

# Minutes of October 13-14, 2017

Friends House, Toronto

Attending: Chris Hitchcock (clerk), Robert Kirchner (recording clerk), Tim Kitz, Catherine Novak, Anne Trudell, Mary Conchelos, Kerry MacAdam, Maggie Knight, Mylène DiPenta

## **2017.10.13.1. INTRODUCTIONS**

---

We opened with a period of silent worship, and introduced ourselves. Robert agreed to be recording clerk.

## **2017.10.13.2. OVERVIEW**

---

Chris presented an overview of the work of the committee: it was carved out of HMAC, which gives us access to certain funds. We are responsible for *The Canadian Friend* (henceforth TCF), the CYM website, pamphlets and the Canadian Quaker Learning Series (henceforth CQLS), and other odds and ends including a vimeo channel (we pay money for ad-free display), and unofficial facebook pages which need moderating. We also hold contracts with CYM Editor Tim, with Glen Newbury (Wordpress assistant), and Bruce Dienes [web host and internet resource manager].

## **2017.10.13.3. APPROVAL OF MINUTES**

---

Minutes of the August 24, 2017 (electronic) meeting were received and approved.

## **2017.10.13.4. BUSINESS ARISING**

---

Tech Soup registration is complete. Chris reported that Bruce is working on switching emails for other small clients to gmail before switching us (@quaker.ca emails) over.

## **2017.10.13.5. EDITORIAL SUBCOMMITTEE**

---

(Mylène): We receive the Editorial Subcommittee report (Appendix A) with thanks. We hereby minute the creation (and existence since March 2017) of the Editorial Subcommittee, which supervises the work of the CYM Editor (Tim) and provides support as needed. Any CYM member can request help of the Editor for CYM related work. There was discussion of whether 'CYM editor' is a perspicuous title for this position. We ask the Editorial Subcommittee to work out Tim's title and bring a suggestion to the next electronic meeting. The most recent issue of TCF was sent out last Tuesday, 10 Oct.

## **2017.10.13.6. CANADIAN QUAKER LEARNING SERIES**

---

(Mary). We receive the report of CQLS (0) with thanks. We ask the Editorial Subcommittee to coordinate with CYM Program Committee, the CYM office, and CQLS Editorial Board to choose dates for TCF for 2018 that work well for pamphlet distribution and CYM registration. We further discussed the desirability of consistency in

communication across CYM, and coordination among groups producing materials. This might be aided by a revised communications strategy document, and we therefore ask the Communications Reevaluation Subcommittee to work on this. Our desired goal is to facilitate the flow of information and improve coherence and consistency, keeping Quaker values in mind, while avoiding the creation of a bottleneck.

### **2017.10.13.7. CQLS GUIDELINES**

---

We lay over discussion of the CQLS Guidelines. We will read them and decide on them at the next electronic meeting. We ask the CQLS Editorial Board to work with Quaker Book Service regarding storage of pamphlets, and to report back to us and update the Guidelines accordingly.

### **2017.10.13.8. INCOMING CLERK**

---

The committee approves Maggie as incoming clerk, with thanks. She will begin this role at rise of CYM 2018. There was further discussion of reducing the burden on the clerk by improving communications and delegating tasks.

### **2017.10.13.9. BUDGET REPORT**

---

(Maggie). We receive the budget report (Appendix C) with thanks. We ask the Editor to keep the budget officer and bookkeeper informed of advertising revenue. We increase the budget for CQLS by \$1000 (\$500 per pamphlet) for honoraria for artwork and related costs. We ask CQLS to consider art costs, copyright fees, and other costs of upcoming issues, and report back to us (by August 2018) with a proposal for the 2019 budget. We approve the budget proposal. We ask the budget officer to research the best way to present our plan to CYM Finance Committee to use this year's budgeted \$10000 for website upgrades, as these costs may be split between 2017 and 2018 financial years. We ask the Editorial Subcommittee to bring a financial report on the TCF to our next P&C meeting.

### **2017.10.13.10. COMMUNICATIONS RE-EVALUATION SUBCOMMITTEE**

---

(Anne). We receive the report (Appendix D) with thanks. Catherine Novak has joined this subcommittee.

### **2017.10.13.11. VIMEO CHANNEL**

---

The URL for the Quaker Vimeo channel is <https://vimeo.com/user20788368>. We ask Policy & Procedures Subcommittee to prepare a short description of the submission process for the next P&C meeting. We ask the Editorial Subcommittee to moderate/administer the Quaker Vimeo channel content.

### **2017.10.13.12. CYM 2018 PLANS**

---

(Chris). We discussed possible SIGs/events:

- how monthly meetings engage in electronic outreach

- use of unconventional outreach methods
- privacy, security and surveillance tools
- values around electronic privacy/security/surveillance
- tech-empowerment workshop

We are discerning whether any of these should be presented by P&C vs. individual Friends. Maggie will consult with CYM Education & Outreach Committee about a possible joint presentation.

## **2017.10.13.13.      POLICY AND PROCEDURES SUBCOMMITTEE**

---

(Mylène). We hereby minute the creation (and existence since March 2017) of the Policy & Procedures Subcommittee. We receive the subcommittee's report (Appendix E) with thanks. We ask this subcommittee to bring a proposal to next P&C meeting regarding identifying point people for contractors.

## **2017.10.13.14.      EDUCATION AND OUTREACH**

---

We would like to improve coordination with E&O. Maggie will contact the CYM Secretary (currently also acting as E&O clerk) to open discussions.

## **2017.10.13.15.      CLOSING**

---

We closed with worship.

Next in person meeting:

- 12-13 Oct. 2018 (at Friends House).

Next electronic meetings:

- 7 Jan. 2018 Sunday, 7:30 pm Eastern time.

Subsequent meetings:

- 4 March
- 6 May
- 8 July

All at 7:30 Eastern.

## ***CONTENTS***

---

Appendix A. 2017-Oct-11 Editorial Subc'ttee Report .....	4
Editor Contractor Transition.....	4
How To Request Editorial Support .....	5
Current Issue of The Canadian Friend .....	5
Next Issue of The Canadian Friend .....	5
E&O Liaison Resigned .....	5
Appendix B. Report from the Canadian Quaker Learning Series Editorial Board to Publications & Communications Committee.....	5
Appendix C. P&C Budget for 2018 .....	6
Appendix D. Communications Re-evaluation and Design Sub-Committee .....	8
Appendix E. Policy and Procedure Subc'ttee Report .....	9
Oct 11, 2017 .....	9
Procedure Manual .....	9
Policy/Procedure Gaps .....	9
Internal Communication.....	9
External Communication .....	9
Working with Contractors .....	9
Ex-Officio Members .....	9
Security and Surveillance.....	9

### **Appendix A. 2017-OCT-11 EDITORIAL SUBC'TTEE REPORT**

Submitted to: Publications and Communications

Compiled by: Mylène DiPenta

#### **EDITOR CONTRACTOR TRANSITION**

Tim has started his official contact with us as editor. We send warm wishes to Reykia and thank her for her thoughtful work in handing off the Editor responsibilities to Tim.

Publications and Communications Committee  
Minutes, October 13-14, 2017, page 4 of 9

## HOW TO REQUEST EDITORIAL SUPPORT

Anyone in CYM can contact the Editor for editorial support and/or assistance uploading material to Quaker.ca. Please contact [editor@quaker.ca](mailto:editor@quaker.ca)

## CURRENT ISSUE OF THE CANADIAN FRIEND

The current issue of TCF was mailed on October 10. A post on Quaker.ca and facebook are forthcoming.

## NEXT ISSUE OF THE CANADIAN FRIEND

We expect the next issue to be distributed in early 2018.

## E&O LIAISON RESIGNED

Wesley Glebe, our previous liaison from Education and Outreach Committee, is no longer able to continue. We are open to the guidance of the Committee about how to continue supporting a close relationship with E&O.

## **Appendix B. REPORT FROM THE CANADIAN QUAKER LEARNING SERIES EDITORIAL BOARD TO PUBLICATIONS & COMMUNICATIONS COMMITTEE**

October 2017

1. We are extremely pleased to announce that in September 2017 Winnipeg Monthly Meeting approved a minute to take the publication of the Canadian Quaker Learning Series under its care. The new editorial board has not yet been formed, but for now Mark Burch is their contact person. We are very grateful to Winnipeg MM for taking on this important work.
2. The editing of Maggie Knight's 2016 SPG lecture is nearly complete and the plan is for the current editorial board to publish it and have CYM mail it out with the 2017 appeal letter.
3. The editing on Steve Fick's Western Half Yearly Meeting SPG lecture is also nearly complete. We will supply Winnipeg with the edited manuscript and the new editorial board will take care of publication and distribute it via a spring 2018 issue of *The Canadian Friend*.

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

Mark Burch, for Winnipeg Monthly Meeting

Appendix C. P&C BUDGET FOR 2018

			30-Oct-16					25-Oct-15	MK r	
			2018 budget (MK draft Oct 3rd)	Variance from 2017 budget (MK draft Oct 3rd)	2017 YTD Actuals as at Sept 8th	2017 Amount remaining as at Sept 8th	2017 budget amended by MRS	2016 budget proposed by Finance Committee	2016 budget proposed by MRS	
Income										
47-205	"The CF": Advertising	\$300.00	\$0.00	\$0.00	\$300.00	\$0.00	\$600.00	After and tha  subs has		
47-230	"The CF": Donations	\$0.00	-\$300.00	\$275.00	\$25.00	\$300.00	\$1,000.00			
47-275	"The CF": Single Issues	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00			
47-280	"The CF": Subscriptions	\$0.00	-\$200.00	\$0.00	\$200.00	\$0.00	\$400.00			
47-285	"The CF": Subscriptions from MM	\$0.00	-\$2,000.00	\$300.00	\$1,700.00	\$2,000.00	\$1,000.00			
Total Income			\$300.00	-\$2,500.00	\$575.00	\$2,225.00	\$2,800.00	\$0.00	\$3,000.00	
Expense										
82-350	"The CF": Office	\$0.00	-\$500.00		\$500.00	\$500.00	\$0.00	\$500.00	No e this y	
82-380	"The CF": Other	\$0.00	-\$2,500.00	\$1,000.00	\$1,500.00	\$2,500.00	\$0.00	\$2,500.00	No e this y	
82-365	"The CF": Printer	\$5,220.00	\$2,020.00	\$1,330.88	\$1,869.12	\$3,200.00	\$0.00	\$3,000.00	Assu actu: thick	
82-335	"The CF": Mailhouse	\$1,260.00	\$260.00	\$411.00	\$589.00	\$1,000.00	\$0.00	\$1,000.00		
82-360	"The CF": Postage	\$2,160.00	\$960.00	\$605.49	\$594.51	\$1,200.00	\$0.00	\$1,250.00	Assu actu: thick	
82-390	CF Editor Contract	\$10,500.00	\$10,500.00	\$4,216.25	-\$4,216.25	\$0.00	\$0.00	\$0.00	Tim I	

82-395	CF - Employer CPP & EI cost	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	No e
?	Misc: telephone, etc	\$0.00	-\$200.00		\$200.00	\$200.00	\$200.00	\$200.00	No e
72-010	Internet Resources Manager	\$5,000.00	-\$1,000.00		\$6,000.00	\$6,000.00	\$5,000.00	\$5,000.00	this y
									Bruc
									Glen
									cont
									we n
									\$10k
									discu
72-015	Website Services/Design/Update	\$3,000.00	-\$18,500.00	\$2,576.58	\$18,923.42	\$21,500.00	\$2,500.00	\$2,500.00	forw
72-030	Website Editing Services	\$4,200.00	\$4,200.00	\$1,000.00	-\$1,000.00	\$0.00	\$20,000.00	\$2,000.00	Tim
72-027	Website Phase 2 (BUSINESS)		\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	
71-045	Quaker Book Service	\$0.00	\$0.00		\$0.00	\$0.00	\$0.00	\$0.00	
									Budg
82-320	Learning Series Board	\$4,000.00	\$1,000.00		\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$2k/
82-340	Membership (QUIP)	\$100.00	\$0.00		\$100.00	\$100.00	\$100.00	\$100.00	CQLS
	<b>Total Expense</b>	\$35,440.00	-\$3,760.00	\$11,140.20	\$28,059.80	\$39,200.00	\$30,800.00	\$21,050.00	
	<b>Net Ordinary Expense</b>	\$35,140.00	-\$1,260.00	\$10,565.20	\$25,834.80	\$36,400.00	\$30,800.00	\$18,050.00	
	<b>Fund Transfers</b>								
95-020	CF - Transfer In from CYM Funds	\$0.00				\$0.00	\$0.00	\$0.00	
									To b
?	Samuel Rogers Memorial Trust	\$17,570.00				\$24,200.00	\$15,400.00	\$9,025.00	deve
	<b>Total Fund Transfers</b>	\$17,570.00				\$24,200.00	\$15,400.00	\$9,025.00	
	<b>Net Expenses P &amp; C</b>	\$17,570.00				\$12,200.00	\$15,400.00	\$9,025.00	

\*Mark's Note: Line 72-015 was previously projected using incomplete numbers from 2016. In addition, we have added \$10,000 in anticipation of a website refurbishment.

## **Appendix D. COMMUNICATIONS RE-EVALUATION AND DESIGN SUB-COMMITTEE**

Report for Oct 14, 2017 Publications and Communications Committee Meeting

Submitted by Anne Trudell

We welcomed Maggie Knight to the sub-committee. The sub-committee is now comprised of Chris Hitchcock, Anne Trudell, Mylene DiPenta, and Maggie Knight.

We've asked Glen Newbury about revising/changing the WordPress theme for the website to address usability issues such as dating of posts (now turned back on) and a more user-friendly highlighting of links.

As requested, Bruce Dienes has registered CYM with Tech Soup. He is now doing some test work to be sure that email forwarding will work for us in Google Apps for Non-Profits.

Maggie Knight is doing a scoping document/list of work we will want from a usability expert. We will have two contract phases: the first is a broader assessment of usability; we will review this to decide what can be done "in-house" and what should be done with a second contract.

We would some advice from the wider committee on how to approach style guides/templates for documents; possibly we can highlight these in the communications plan for CYM.



## **Appendix E. POLICY AND PROCEDURE SUBC'TEE REPORT**

OCT 11, 2017

The Policy and Procedure Subcommittee has been meeting since March, 2017, and currently consists of Mylène DiPenta, Chris Hitchcock, and Robert Kirchner.

### **PROCEDURE MANUAL**

We have made significant progress toward a procedure manual. We expect to have a draft for circulation at our next meeting.

### **POLICY/PROCEDURE GAPS**

These are questions that, to our knowledge, do not have formal policies or procedures, although there may be ways of operating that are working. Anyone who has information or suggestions about these is invited to contribute them to subcommittee members. We plan to bring proposals to formalize these to the next P&C Meeting.

#### **Internal Communication**

- How should CYM and Monthly Meetings communicate with each other? For example, if a CYM committee wishes to distribute information to all Monthly Meetings, how should that be handled?
- How can CYM facilitate communication among Monthly Meetings?

#### **External Communication**

- Who is authorized to use an email address @quaker.ca?

#### **Working with Contractors**

- How can we best supervise the work of contractors?
- Who is authorized to request the services of a contractor, for example the Editor or the Wordpress maintainer?

#### **Ex-Officio Members**

- What is the role of ex-officio members on a committee? Are the roles and responsibilities different if the member is a volunteer, a staff member, or a contractor?

### **SECURITY AND SURVEILLANCE**

As requested at the last P&C Meeting, we have begun to explore the implications of the security and surveillance of electronic communication. We have gathered information from people in other organizations that might have similar issues, and are creating information resources to help Quakers understand the issues. We hope this will enable more people to participate fully in the discernment of these concerns, both in P&C and in the wider Quaker community.