

Approved by (7 attendees): SMP, AZR, KA, IW, MLH, EAH
Reviewed by (Absent (1) or Admin): JG

Northwest Editors Guild

Minutes for Board Meeting on April 11, 2022 - Draft for Review

Location

Online (Zoom)

The meeting was recorded and the recording is available on the Guild Drive.

Attendees

- Board Members (7): Alicia Ramos, Erica Akiko Howard, Kris Ashley, Laura Shaw, MariLou Harveland, Megan Christy, Sarah Peterson
- Quorum? Yes (4 required)
- Admin: Jen Grogan
- Absent (1): Ivonne Ward

6:30 p.m. - Preliminaries

- MariLou called the meeting to order and led the group in an introductory check-in activity.
- The **Consent Agenda** was approved unanimously at 6:45 p.m. by a show of hands.
- No additions to the agenda.
- The statement from the Northwest Editors Guild on the ABC test in the PRO Act was ratified by the Board over email and then sent out to the Guild.
- Board members reviewed and initialed the 2022 Board handbook and MariLou, Jen, and interested others will meet to resolve all changes to produce a clean, final copy. As a preview of future updates in 2022, the only addition currently planned for this year is the full committee description of the DEI committee.
- MariLou has created two documents for the use of the Board: (1) [NW Editors Guild Board Decisions](#), documenting decisions throughout the year, to provide future Boards with easily accessible information on decisions; and (2) [Volunteer recruitment activities](#), to document activities and ideas, because we have a high need for recruitment, particularly for new Board members to begin service for next year.

Documenting Decisions Over Email

- None.

6:50 p.m. - Updates: Red Pencil and Budget

Updates on Red Pencil Planning - MariLou, Red Pencil Planning liaison from the Board

- The planning committee has picked **Seasons of Editing** as the conference theme, and they plan to include some sessions where authors are invited. They decided that an

entire conference with parallel tracks for editors and authors/clients would be too burdensome to plan.

- The committee has a narrowed selection of venues and a good idea of the budget.
- Michael Schuler, planning committee chair, prepared a document for the Board of suggestions for improvement on Red Pencil planning processes for future years. Some items will need Board discussion and approval, such as a recommendation that the planning committee chair be a Board member. These suggestions will need discussion in the future, but not for the current conference's activities.
- The planning committee asked the Programming committee about the possibility of arranging a rummage sale of editing books and swag to be a fundraiser for the conference.
 - We are not presently clear on the legalities of fundraising as a 501(c)(6). This would require a conversation with our lawyer. While fundraising for scholarships or member needs seems allowable, we can't fundraise for our own organizational expenses.
 - We have a [backlog of small questions to ask our attorney about](#); if we meet with them, those questions should be included.
 - MariLou will let the Red Pencil planning committee know about the legal concerns for a fundraising event and discuss with Michael to figure out how to proceed. If a meeting with the lawyer is scheduled, Jen will be included to bring the list of backlogged questions.
- In 2022, are we planning an in-person event in September?
 - Kris shared that the Programming Committee has decided that member meetings will stay online because our membership is geographically widespread and an online format makes meetings accessible to them.
 - For September, which is usually an informal event meeting (like the potluck), Programming has not yet decided what type of member meeting we'll do.
 - We could do a silent auction online instead of an in-person rummage sale. It would require additional web support/tools, but Jen knows someone who could suggest resources for this task.
- We had discussed that some or all of the conference might be presented virtually. Is this still part of planning?
 - The committee is seeking a venue that has good AV equipment in house (that doesn't need to be rented as a separate expense) to accommodate virtual broadcast. We anticipate that there will be quite a few members who want to attend only virtually.

Budget Updates - Laura, Treasurer

- As background information on Red Pencil budget, we typically expect to come out roughly even on conference income and expenses. It is not a revenue generator for the Guild; instead, we offer it as a service to our community. In planning the conference budget, the planning committee keeps the Board updated on its forecasted budget and the Board keeps the planning committee updated on resources available.

- Seems like there is substantial uncertainty in registrations for 2023, considering the pandemic and preferences or expectations about virtual vs. in-person registration options. If the conference is offered virtually, will the cost be different between virtual and in-person tickets?
 - Laura expects that the 2023 conference will be a learning experience in terms of costs and interest for virtual options, how we set ticket prices for different formats, etc. Because the Guild has a substantial cushion of funds from the pandemic, we have the flexibility to accommodate this year as a learning year for these new and varied options.
- Is the Red Pencil planning committee investigating additional accessibility measures, for example, captioning for people with hearing disabilities? Will it be easier to provide those additional accessibility elements if the conference is presented virtually, and with changes to accessibility tools and costs that have happened because of the pandemic?
 - MariLou will send that question back to Michael and the planning committee to keep it in their list for consideration.
- As another part of the budget update, honoraria for member meeting speakers are proposed to be raised. Honoraria were set at \$125 for a single presenter, and it is proposed to be raised to \$150. For groups, the honorarium was \$75 per person, and it is proposed to be raised to approximately \$100 per speaker, with flexibility depending on the number of speakers.
 - Speakers sometimes decline the honorarium, and we also have speakers who are presenting as part of marketing their own services. We should confirm who the honorarium is offered to and get clearer on our intentions there—not to discuss this topic fully now, but to note that further attention is needed in the future.
- Laura reminded the group that each committee does have its own budget that can include Board development costs, such as taking a course, hiring a speaker/consultant to work with your committee. Examples of past use of this line item include the treasurer taking a course on nonprofit budgeting and the volunteer coordinator taking a workshop on working with volunteers. Spending on resources or training like these examples is part of Board development, and we want people to feel supported in this area.
- The Guild has an opportunity to table and advertise at the Willamette Writers Conference.
 - Jen has applied for tabling space there. This year, space is limited, and the conference will select from among applicants, so we will hear back on whether our application is approved.
 - We will certainly have enough volunteers to cover this. MariLou is interested in attending as a Guild volunteer.
 - We are purchasing a program advertisement for \$200. We have existing graphics and copy to use for this purpose, and Jen will prepare it.

7:20 p.m. - Updates from the Administrator

Newsletter, Website, and Blog Post Analytics - Jen, Administrator

- Guild has published three monthly newsletters so far. They have gone out over email, and are also all posted on the website.
- The newsletter has a low-60% average open rate (64% in February, 57% in March, and 63% in April) and a 10% click rate to various items each month. This is a very high open and click rate for an email newsletter. There have been no unsubscribes yet—Jen counts this metric in particular as favorable.
- We average 1000+ visitors per month to the website. Views go to pages that we expect to be high traffic, including the member directory, event calendar, editorial rates, and what to expect when hiring an editor. People are clicking on the pages we want them to be viewing.
- Blog metrics reveal some interesting audience highlights: a post on editing certificates from March 2020, a post on the ergonomic challenges of arm rests, and the nuances of editing for a global audience are standout favorites. Along with these perennial high performers, page views tend to cluster around the most recent news/announcement posts about the Guild, like the post introducing the new board, the state of the guild, etc.

Membership Metrics - Jen, Administrator

- The [membership report is linked](#). We recently added 16 new members (2 joined after the report was prepared) and we have had 26 applications for the year in total.
- Our overall paid membership is down, to 372 from 389 in February. This is a trend we will keep an eye on.

7:25 p.m. - Current Action Items

Anti-racist statement for the Eds Guild Code of Conduct

- Erica proposed a text change—adding “white/White” (instead of just one version of the term) and a footnote highlighting that the Guild does not take a stance on capitalization of white and that style rules for this term vary significantly and meaningfully by community and context.
- **VOTE:** The statement was approved unanimously by all present with the text change and footnote added.

Sponsorship statements for Red Pencil

- No questions or discussion.
- **VOTE:** The statements were approved unanimously by all present.

Emeritus status Part I: Approving the status

Voting on the proposal was divided into two parts: first, approving the status in general, and second approving the details of what the status entailed.

- No questions or discussion on the emeritus member status generally.
- **VOTE:** The addition of emeritus status to the Guild’s membership structure was approved unanimously by all present.

Emeritus status Part II: Option to offer members

- Jen outlined three benefit options for the emeritus status. Options 2 and 3 had supporters (Option 1 did not), and the group discussed the benefits of each proposal. The difference between Options 2 and 3 is the level of discount offered on Red Pencil conference attendance. These preferences were raised:
 - Option 2 would be preferable because the conference has a limited number of seats available, and we wouldn't want to incentivize attendance by retirees and edge out attendees who needed the conference for their professional development.
 - Jen reported from past conference years that 2017 was the only conference year where Red Pencil was one seat from selling out. Other years, we have not met the attendee limit.
 - Some sessions have limits on the number of seats in that session; in the past, those sessions have not sold out or had to turn away interested attendees.
 - For retirees who wish to socialize at the conference, they could attend additional social events, like pre-conference happy hours, etc. There can be emeritus events planned that are external to the conference and do not take away seats from working members.
 - Option 3 is preferable because it offers a strong retiree discount and encourages emeritus members to keep attending events and keep the Guild as a strong community of colleagues. It encourages emeritus members to keep social connections through the Guild.
 - There are so many social opportunities that we offer outside of the conference! If we didn't have the conference discount, it would be one event every two years that retirees wouldn't get a discount for. Without the conference discount, there's still a strong benefit package for emeritus members.
 - Option 3, with a larger conference discount, would be a more attractive proposal if it was paired with a higher emeritus rate overall.
 - Basically, our goal is to keep retired members engaged. We want the benefit to the Guild of retired folks staying involved and sharing their experiences with the next generation of editors.
 - All emeritus status proposals eliminate Guild benefits related to working and professional tools, including access to the job board, listing in the membership directory, discounts on tools such as CMOS and PerfectIt, etc.
- **VOTE:** After discussion, Option 3 on the details of emeritus membership status was approved by six board members present, and one member preferred Option 2.
- Jen will create the emeritus membership status according to the details of Option 3. She will seek input from the Board on the email announcement to membership and will announce to the membership list it soon.

7:50 to 7:55 p.m. - break

7:55 p.m. - Raising honoraria for presenters

Proposal discussion led by Kris, VP of Member Services

Kris reiterated the proposal explained by Laura earlier in the meeting. [See above for details on rates/amounts.]

- To the question raised earlier, about who the honorarium is offered to: Kris explained that she offers it to any presenter(s) and she offers it after they have agreed to speak.
- Not offering the honorarium up front, when a presenter is considering whether they can speak, is a DEI issue and deserves further consideration. The Programming Committee should discuss this further.
- MariLou explained that when she was VP of Member Services, she presented it as an optional honorarium and didn't indicate the amount, and potential presenters rarely asked for details. Typically, Board member presenters do not take the honorarium.
- **VOTE:** The proposal to raise honorarium rates was approved unanimously by all members present.

Committee Updates

Communications Committee Update - Alicia, chair

- Full committee updates are in the consent agenda; please see them there.
- We want to encourage you to engage with posts on social media channels as you see them - like or respond.
- If you have ideas or links for content to share, send them directly to Jill. If you have ideas and don't know which channel they should go to, send them to Jen and she will send them to the right place.
- Beyond liking and interacting with social posts, consider sharing posts that you find interesting back to the membership list, to encourage people from the list to go out to our social media channels and interact there.
- Share newsletter ideas; share blog ideas, or, even better, refer interested blog post authors to the communications volunteers who are assisting with those tasks
- PSA about Twitter: it seems that Twitter is now drastically curtailing the posts visible if you don't have an account or aren't signed in. Only the very most recent posts are visible.

DEI Committee Update - Megan, chair

- The DEI committee created the anti-racism statement for the code of conduct that was approved earlier this meeting.
- We are creating a general land acknowledgement for use during happy hours/events, to pay respects to the original stewards of the lands where we now meet and to open meetings with a more inclusive frame of mind.
- We are creating a calendar of observances throughout the year (Women's History Month, International Day of Transgender Visibility, etc.). This calendar will be shared with the Communications committee and others. Observances like these can be included with

a simple positive acknowledgement (e.g., in a social media posts) or a deeper dive in language-related issues to share information and raise awareness.

- The DEI committee is working with the Programming committee on how Programming incorporates DEI concerns into its activities.

Programming Committee Update - Erica, Programming committee member

- We have an invite out to Malini Devadas, a presenter on marketing mindset for editors, to present in May. She is not yet confirmed, and if she cannot present, we will need to quickly pull together an alternate May meeting topic.
- We have tentative interest from Adrienne Montgomerie on presenting on editing in Word, in conjunction with the publication of her latest book on the same topic. Adrienne will be scheduled for July or after.
- As Megan mentioned, Programming and DEI are coordinating on addressing DEI topics in member meetings.

Kris brought forward another Programming issue to the whole group for discussion and input.

- According to the Guild's customary survey schedule, we should be doing another rate survey this year. Membership surveys are a great deal of work. What's our level of interest in conducting the rate survey again in 2022?
- Due to changes in Survey Monkey, only one person can use the login, and so any updates to a survey will need to be coordinated through Jen in a new process.
- **DECISION:** Generally, the Board does not have high interest in conducting the rates survey in 2022. The feeling was that members would not miss the survey and that Programming had more pressing things to spend their limited time on.

Volunteering Update - group discussion and updates from Jen, Administrator

- Ivonne is not here to share a full update on volunteer coordination.
- Jen had two updates related to specific positions that are already posted:
 - We have a new mentoring coordinator, Margie Bannon, who is a relatively new member. Patricia (current coordinator) is confident she will be a good fit.
 - We are waiting on a video editor for member meeting recordings.

8:18 p.m. - Volunteer Recruitment for Board

Challenge for April - presented by MariLou

- MariLou asked each Board member to identify an action that we could take, individually or with other Board members, to help recruit volunteers for Board service.
- The ideas were recorded in the consent agenda, and MariLou also reminded us of the list of volunteer activities that she is maintaining [see above].
- Jen commented that, in the past, in-person member gatherings offered small volunteer tasks that were easier to take on, like taking notes for one meeting, or putting chairs out. These activities formed a pipeline that introduced people to the Board, helped them become comfortable with volunteering for the Guild, and ultimately made them feel more confident about volunteering for Red Pencil planning or for the Board.

- In contrast, our present volunteer opportunities have been recurring and have required commitment on a larger scale, like the member meeting video editor. Committees should think of whether there are smaller scale volunteer tasks they can create, for the purpose of being an easy entry point for new volunteers.
- The group discussed holding a social hour when the host doesn't have particular expertise in an area but is interested in conversation. Board members who have hosted events regularly acknowledged that it is an issue that some people come to Eds Guild gatherings with the expectation that they'll be passive recipients of leads or ideas or expertise, but being very clear about the meeting's topic and format can help with this misunderstanding.
- Board members contributed the following assignments for themselves for the April challenge:

Volunteer / Task

1. MariLou
 - a. Every week, pick a day to send to the email list something fun (themed list on the aforementioned activities document).
 - b. Join a happy hour and talk about board service
 2. Kris
 - a. Add a "volunteers needed" slide and pitch to all member meeting moderator intros, along with a few specific volunteer needs.
 - b. Share silly editing memes/comments via the mailing list. (Catalogs are a *fantastic* source of silly things...)
 - c. Volunteers – research for possible presenters when given a topic.
 3. Erica
 - a. Reply to the query in my inbox from a former student about Guild volunteer options.
 - b. Other TK
 4. Alicia
 - a. Join a happy hour and talk about board service.
 - b. Retweet Guild tweets with comments about volunteering.
- MariLou will share this challenge over email to remind everyone to participate.

The meeting was closed and the group adjourned at 8:30 p.m.

The next Board meeting is scheduled for June 13, 2022, 6:30 p.m. to 8:30 p.m.