CYM Publications and Communications Committee

Google Hangout Meeting, August 24, 2017

In attendance: Bruce Dienes, Mary Conchelos, Mylène DiPenta, Reykia Fick, Cameron Fraser
(attending in place of Kerry McAdam), Chris Hitchcock, Robert Kirchner, Timothy Kitz,
Maggie Knight, Catherine Novak, and Anne Trudell
Clerk: Chris Hitchcock
Recording: Cameron Fraser

Regrets: Kerry McAdam

2017.08.01 – Canadian Quaker Learning Series
Mary introduced herself and her report. Chris apologized to her and the group, but
Google Hangout is unable to hold the meeting with eleven attendees. Mary was asked,
and agreed to step away from the meeting and did so after her introduction, report out,
and fielding of any questions. We acknowledge with deep gratitude Mary's willingness to
step aside to allow for guest and new members to attend the meeting.

Opening Worship

2017.08.02   Approval of Agenda
The group reviewed the agenda and no amendments were made.

2017.08.03   Introductions and Welcome to New Committee Members
Each attendee introduced themselves, their Meeting, and their role(s) associated with
Canadian Yearly Meeting (CYM) Publications and Communications Committee (P&C).

2017.08.04   Description of Systems Used to Support Committee Work
Mylène presented an introduction of internet-based systems being utilized to support
committee work through the sharing of images on their screen. These include
- the Quaker.ca website,
- the business side of website,
- the P&C Homepage with resources for general CYM members, and
- Other pages on the P&C site.

Mylène introduced resources available to committee members, including
- Google Drive (for members to share documents, associated with a shared P&C
  Google account),
- the P&C Committee calendar, and

- Pivotal Tracker.

The use of the shared Google account, pubcomm.cym@gmail.com, is an experiment in P&C work, and is currently managed by Chris and Mylène. Other committee members are invited to request access to the account to assist with managing the account, if led.

Mylène presented the P&C homepage (http://quaker.ca/publications), which includes
- information on how and what P&C does,
- how to contact P&C,
- a list of current members and their roles, and
- a description of its subcommittees.

The news and updates section includes meeting minutes and notes in html format. This format allows for easy interaction with minutes without having to download, and provides filtering and search options based on topics, keywords, minutes, subcommittees, people's names, etc.

Mylène reviewed Pivotal Tracker, a free service for non-profits, to track issues and work that the committee deals with and tackles. All committee members have access to this service. Non-Committee members are welcome to request access. Ex-officio members have not been invited because P&C does not want to bog down people and their inbox, etc., but are happy to share!

2017.08.05   Policy Subcommittee
Chris Hitchcock is in her 7th year as P&C committee member, and is outgoing Clerk of P&C. She is committed to documenting and passing on the organizational details and work. She and Mylène are working on creating documentation for the eventual assignment of a new Clerk. Committee members interested in participating in the Policy Subcommittee are welcome to come forward to communicate their interest in serving.

2017.08.06   Publishing *The Canadian Friend*
P&C is on track to improving the publishing of *The Canadian Friend*. Mylène is the liaison between the Editor and the Editorial subcommittee. This subcommittee was struck in March 2017 to work with and support *The Canadian Friend* editor in the publishing of the periodical, as well as quaker.ca. The committee was meeting on an as-need basis, but has realized the importance of meeting at a regularly-scheduled time, likely before the publishing of each issue. Reykia Fick, current Editor of *The Canadian Friend*, created editorial guidelines to keep a standard in both *The Canadian Friend* and on the Quaker.ca website.

Reykia updated the group on the status of *The Canadian Friend*. A designer is working on the final version before it goes to the printer. The issues is on-track to be distributed in early September.

The next issue is slated for release at the beginning of December. Reykia will send out a call for submissions based on the theme of reflecting on the fallow year. An invitation will be sent out shortly, inviting members of CYM to provide reflections on community, the concepts of fallow and sabbatical, learnings from the past year, etc. This third issue of *The Canadian Friend* in 2017 is set to be published in early December. The tentative dates for *The Canadian Friend* are listed on the shared calendar on the P&C website, the dates for subsequent calls for submissions have not been placed in the calendar, providing leeway for the next Canadian Yearly Meeting Editor, Tim Kitz, to set themes and deadlines.

2017.08.07   Maintaining and Updating Quaker.ca Website
The Editorial Subcommittee also assists the editor in this work. Reykia has been working on cleaning up the site, and will hand over the maintenance of the site to Tim Kitz, with associated notes. The handover of roles of Editor will take place in late September/early October. Reykia's final work date is October 13, 2017.

2017.08.08   Canadian Quaker Learning Series Editorial Board
The Canadian Quaker Learning Series Editorial board is co-clerked by Ruth Pincoe and Mary Conchelos. The CQLS supports the publishing of pamphlets like the Sunderland P Gardner Lecture. Mary spoke to this in her report. The 2016 Sunderland P Gardner Lecture is going through the editing process and should be ready for publishing in late September. The 2017 Sunderland P Gardner Lecture is also going through the final editing process and should be ready for publishing shortly after the 2016 lecture has been distributed.

2017.08.09   Communications Reevaluation
Anne Trudell spoke as representative of the Communications Reevaluation subcommitee. Please read the report (attached). The subcommittee could use some additional members and assistance if anyone is led.

2017.08.09   Bookkeeping and Budgeting
P&C has an immediate need for someone to construct a budget for the October meeting. Mark Stanley, previous bookkeeper of six year, recently ended his term with P&C, and has yet to be replaced by anyone. CYM requires budgets from each committee by the end of October. Maggie Knight has offered to take this on; she has a background and work experience with such a role. We ask Maggie Knight to prepare the fall budget, recognizing that this responsibility might shift at a later point.

2017.08.10   Establishing Contracts
Much of P&C's work is done through volunteers, and some is done through contractors. The most recent search process, for the contract of Canadian Yearly Meeting Editor (*The Canadian Friend* and quaker.ca), are outlined in the report. The Editorial Committee has approved paying incoming Editor Timothy Kitz for 10 hours before the

official beginning of his contract for initial meetings, like meeting with Elaine Bishop (CYM Clerk) and Cameron Fraser (CYM Secretary).

2017.08.11   Report from Internet Resources Manager
Bruce spoke to his report and the challenges P&C, CAPFLEX Networking and CYM are having with @quaker.ca emails. He provided a one-page history of CYM working with internet resources over the last twenty years for the new committee members.

The current issue is that some people are receiving emails and others are not. Many people prefer to forward Quaker email to their private accounts to people's private emails. When spam messages are forwarded in this way, the receiving accounts attribute the Capflex server as the source of the spam (even though the spam originated elsewhere are was simply passing through Capflex). When many emails are rated this way, the IP address associated with @quaker.ca is blacklisted, and Bruce's company's server is blocked by services such as Google and Outlook. This means that Gmail and Hotmail accounts, in particular, are sometimes unable to communicate with @quaker.ca accounts.

Bruce's recommendation, as documented in his report, is to go with Google for Non-Profits through being recognized as charitable, non-profit organization. This would immediately unblock quaker.ca addresses (since they would originate from a different IP address), and allow Friends to send and receive @quaker.ca email to and from all services, which they have not been able to do for almost a year.

It would also provide CYM with a free corporate account to all Google Apps. If using Google Apps, the group would have 25 max. attendees for Google Hangouts, instead of the current maximum of 10 attendees. Google for Non-Profits would provide a central interface, which would be used to share all documents, videos, etc. The advantage is that Bruce, or any other contractor, does not have to manage this interface. The IP address will change to one maintained by Google, but the @quaker.ca addresses will remain the same. This will fix the email problem, and will provide additional resources. This would take a fair bit of work to move all 450 emails over to Google, but is worth it.

A number of committee members communicated concern regarding corporate surveillance. Members cited the current state of society and the historical shift regarding the expectation of privacy. Google offers free services, but what is the trade-off, and what are the purposes of their corporate data collection? Open source products exist, but the costs might be prohibitive for our organization. Some members communicated a principled position in solidarity with those who need to be private. A query was presented: Will a choice to use Google compel those who have principled positions to violate those positions? One member communicated great discomfort about Google's practice of taking sensitive material and exploiting this for corporate gain.

A large majority of members agreed that there is an immediate need to resolve the email issue. The group acknowledged the need for discernment *and* the need for an expedient response to this issue that has lasted a year. Members pointed out that a large proportion of @quaker.ca emails are already forwarded to gmail accounts, so Google already has access to these. In addition, many committees and individuals already use Google applications for collaboration and communication.

Some members challenged the notion and concern regarding privacy. The importance of confidentiality, particularly concerning personnel matters, was acknowledged and the organization also values transparency and being open with Quaker business. We should not get caught up in the need for privacy for the sake of privacy. Organizations like schools and not-for-profits use Google. Greenpeace uses Google for most business except for actions associated with activities that could result in arrests.. One member communicated their experience with Google and mass-migrating. It is quite easy and straight-forward. What is the real concern regarding privacy? There was a great sense that the benefits outweigh the concerns for now.

P&C could register with Techsoup as a charitable organization/not-for-profit to assess elegibilty as a non-profit. The committee can go through the registration process and wait.

P&C is the body to create a communications strategy; the decision to go with Bruce's email sevice was not taken to the CYM level – it is P&C's mandate and business. There is a need to fix the issue with Bruce's server and the email challenge for CYM members.

Each attender's perspective was sought out, and most attendees and members believed in the importance of taking action and moving @quaker.ca emails over to Google, at least for the time being. People suggested that the Policy Review Committee should continue to review the decision and look at where privacy is crucial, where and when it is appropriate or not appropriate to use Google, and make recommendations for the future

2017.08.12   Publications and Communications Committee asks Internet Resource Manager, Bruce Dienes, to register CYM with Techsoup, and to move @quaker.ca emails onto the Google for Non-Profits platform, as soon as possible. P&C acknowledges the significant concerns voiced by its members about using Google platforms, with particular uneasiness about privacy and surveillance.

2017.08.13   P&C requests that the Policy Review Subcommitee take up the issue of assessing the level of privacy required and make recommendation concerning practices which balance the need for communication with the need to protect privacy and protect against surveillance.

2017.08.14   Role of Ex Officio Members – laid over

2017.08.15   Liaison with Education and Outreach – laid over

2017.08.16   Process to Ask Kerry and Others for Any Problems They Are Having – laid over

2017.08.17   Next Meeting
P&C will meet in Toronto at Toronto Friends House on October 13-14,2017. Further details will be provided and organizing will take place online. Please contact the Clerk if you require advanced assistance with purchasing plane tickets for the meeting. Please make travel plans as soon as possible and choose the most inexpensive travel options.

Closing Worship

Appendices:

Minutes, CYM Publications and Communications Committee, Google Hangout Meeting, August 24, 2017

Editorial Subcommittee Report

Submitted to: Publications and Communications

Compiled by: Mylène DiPenta

Subcommittee Purpose and Scope

The Editorial Subcommittee in its current form was created in March, 2017, to support the work of the CYM Editor. Since that was the first time a single contractor had been responsible for

- publishing The Canadian Friend,
- daily management of Quaker.ca, and
- advising on communications strategy and redesign,

the Editorial Subcommittee's scope expanded to include all of those areas. We support the Editor in prioritizing among the three work areas.

Our current expectation is that the Editor will publish two blog posts per month on Quaker.ca, and publish three editions of The Canadian Friend per 12-month period.

Members currently include Chris Hitchcock, Mary Conchelos, Catherine Novak, Mylène DiPenta, and Wesley Glebe (liaison from Education and Outreach).

Frequency of Meetings

We had previously been meeting on an ad-hoc basis as required by the Editor, but our conflicting schedules meant it was too difficult to organize a meeting quickly when needed by the Editor. We plan to plan in advance for 3-4 meetings in the coming year, with a meeting scheduled just before each issue of TCF goes to layout.

Editorial Liaison

We designated one person from the committee to be liaison to the editor. This person may meet with the Editor more frequently or be available to answer routine questions, facilitate information-finding, and discerning when to report back to the Editorial Subcommittee. The Editorial Liaison is currently Mylène.

Editorial Guidelines and Publishing Permissions for Quaker.ca

Previously, many people had access to post material on the front page of Quaker.ca, and as a consequence, the style and content was inconsistent. We have now notified those who have access that all material for the front page of Quaker.ca should be submitted to Reykia, who will edit for consistency and discern what should be posted when.

Outstanding Questions

Some questions that we will follow up on when the incoming editor begins include

- How do people get on the list to receive print copies of TCF?
- Do Monthly Meetings and other worshipping groups automatically receive print copies of TCF?
- How is the contact information maintained?
- What are the guidelines for accepting ads in TCF – are ads ever declined?

CYM Editor Search Committee Report

Hangout Meeting, August 24, 2017

The search committee for the CYM Editor contract reviewed 5 applications, interviewed 4 candidates, and selected our preferred candidate. We checked his 3 references, which were all very strong.

All other applicants have been sent email notices telling them that they were not selected. Timothy Kitz (attender at Ottawa MM) has accepted the one-year contract offer. Tim met with Elaine Biship (CYM Clerk) and Cameron Fraser (CYM Secretary) to sign the contract and to have a discussion about communication within CYM. A scan of the signed contract has been sent to the CYM Office, CYM Personnel Policy Committee, and is on file with the Clerk of Publications and Communications Committee. The start date will be September 18, 2017.

Files used in the CYM Editor search are stored in the pubcomm.CYM@gmail.com Google drive for future reference.

One applicant shared a useful resource with us, which details our requirements under the Accessibility for Ontarians with Disabilities Act:

https://www.b2bnn.com/2016/09/b2b-enterprises-know-accessible-web-design-q-sandy-feldman/

CYM Editor Search Committee
Chris Hitchcock, Anne Trudell, Catherine Novak.

Communications Re-evaluation and Design Sub-Committee

Report for Aug 24, 2017 Publications and Communications Committee Meeting

The sub-committee is comprised of Chris Hitchcock, Anne Trudell, and Mylene DiPenta.

We began work in March of 2017. The website evaluation done by Anne Trudell, Mary Conchelos, and Greg Conchelos the previous year gave us a starting point.

We decided to use Pivotal Tracker to record issues and work done on them.

Mylene DiPenta gave us a gentle introduction to web site usability studies.

We agreed that the CF/web editor will need to be involved in some of the work. We will also be asking Bruce Diennes and Glen Newbury for advice on technical aspects of the site.

Sub-committee members are currently doing "as-if" visits to the site and recording issues they encounter in the roles of new-to-Quakers visitor , casual CYM Quaker visitor, and very involved CYM Quaker power user.

Report from the Canadian Quaker Learning Series Editorial Board

21 August 2017

1) Keith Maddock's pamphlet – *Praying through the Bars* – is now available on quaker.ca under Resources.

2) Although we are still looking for a Meeting to take over the care of the QLS Editorial Board, we have decided that we should be able to complete the two outstanding SPG lectures. Daphne Davey is doing the copy editing on Steve Fick's 2017 lecture and Ruth Pincoe will complete the editing on Maggie's 2016 text in September 2017.

3) The clerks have sent Editorial Board responsibilities to Winnipeg Monthly Meeting (Charlotte Burch) and have just heard back from them. We agreed to have a Skype call around September 7-9 just prior to their September Meeting for Worship for Business, in order to answer any questions they may have. We will suggest that if they do decide to take on the Editorial Board responsibilities, they might like to "get their feet wet" by making the necessary arrangements to have the 2016 and 2017 pamphlets printed, so they would be familiar with that part of the process.

4) Pubcomm should consider a Plan B in case Winnipeg decides against taking on the Editorial Board.

Mary Conchelos and Ruth Pincoe, Co-Clerks, Canadian Quaker Learning Series

Report from Internet Resources Manager

Background re Internet Resources used by Canadian Yearly Meeting

Resources:
Internet Resources include: E-Mail; E-Mail Discussion Lists; Web Sites; Web-Based Collaboration Software; Online Cloud File Storage; Social Media platforms, etc.
The Internet Resources Manager (IRM) is a contracted position currently managed by P&C (previously by HMAC). This is currently contracted to CAPFLEX Networking (a company owned and operated by Bruce Dienes). Due to the regular turnover of volunteer committee members and clerks, and transition of the work to different committees, the history and purpose of this position is often poorly understood. Essentially, the work is to manage existing resources, consult and advise on current issues and future risks and opportunities, respond to ongoing technical issues and provide training as required.

Time Line

- • In 1997, CYM initiated its first web site, crafted by Helen Thomas.

- • In November, 2000, CAPFLEX Networking took over management of the web site. This coincided with .ca domains becoming available, and quaker.ca was registered to host the web site and for email. There was an update to the look and feel of the site in December 2001. Typical annual cost for domain registration, web hosting, software licenses, maintenance, updates and technical support was between $2,000 and $3,000 plus tax.

- • In 2002 we added more information about CYM committees, made downloadable forms available, and added an on-line calendar that was updated by CYM Office.

- • In 2003, CAPFLEX started offering web hosting on quaker.ca subdomains for Monthly Meetings and other CYM bodies (e.g. CYM Archives, etc.). These subdomains could be hosted on the CAPFLEX server or redirected to a third-party host. Design could be done by someone in the meeting, or by CAPFLEX, or by a third-party designer. HMAC, who was overseeing communications for CYM at that time, asked CAPFLEX to develop a description and costing sheet to send out to Meetings, but for inexplicable reasons, the CYM clerk at the time asked HMAC not to advertise these services. As a result, many Meetings did not know about this option, and we ended up with a hodgepodge of different domain names and web site styles across CYM. E-mail discussion lists on lists.quaker.ca became available. One large piece of work was to convert all the advance information for CYM Gathering and make it available online. Another is the ongoing updating of Friends Serving CYM and the contact information for local Meetings.

- • In 2007, we did a redesign of the site at the cost of about $1000. There was more activity and updating on the site and annual costs rose to between $4,000 and $4500. Separate sites for QIAP and CFSC were set up, in addition to the Archives site.

- • In 2012, CYM started to restructure its approach to Internet services, and looked to diversifying the providers. CAPFLEX was involved in consultation re needs for redesign of the site, setting out requirements and consulting on a job description for an incoming web developer. CAPFLEX installed

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and configured a new platform for web design (WordPress). Total cost for this above the standard annual contract was about $2,000.

• • Extensive redevelopment continued through 2013 and 2014. CAPFLEX annual contract dropped to $3500. Additional costs for ongoing technical support in developing the new site parameters and implementing Simple Press, the online discussion board software cost about $2,000 per year between 2013 and 2015.

• • Current annual contract with CAPFLEX for hosting, tech support and software licenses is approximately $4,000 per year. Some CYM committees are using the Simple Press interface for working between face-to-face meetings

• • The current management of the web resource is now divided between three sets of responsibilities: The IRM handles the "back end" of the server and web site, ensuring functionality and security. The Web Developer (currently Islandside) manages the "front-end" look and feel and operation of the Word Press web site, except for the Simple Press plugin, which is managed by the IRM. The content on the site is managed by the CYM Editor. For information about the roles, responsibilities and costs of the two new positions, ask the P&C Clerk.

Outline of current issue with email on quaker.ca:

In a nutshell:
• • Many people cannot receive emails from quaker.ca email addresses
• • This is due to many reports of SPAM from quaker.ca emails. (There are over 450 quaker.ca addresses.)
• • This is because SPAM coming in to quaker.ca is being forwarded from quaker.ca emails to Friends' personal email addresses, and being auto-reported.
• • When SPAM is reported often the last sending server is blamed (i.e. quaker.ca), not the originating server
• • This causes the entire CAPFLEX mail server, with dozens of email domains not related to quaker.ca, to be blacklisted, and so mail from all those domains has trouble being delivered, particularly to Microsoft domains like Hotmail.com, Outlook.com, Live.com, etc
• • Recent changes to policies of Internet Service Providers make it very difficult to get UNblacklisted
• • This makes it no longer viable to host email for quaker.ca on the CAPFLEX server.
• • Recommend moving to the free Google Apps for Not-For-Profits ASAP (i.e. starting to move on that today!)

The long version, with details:
As you may be aware, there has been exponential increase in SPAM and other problematic misuse of email over the last few years. In response, Internet Service Providers (ISPs) have been stepping up their anti-SPAM campaigns and blocking IP addresses of mail servers that they believe are associated with such activity.
The issue with the quaker.ca emails is that we have dozens of them, and most auto-forward to other addresses. **When a message is forwarded that contains SPAM, the blame is often put on the last place it came from, not the originating address.** Thus, when any SPAM gets through these many addresses, it gets blamed on quaker.ca and it reflects on the CAPFLEX server. In addition, when people receive the SPAM, they often "report" it as such (or their email program auto-reports it) and that counts even more against then CAPFLEX mail server, even though the SPAM did not originate there.

Up until a year or so ago, there were fairly simple methods to contest a blacklisting of a mail server. You could go to an index of blacklists, check your status, and make a request to be removed, explaining the situation. Lately,

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Microsoft, Google and other large ISPs have stopped making their actions public, so we don't know if or why we have been blacklisted, and attempts to have that status removed fall on deaf ears. **This is why quaker.ca emails cannot be received by Microsoft addresses such as hotmail.com,. outlook.com, live.com, etc**., and why Gmail will not send from these addresses.

I have tried repeatedly to use the forms that Microsoft and Google offer for delisting, but to no avail, probably because there are so may email addresses on quaker.ca that SPAM continues to get through.
Recently, I reset all the SPAM filters on quaker.ca to a more extreme filtering. (If I take it any further, it will start filtering out good emails.) This has not changed our status.

The really annoying factor is that **it is the entire mail server that is blacklisted, not just quaker.ca. This means that this impacts about 100 domains on my server**, and has made it very problematic for me to offer email services. I am recommending that clients switch to Office 365 or Google or other provider for email services. It has become impossible for me to continue offering mail forwarding services, so we need to find an alternative solution for quaker.ca email. **I am recommending that we use Google Apps for Not-For-Profits**

Recently, Google made it possible for Canadian not-for-profits and charities to use Google Apps for not-for-profits, which is **a free service** initially offered only to US organizations. I am assuming that we qualify, even though CYM is not incorporated, because of our Federal charitable status. We can find out by registering for Tech Soup, the organization that provides low cost software to not-for-profits and charities. If we qualify there, it is the first step to getting a free Google Apps account.

Google Apps will give us a central web interface for quaker.ca email, e-lists, file sharing, collaboration, shared calendars, video conferencing, etc. See https://www.google.ca/intl/en/nonprofits/products/ for a description. The paid version costs US$50 per account per year, so free is a really good deal!

If we move the quaker.ca email over to Google, it will use a different IP address (i.e, one that is not blocked) and Google has the clout to ensure that its emails are not blocked, as long as we conform to its terms of service. **This does not affect the web site quaker.ca, which would remain on the server and is not affected by the blocks**. **None of the email addresses would change**, but how people access the email would, if, like Cameron and Kerry, they are not forwarded addresses. They would log in to the gmail interface, but the email addresses would still be quaker.ca ones. We currently have about 140 emails, and 150 forwards and 170 email aliases. So 460 to move over. (Estimated)

Another benefit of having the Google interface for the management of email and other communications such as collaborative projects or shared calendars, is that **anyone can be trained to manage it and have access to it**. This diversifies your IT portfolio and provides flexibility in management. Let me know if you have questions. -- Bruce Dienes, CAPFLEX Networking