society members can get information and education through a variety of means--publications, periodicals, conferences, and discussion groups (listservs). We also get our education through the ASI webinars, but most likely only on topics that ASI would consider of interest to the American membership.

Webinars can be the most efficient and cost-effective means to deliver detailed education on complex or emerging topics, in a timely manner to the largest audience. To this end we explored the prospect of webinars for ISC/SCI, building on the work that Stephanie Watt started in 2014. Five webinar service companies were evaluated on characteristics such as access method, interactive capabilities, recording capability, technical support, and pricing. All webinar service companies have a monthly or annual subscription fee and they all offer a free trial.

Recommendation. We recommend conducting a pilot webinar, using GoToWebinar, on a topic of interest to Canadians, such as cross border business or something else we find topical in the May conference. After the pilot, we will review the experience and decide whether to sign up and continue offering webinars.

Cost. If we go forward, the price would be US\$99 per month for monthly webinar sessions with up to 100 attendees. Participants in the webinars will be charged a nominal fee to confirm their attendance and to recover some of the costs.

Replay on website. Webinars can be recorded so that they can be played off the website. Members will want to view the webinars at their convenience.

2. Promotion to publishers

The focus of this initiative is to promote indexing to publishers. The goal is to make publishers more informed so that they will be more supportive of having indexes in the books they publish. Following are some of the ways we can reach out to publishers:

- Have a publishers' area on our website.
- Write guest posts for their industry websites.
- Create a downloadable booklet.
- Give presentations at their industry events.

The first step for this initiative is in creating the content. Much of it can only be done by us. Some research may be involved (e.g. finding data on the value of index.) Potentially we could leverage material from the ASI publication *Indexing for Editors and Authors*. We could also seek collaboration with the ASI, since they could profit from this initiative too.

Recommendation. ???

Cost. Not determined.

Other initiatives mentioned but not evaluated

- Purchase copies of the *Newcomers: A Selection for Those New to Indexing* and send them to new members on request. Published by *The Indexer*, this collection of 23 articles includes a fully linked index. Published 2012. Kindle Edition \$9.99 at Amazon.ca. Cost may be lower if purchased through *The Indexer* at members rates.
- Purchase and distribute to selected publishers and editors the ASI e-book *Indexing for Editors and Authors* (US\$33.25) to promote indexes and to provide a sample of a linked index.
- Hire a professional to educate us on a specific skill we need.
- Subsidize the exchange rate for members planning to attend any ASI/ISC joint conference located in the US.
- Subsidize half- or full-day sessions before a conference, including topics for newbies and for experienced indexers

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