

ISC/SCI EXECUTIVE MEETING

NOVEMBER 2, 2019

MINUTES

Participants:

Via Zoom: JoAnne Burek, Lisa Fedorak, Martin Gavin, Maria Hypponen, Alexandra Peace, Francois Trahan, Stephen Ullstrom

Regrets: Margaret De Boer, Jason Begy, Catherine Plear, Ronnie Seagren

The meeting was called to order by Alexandra Peace, Co-President, at 12:05 p.m. Eastern Time. JoAnne Burek recorded the minutes.

1. Welcome and Roll Call

Alex welcomed the participants and thanked them for their efforts. Pierre Joyal has resigned as Vice President.

2. Review of Agenda

The agenda was approved (**Maria/Stephen**).

3. Review of Minutes

The minutes of May 4, 2019 were approved as written (**JoAnne/Stephen**). **Carried.**

The minutes of May 23, 2019 were approved as amended (**Stephen/Maria**). **Carried.**

The minutes of October 5, 2019 were approved as written (**Martin/Lisa**). **Carried.**

4. Approval of Reports (Consent Agenda)

Alex thanked everyone for their work and their reports.

- a) Communications (Maria Hypponen)
- b) Membership (Lisa Fedorak)

5. Items for Discussion

a. International Travel Committee (Stephen Ullstrom)

See report.

The committee, which consists of Stephen and JoAnne, is searching for a third person to be on the committee. They do have the documentation of work and discussions from previous committee members, so the first efforts will be to go through the documentation.

Alex will approach Ruth Pincoe.

b. President's Report (Alexandra Peace)

See report.

1) Monthly chat meetings

Monthly chat meetings on Zoom will start in January. The regional reps will host the meetings. The remaining executive members were asked to support the meetings by each attending a monthly meeting on a rotating basis.

The first four months are covered as follows:

January – JoAnne
February – Alex
March – Maria
April – Lisa

JoAnne will add the meetings to the website and schedule them in Zoom.

Maria will work on the write-up and promote the meetings on Facebook.

Martin would like us to emphasize that these are video chats, not the same as the messaging chats we used to have.

2) Executive travel to 2020 Conference

A reminder that any executive members who is facing financial hardship in travelling to Newfoundland for the conference should speak to Alex.

c. Executive Travel and Other Liaisons

Prior to his resignation, Pierre was the liaison for Executive Travel, Mentorship, and Archives.

François will take Executive Travel, Stephen will take Mentorship, and Alex will take Archives.

d. Mary Newberry Mentorship Program

See(c) above.

e. Zoom Software Webinars

It appears we can order the webinar feature on Zoom for a month at a time.

The TIDE group would like to get going on their webinar. JoAnne will contract Siusan Moffat about next steps

f. National Indexing Day

Martin is working on ideas.

g. Membership Retention

We can automatically sign up new members to the ISC-L list, however the email needs to have a clear unsubscribe function and a physical address.

JoAnne will ask Web Networks if we can tailor the email template to add our address.

h. CASL Report (Lisa Fedorak)

See report.

i. International Liaison Report (Action Item Status) (François Trahan)

See report.

6. Action Items

See updated list.

Alex added that we are recruiting for a new vice president.

7. Next Meeting:

January 25, 2020, 12 p.m. EST

8. Adjournment

Meeting adjourned at 1:27 p.m. Eastern Time.

Consent Agenda Reports

Communications Report (Maria Hypponen)

This report is for information only.

Activities completed

- Press release congratulating Vivian Unger distributed on October 7, 2019, posted to the website, shared on Facebook and Twitter

Activities in the works

- Ewart-Daveluy Award Call for Nominations (for Mary Newberry):
 - I have provided minor edits to this, and have initiated translation. Before the end of the year, the final version will be sent in both languages to the membership and posted on the website; shared via Facebook and Twitter; circulated to network (Editors Canada list, Publishers Committee, ICRIS); shared via indexing listservs; and sent to indexing schools and university library science departments (thank you to Lisa for providing this list).
- Review of Zoom meeting blurb for the Bulletin
- Letter to students at indexing courses being revised, to be circulated for Executive review prior to sending

Activities to come

- Process for press releases to be documented and validated with the Executive
- Inquiries to be developed into FAQs to be added to the website
- Communications calendar being developed to help track known communications opportunities, such as those with respect to the AGM; to be shared with the Executive for input
- Further development of social media channels, including edits to the Wikipedia page and recommendations for enhancing our Facebook and Twitter presence
- Working with Alex to update the position description
- Revisiting the communications strategy

Activities ongoing

- Inquiries received via the website form tracked in a new document to ensure consistent and timely response

Membership Report, Lisa Fedorak

Activities completed

- Membership Report to *The Bulletin* for next issue
- Working with Joanne to develop process to send out conference notices to reduce some repetition between isc-1 and membership emails.
- Ongoing updating of membership database (new members, lapsed, upgrades etc)
- Ongoing updating of membership instructions.

Planned Activities

- To track the renewal rate of members, especially those who are new to see if there is additional support or benefits we could easily provide to retain them.

Membership as of October 26, 2019

Total Memberships: 104

Up by one new Canadian member over last report.

Comparative	Nov 2019	Sept 2019	Sept 2018*
Total	104	103	109
Canada	88	87	97
Outside Canada	17	17	12
Basic	30	29	35
Listed	63	63	61
Student	1	1	4
Emeritus	3	3	2
Institutional	7	7	7

*November 2018, unavailable

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RESIDENCY OF MEMBERSHIPS

Canada	Total	Basic	Listed	Student	Emeritus	Institutional
BC	20	5	14	-	-	1
AB	10	2	6	-	1	1
SK	2	1	1	-	-	-
MB	3	2	1	-	-	-
ON	44	10	29	-	2	3
QC	4	2	2	-	-	-
NS	1	-	1	-	-	-
PEI	1	1	-	-	-	-
NB	2	1	1	-	-	-
NL	1	1	-	-	-	-
Total Canada	88	25	55	-	3	5
International						
United States	16	5	9	-	-	2
Germany	1	-	-	1	-	-
Ttl International	17	5	9	1	-	2

New members since last report of September 2019

Diane Ellis Individual-Listed Banff AB Canada

*No newcomer packages sent. Seven of our current ten-copy allotment of the SI's The Indexer Newcomers Collection have been sent to new members.

Items for discussion

International Travel Committee Report (Stephen Ullstrom)

Since the international travel committee was reconstituted at the October 5, 2019 executive meeting, there are two items worth noting:

- Margaret de Boer, who was a member of the original committee, has decided to not continue. This means that the committee currently only consists of JoAnne Burek and myself, with François Trahan as consultant. It would be good to have a third person on the committee for policy development, so a volunteer is appreciated.
- The original committee began by asking a number of former and current international liaisons and treasurers about their experiences and thoughts on international travel expenses. François has helpfully provided the responses from four individuals, which are now gathered together in a Dropbox folder. Next steps will be to assess the results; reach out again to one person, possible more, for their thoughts; and to start developing the policy.

This report is primarily for information.

Discussion on a third committee member would be appreciated.

President's Report

I was able to take care of a few housekeeping items:

- I spoke to Jennifer Spanier of ASI about sending a joint letter to indexing students of the Berkeley course. She sounded positive about the idea and will be taking it to the ASI board.
- I wrote a blurb about the Zoom monthly meetings to go into the Bulletin.
- I had the copyright policy translated and JoAnne has placed both English and French versions on the website.
- I have asked for the amendment to the constitution that was passed in 2018 to be translated.
- I wrote up the summary of the last executive committee meeting.
- I had a meeting with three of the regional reps to chat about monthly Zoom meetings and communications with members. We agreed that the meetings would take place on the second Saturday of every month, hosted in rotation by the regional reps, at 10am in BC, 11am in AB, 1pm in ON/QC, and 2pm in the Atlantic Provinces. Jason will start the first one on January 11, 2020.
- As requested, I checked out the expenses for the room needed by the executive committee on the Thursday before conference. I believe it will cost about \$700. This allows for some money to be allocated for executive travel to the conference.

The last two items may need some discussion.

Can ISC/SCI automatically sign up new members to ISC-L?

October 27, 2019

Yes. As a non-profit organization dedicated to something other than making money, we can automatically sign up membership to isc-l as long as we ensure the following:

- the list only goes to our membership
- we follow the unsubscribe rules of CASL
- we follow the identification rules (physical address) of CASL

One concern is that not all membership are on isc-l and some may not be on the list as they are not interested in all the back and forth that can take place on a list serv.

However, it would greatly reduce the amount of work for the membership secretary if isc-l was used as it is much simpler and additional data entry and formatting is not needed to send out notices. It would remove the double posting of announcements that can happen around the conference and any other time a committee sends out information on isc-l and to the membership.

The current isc-l does not appear to have the required opt out mechanism and address mechanism on the email.

The best would be a system where members could receive isc-l postings as well as official ISC/SCI information and be able to check off what they want to receive.

Canada's Anti-Spam Legislation (CASL)

Selections from Government of Canada website <https://crtc.gc.ca/eng/com500/faq500.htm>

When does CASL apply?

CASL applies to (1) a commercial electronic message (CEM) that is (2) sent to an electronic address. If both of these elements are present, then CASL applies.

What is a commercial electronic message?

A key question is the following: Is this message I am sending a commercial electronic message (CEM)? Is one of the purposes to encourage the recipient to participate in a commercial activity?

When determining whether a purpose is to encourage participation in a commercial activity, some parts of the message to examine are:

- the content

- hyperlinks in the message to website content or a database, and
- contact information.

These parts of the message are not determinative. For example, the simple inclusion of a logo, a hyperlink or contact information in an email signature does not necessarily make an email a CEM. Conversely, a tagline in a message promoting a product or a service, or encouraging the recipient to purchase a product or service would constitute the message as a CEM.

Some examples of CEMs include:

- offers to purchase, sell, barter or lease a product, goods, a service, land or an interest or right in land;
- offers to provide a business, investment or gaming opportunity; and
- promoting a person, including the public image of a person, as being a person who does anything referred to above, or who intends to do so.

Does section 6 of CASL apply to messages sent to my membership?

Yes, section 6 of CASL applies, but consent may be implied where CEMs are sent to members of an association, club or voluntary organization. When sending CEMs to your membership based on implied consent, you should ensure that you are only sending to members.

"Membership" means the status of having been accepted as a member of a club, association or voluntary organization in accordance with its membership requirements. You should also ensure that your organization is a club, association, or voluntary organization that is:

- a non-profit organization,
- organized and operated exclusively for social welfare, civic improvement, pleasure or recreation or for any purpose other than personal profit, and
- no part of its income is payable for the personal benefit of any member, proprietor or shareholder unless that entity is an organization whose primary purpose is the promotion of amateur athletics in Canada.

The CEM must still respect the other two requirements – it must contain the identification information and unsubscribe mechanism.

UNSUBSCRIBE

Under CASL, you must include an unsubscribe mechanism in your commercial electronic messages (CEMs). For example, a CEM sent via SMS may state that an end-user can unsubscribe by texting the word "STOP." Another possibility is a clear and prominent hyperlink in an email allowing the end-user to unsubscribe with a simple click. The hyperlink may send users to a readily accessible webpage at no cost to the recipient.

You can set up your unsubscribe mechanism in different ways. It can be broad or specific. For example, you can offer the recipient a choice, allowing them to unsubscribe from all or just some types of CEMs your organization sends.

A key aspect is that an unsubscribe mechanism must be 'readily performed'. It should be simple, quick and easy for the end-user.

One example of an **acceptable** unsubscribe mechanism that meets the criteria for 'readily performed' would be an unsubscribe link in an email that takes the user to a webpage where he or she can readily unsubscribe from receiving all or some types of CEMs from the sender. In the case of a short message service (SMS), the user should have the choice between replying to the SMS message with the word "STOP" or "Unsubscribe". Another option is to provide a link sending the user to a webpage where the individual can readily unsubscribe from receiving all or some types of CEMs from the sender.

One example of a **non-compliant** unsubscribe mechanism that does not meet the criteria of 'readily performed' in the view of Commission staff, would be an unsubscribe mechanism where the user would be required to take several steps to unsubscribe. Here is an example of a six-step approach that would be considered non-compliant under CASL:

1. The user is required to click on a "unsubscribe" hyperlink within a CEM;
2. The user lands on a webpage and must navigate through text that contains multiple links trying to locate the link allowing the user to unsubscribe from future CEMs;
3. Once the "unsubscribe" link is found and clicked, the user is redirected to a 'login' button;
4. The user is required to log into their existing account with their user name and password;
5. The user is redirected to a page offering them options to "Quit /Give up/Delete Account" or "Unsubscribe" located at the bottom of the webpage;
6. Only after completing all these steps, does the user receive a notice that the account has been deleted or that they are now unsubscribed.

For more examples of acceptable unsubscribe mechanisms under CASL, please see Compliance and Enforcement Information Bulletin [CRTC 2012-548](#).

International Liaison (F. Trahan)

- 3b (iii)c: Executive travel ad hoc committee: This is a case of mistaken identity. I agreed to be liaison at the Ottawa meeting, but Pierre joined the committee as co-president and he became the liaison for it (as we agreed by email in September). So instead of “François” for the “October 5” note, it should be “Pierre” (or even “Sergey”). I’d be surprised that I agreed to be the liaison for this.

- 5A Handover to next executive committee: I believe I have done my part in this.

- 5f (ii) Index Manager webinar: I wrote to Katarina to say we agreed to this, she wrote back she would organize everything. I have not heard back, although Alex told me that Katarina reiterated her words at the London (SI) conference. Still no news. Nothing can happen until she’s ready to start. I’d like to suggest that we invite her to do a presentation in St. John’s instead.

- 5h Ad hoc committee on translation policy and procedure: As Alex and JoAnne have mentioned in their report, we’re doing this in monthly meetings and updates.

- 5g National Indexing Day 2020: ANZSI and ASAIB will decide the day in a November meeting. No reply from SI. In 2019 ANZSI and SI had their events on 28 March.