

SIMON FRASER UNIVERSITY

OFFICE OF THE VICE-PRESIDENT, ACADEMIC

MEMORANDUM

To: Senate

From: D. Gagan, Chair 
Senate Committee on Academic Planning

Subject: Proposed Non-Credit Certificate Program in Editing
(Reference: SCAP 97-32)

Date: June 19, 1997

Action undertaken by the Senate Committee on Continuing Studies and the Senate Committee on Academic Planning gives rise to the following motion:

Motion:

"that Senate approve and recommend approval to the Board of Governors, as set forth in S.97 - 57 , the proposed Non-Credit Program in Editing."

WRITING AND PUBLISHING PROGRAM

PROPOSAL FOR A CERTIFICATE IN EDITING

Submitted by

The Writing and Publishing Program, Continuing Studies
Ann Cowan, Director

with the support of

The Canadian Centre for Studies in Publishing

Dr. Rowland Lorimer, Director

The Centre for Research in Academic and Professional Writing, Department of English

Dr. Janet Giltrow, Director

The proposed Certificate in Editing meets the "Criteria for Certification of Non-Credit Programs", November 1989 (see attached).

Participants are drawn from the business and professional community and the publishing industry and will be evaluated on the successful completion of 130 hours of required courses and 20 hours of elective courses. The courses are part of the regular offerings of the Writing and Publishing Program which operates 135 short non-credit courses per year on a cost recovery basis. Certificates previously approved by Senate in this program include the Certificate in Publishing, the Certificate in Technical Writing, and the Certificate in Business and Management Communication.

Participants will apply for admission to the certificate program and will be evaluated on the completion of each course. Courses are offered evenings and weekends and in the summer. It is anticipated that completion will require 18 to 24 months of part-time study.

RATIONALE

The Certificate in Editing program will provide an opportunity for prospective editors to learn the basic skills of the editing profession and for experienced editors to gain access to ongoing professional development. Those editors consulted in the development of this proposal stressed the importance of making this type of formal education available as it does not currently exist within the publishing industry.

Today's editors work in various disciplines and fields and the tasks they perform are much more wide-ranging than even ten years ago; many editors work in the corporate sector or various publishing and communications spheres of government and institutions. Increasingly, editors become involved in design and layout work, do research using such nontraditional sources as the internet, and edit "new media" including web sites and CD-ROMs. In addition, editors are now often engaged in onscreen editing of manuscripts and desktop publishing.

The curriculum for the Certificate in Editing addresses the above circumstance and is consistent with programs designed for editors in the United States and Britain. It has been developed in consultation with several senior editors affiliated with the Editors' Association of Canada.

Much of the curriculum useful to an editor can be found in existing courses offered in the Writing and Publishing Program's Publishing Certificate and Technical Writing Certificate. Other existing courses offered by the Writing and Publishing Program are also appropriate to the Editing Certificate. These courses have a proven track record and will not depend solely on the enrollment of certificate students, and thus have the advantage of being cost effective. Additionally, it is expected that proposed new courses will find an audience beyond the certificate program. All these courses are and will be operated on a cost recovery basis.

LOCATION IN THE UNIVERSITY

The Writing and Publishing Program is located in Continuing Studies and will manage the Certificate as part of the regular program. The Canadian Centre for Studies in Publishing and the Centre for Research in Academic and Professional Writing in the Department of English will oversee the ongoing development of the courses through representation on the Certificate Advisory Committee.

Membership includes but is not limited to:

Rowland Lorimer, Jane Cowan and

Ron Woodward, Canadian Centre for Studies in Publishing

Janet Giltrow, Anne Hungerford, Department of English

Perry Millar, Catherine Bennett, Claudette Reed Upton, Editors Association of Canada

Ann Cowan, Janice Bearg, Continuing Studies

CURRICULUM: CERTIFICATE IN EDITING

Entrance Requirements

Applicants must submit a sample of their writing or, where possible, editing. This work may be drawn from the workplace, from volunteer work, or from a course of study. A resume outlining education and experience should accompany the application. An undergraduate degree or the equivalent is a recommended prerequisite. A realistic timeline for completion of the 150 hours* required for the certificate is 24 months or 18 months if courses are taken during the summer.

Required Courses

130 hours

The foundation of an editor's skills are copy editing, proofreading, and substantive editing. There are several other areas where expertise should be attained, such as computer literacy and knowledge of grammar and ethics.

Basic Proofreading	6 hours
Copy Editing: An Introduction	12 hours
Substantive Editing	17.5 hours
Concepts and Practice of Editing	12.5 hours
Grammar: A Quick Review	12 hours
Ethics and Legal Issues in Publishing	12 hours
Publication Design and Print Production	12 hours
Advanced Study in Writing for Business and the Professions	30 hours
Multimedia Editing	16 hours

Elective Courses

20 hours

Elective courses are aimed at enhancing and expanding an editor's experience and knowledge once a working knowledge of the core areas of competency has been acquired. It will be critical to monitor the profession's rapid expansion in the face of evolving communications technology. Simon Fraser University's excellent computer facilities and experts with specialized knowledge of publishing applications make it possible to offer courses in new and developing fields such as editing in multidisciplinary media on the World Wide Web or indexing in hypertext environments. While traditional editing skills are necessary for this work, additional knowledge and skills are also needed. Editors in these new areas will work more frequently in content development and production teams, and the curriculum is designed to reflect the changes in the working environment for editors. In addition to the courses below, participants may choose two courses from the Certificate in Publishing.

The Art and Science of Indexing	12 hours
Editing Techniques for Business and the Professions	13 hours
An Introduction to Designing Training Materials	6.5 hours
Publishing Effective Newsletters and Brochures	15 hours
Research: On-line and Traditional Sources (new course)	9 hours
Textbooks and Educational Editing (new course)	8 hours
Manuscript Assessment and the Marketplace (new course)	8 hours
Magazine Editing (new course)	12 hours
Production Editing (new course)	6 hours

*hour(s) means contact hours with instructor

CURRICULUM: CERTIFICATE IN EDITING

COURSE DESCRIPTIONS

Required Courses

Basic Proofreading (6 hours)

Everyone responsible for written material needs to know how to proofread. Topics include the proofreading process, the difference between copy editing and proofreading, how to mark copy for correction, the word processor and proofreading, and where and when to hire professionals.

Instructor: Barbara Tomlin, BA, MA, has worked as an editor, copy editor and proofreader since 1978. Her clients have included book and magazine publishers, professional associations, non-profit societies and government. She is a founding member of West Coast Editorial Associates.

Copy Editing: An Introduction (12 hours)

When it comes to producing a good publication, copy editing makes all the difference. A copy editor can improve any document by eliminating errors, addressing grammar problems, and making sure that design specifications are followed. Topics include using editing marks, watching for mistakes in spelling and punctuation, striving for consistency, and preparing style sheets. Participants will have the opportunity to complete assignments based on book excerpts, journal articles, and other print material.

Instructors: Barbara Tomlin and Claudette Reed Upton

Claudette Reed Upton BA, ELS, is currently managing editor of the BC Medical Journal. She has worked as an in-house editor of a multidisciplinary northern science journal and has freelanced in numerous roles on scholarly papers, science textbooks, trade and professional books on scientific and medical subjects, patient education publications, conference proceedings and newsletters.

Substantive Editing (22.5 hours)

This course is for those with some experience in applying basic editing skills. Classes include discussion of various editorial problems and solutions, and working through practical examples from manuscripts. The course covers identifying structural problems; reorganizing, reworking, and rewriting manuscripts; communicating with authors; considering the needs of the reader; and dealing with issues such as sexism and stereotyping. Examples are drawn from books, government documents, articles, and educational materials, but the course does not deal with editing fiction or poetry. Participants should have completed *Copy Editing: An introduction*, or have some prior copy editing experience. Two sessions deal with line editing.

Instructors: Nancy Flight and Ann Norman

Nancy Flight has worked in book publishing since 1972 editing both trade books and text books at all levels for publishing companies in Canada and the United States. She is currently editorial director of Greystone Books, a division of Douglas and McIntyre.

Anne Norman, BA, MA, has been editing manuscripts since 1977. She has edited

audiovisual educational materials and worked at Douglas and McIntyre Educational as senior editor for five years. Since then she has worked as a freelance substantive editor.

Concepts and Practice of Editing (12.5 hours)

In this foundation course, participants discuss case studies based on editorial assignments and explore the opportunities for editorial work in several situations including book and periodical publishing and specialty houses. Topics include introduction to copy editing, decisions of style, discussion of line-by-line editorial decisions, stylistic editing for fiction, preparing a manuscript for typesetting, basic page layout, editor as marketer and editor as manager.

Instructor: Trudy Lancelyn

Trudy Lancelyn is the communications director of the Fraser Valley Real Estate Board. She has also worked as a communications officer for the Vancouver Board of Trade, managing editor of *Business in Vancouver* and *Easy Living Magazine*, and as a freelance writer and editor.

Grammar: A Quick Review (12 hours)

A working editor often must make difficult decisions about commas, agreement, usage, hyphens. In order to make the best decision possible based on English usage, particularly in a situation where opinions might vary, a clear understanding of grammar is necessary. This course will review the basic principles of grammar and concentrate on examples of tricky, even imprecise problems encountered in editing. This course could be waived for applicants who pass a grammar exam.

Instructor: Anne Hungerford or Vlad Konieczny

Anne Hungerford, BA, MA, PhD candidate, has extensive experience in teaching writing in the business community. She is jointly appointed to the Department of English and the Writing and Publishing Program.

Vlad Konieczny, BA, MA, is a freelance writer and former director of publications and foundations at the Development Office, SFU. He has nineteen years experience as a freelance writer and editor and teacher.

Ethics and Legal Issues in Publishing (12 hours)

Drawing on examples and cases from participants' own experiences as well as other sources, this course will focus on ethical and legal issues faced by writers, editors, and publishers. The course is intended to develop critical, moral and evaluative thinking by addressing problems confronting those working with the printed word.

Instructor: Claudia Cornwall, BA Hons, PhD, is a successful freelance writer and novelist whose recent book, *Letter from Vienna, a daughter uncovers her family's Jewish past*, won the BC Book Prize for non-fiction. She earned her PhD in Philosophy from the University of Calgary and has taught philosophy at the University of Toronto.

Publication Design and Print Production (12 hours)

This lecture/demonstration course covers the basic principles of publication design, typography, print production and publishing technology. Topics include the principles of design and typography, the process of design, choosing a format, obtaining quotes from printers, building and using grids, producing mockups and making design presentations, the effective use of illustrations and photographs, the offset process,

choice of output and printing processes, working with a printer, and how to formulate a budget.

Instructor: Ron Woodward, BA, MA, PhD candidate, is the production director and lecturer for SFU's Master of Publishing program, the Director of the SFU Summer Publishing Workshops, and former director of the Graphic Design program at Selkirk College. He has operated a commercial print, design and publishing house and currently runs his own design firm.

Advanced Study in Writing for Business and the Professions (30 hours)

Editors must be aware of each stage of the experienced writer's process—inventing, drafting, and revising. By understanding, in detail, the techniques and strategies the good writer uses to overcome procrastination, generate ideas, draft quickly, revise effectively, and communicate clearly, they are better equipped to assist writers in reworking their material at the substantive editing phase. A tutorial session specifically for editors deals with rewriting authors' material and retaining the authorial voice.

Instructor: Anne Hungerford, Vlad Konieczny or Tom Swankey

Tom Swankey, BArch, BA, MRAIC, manages his own consulting firm and provides writing and communication services to a broad range of business academic and government organizations across Canada. He is also a sessional instructor in the Faculty of Business Administration.

Multimedia Editing (16 hours)

With the emergence of the World Wide Web and increasing reliance on it as a way to communicate information, sell products, or advertise services, there is a need for editors to assist in producing web site material that is accessible in terms of reading and searching but is still visually pleasing. This course examines on-screen editing techniques and concentrates on the skills needed to edit web sites and CD ROMs by integrating sound, text, and images that enhance accessibility.

Instructor: TBA

Elective Courses 20 hours

Art and Science of Indexing (12 hours)

The mechanics and the creative side of indexing. The course considers computer programs that can take care of many of the tedious tasks indexers face. Freelance editors, librarians, and authors will find this course useful, and in-house editors will broaden their understanding of the indexing process.

Instructor: Annette Lorek, BA, MLS, has been involved in computer applications for a variety of information management tasks over the past decade. She is president of Infoplex Information Associates, Inc. which specializes in computer assisted indexing.

Editing Techniques for Business and the Professions (13 hours)

The communications objective of a corporation or the expectations of a professional discipline require a specialized mindset from an editor. This course will provide both practical techniques and conceptual strategies for adapting basic editorial skills to these fields, from both freelance and in-house viewpoints. Topics include determining industry-professional editorial standards; establishing a house editorial style;

maintaining editorial consistency across a coordinated communications program; and issues of confidentiality, copyright, and libel. Previous editing experience or *Concepts and Practice of Editing*, *Concepts and Practice of Technical Writing* or *Copy Editing: An Introduction* are required.

Instructor: TBA

***An Introduction to Designing Training Materials* (6.5 hours)**

Basic principles of instructional design and adult learning. This course provides an overview of the systems approach to instructional design, introduces basic adult learning theories, and presents practical techniques for developing competency-based training. Topics include the systems approach, getting started, identifying trainees, job and task analysis, performance objectives, selecting media and methods, and how adults learn.

Instructor: Jaye Routledge, BA, is president of NuTech Training Ltd. She specializes in the custom design of training materials and the delivery of train-the-trainer workshops.

***Publishing Effective Newsletters and Brochures* (15 hours)**

A newsletter or brochure—for a business, special-interest group or government; for internal or external readership—represents a major investment in human and financial resources. The course reviews the elements of editorial planning, writing, and design for newsletters and brochures with a keen eye to today's print and publishing trends.

Instructors: Constance Brissenden, Stefan Witkowski

Constance Brissenden is a writer, editor, and teacher. She has written hundreds of magazine articles, and two corporate histories. She has also had a career as a corporate writer and was communications director of Expo 86.

Stephan Witkowski, BA Hons, is a graphic designer who specializes in the design and production of newsletters, audiovisual presentations and support brochures. His clients include the Montreal Expos, Bell Canada and CP Rail.

New courses to be offered, beginning September 1998

***Research: On-line and Traditional Sources* (9 hours)**

Research, whether in a library using traditional print and catalogue sources or using CD ROMs or the World Wide Web, requires specialized knowledge of sources as well as techniques specific to the electronic sources. Without this knowledge a great deal of time is wasted. This course will introduce the student to both traditional and non-traditional research sources, efficient on-line research techniques, and the requirements of photo research.

Instructor: TBA

***Textbooks and Educational Editing* (8 hours)**

Editing textbooks requires sensitivity to audience, knowledge of educational policy and practice, and more attention than usual to consistency. This course will focus on each of these areas, including how to keep abreast of changes in the shifting world of educational practices.

Instructor: TBA

Manuscript Assessment and the Marketplace (8 hours)

Editing a manuscript is a different process for a freelancer than an in-house editor. To the freelance editor it means advising and assisting authors to prepare the manuscript for submission to a publishing house; to the in-house editor it means assessing a manuscript's compatibility with the publishing house's needs. For both it will mean having a good understanding of the marketplace. This course will examine the assessment process from both perspectives.

Instructor: TBA

Magazine Editing (12 hours)

There are many different types of magazines, from news magazines to trade magazines, from specialized magazines for a general audience to specialized magazines for specialists. All have different requirements as well as a lot in common. This class will cover generating articles, writing heads, working with authors and designers, and some of the requirements of highly specialized magazines.

Instructor: TBA

Production Editing (6 hours)

As both freelance and in-house editors today are being asked to coordinate projects from conception to publication, a good foundation in production editing is important. This class will examine budgets, subcontracting, dealing with art and photographs, what to do with page proofs, what to check in bluelines.

Instructor: TBA

Publishing Certificate Program

Because a knowledge of many aspects of publishing is useful, even necessary, registrants in the Editing Certificate program may take any two of the courses offered in the Publishing Certificate program.

CONSULTANTS

The following editors of the Editors' Association of Canada (EAC), the national professional organization of editors, were consulted in the initial stages of developing this proposal and are available to oversee its development. The titles of those who are in-house editors are noted; the rest are freelance editors. All have at least ten to twenty years experience in their areas of specialization.

Janis Barr, Beachside Editorial Services Education, textbooks
Chair BC Branch, EAC (1994-1996)
Runner-up Fairley Award for Excellence in Editing 1995

Frank Chow, F & M Chow Consulting
Technical and scientific materials specialist, manuals, desktop design

Peter Colenbrander, Department of Indian Affairs and Northern Development
Research, reports, Native Claims Commission
Chair BC Branch, EAC (1990-1992)
National President, EAC (1992-1994)

Jay Draper, Workers' Compensation Board
In-house editor, Communications Department
WCB newsletter editor, developed in-house style guide manual, editor of internal and external publications

John Eerkes
Corporate and government publications, textbooks, trade books
Winner Fairley Award for Excellence in Editing 1984

Nancy Flight, Douglas and McIntyre and West Coast Editorial Associates
In-house editor Greystone Books, an imprint of Douglas and McIntyre
Instructor SFU continuing studies, *Substantive Editing*
Co-Chair, EAC Long-Range Planning Committee
Winner Fairley Award for Excellence in Editing 1988

Anita Jenkins
Government publications Chair, Prairie Branch, EAC

Georgina Montgomery, G. Montgomery and Associates
Corporate and government publications

Ann Norman, West Coast Editorial Associates
Textbooks, trade books
Instructor SFU continuing studies, *Substantive Editing*

Jonathan Paterson
Bilingual editor, educational materials, trade books
Chair, Quebec and Atlantic Canada Branch

Ruth Pincoe

Indexes, music editing, trade books, educational materials
National Chair, EAC (1994-96)

Rosemary Tanner, Clare Schoolhouse Editorial Services

Science and textbook editor

Current National President, EAC

Barbara Tomlin, West Coast Editorial Associates

Textbooks, trade books

Instructor SFU continuing studies, *Proofreading and Copy Editing*

Claudette Reed Upton, Managing Editor, *BC Medical Journal*

Textbooks, science and medical editing, government publications

Current Vice-President, National, EAC

Instructor SFU continuing studies, *Copy Editing, Science and Medical Editing*

Yvonne Van Ruskenveld, West Coast Editorial Associates

Government publications, textbooks

Tom Vrandenburg

Government publications, magazines, computer materials

Chair, National Capital Region

Jean Wilson, Managing Editor, UBC Press

Academic editor

Katherine Zmetana

Former editor Time-Life Publications

Textbooks, trade books

Past Chair, BC Branch, EAC

Perry Millar

Academic and trade editing

Chair, EAC Western Branch 1994-1995

Catherine Bennett

Educational, arts, and trade editing

EAC Western Branch Executive Member 1996-1997

BROCHURE DISTRIBUTION

Once you have produced a brochure, flyer or invitation, the distribution process begins:

Give the Mary-Jane Clapton, receptionist, 125 copies which she will then distribute according to the list below. In addition put a brochure in each mail box in Continuing Studies and in the display racks outside the office.

Archives - 1 copy

Carol Knight Continuing Studies, Burnaby - 30 copies

CJSF Radio - 1 copy

Conference Services, Bby - 1 copy

Dr. B. Clayman, VP Research - 1 copy

Dr. C. Jones, Faculty of Science - 1 copy

Dr. Evan Alderson, Dean , Faculty of Arts - 1 copy

Dr. J. Munro, VP Academic - 1 copy

Dr. Jack Blaney, VP H.C. - 1 copy

Dr. John Stubbs, President - 1 copy

Dr. R. Martenuik, Dean, Applied Sciences - 1 copy

Dr. Roger Ward, VP Finance & Administration-1 copy

Dr. S. Shapiro, Dean Business Administration. - 1 copy

Dr. Warren Gill, Executive Director , Harbour Centre. - 1 copy

Gregg MacDonald, Presidents office - 1 copy

Information & Registration. Harbour Centre. - 30 copies

J. Osborne, Associate VP, Academic - 1 copy

Linda Goodall, Continuing Studies, Burnaby - 15 copies

Margaret Clarke, Development office - 1 copy

Media & Public Relations, Burnaby. - 1 copy

Reception, Continuing Studies, Burnaby - 1 copy

Reception, Continuing Studies , Harbour Centre - 1 copy

Reception, Distance Education - 1 copy

Rick Smith, Registrars - 1 copy

Robin Barrow, Dean, Faculty of Education - 1 copy

Switchboard, Burnaby - 1 copy

The Peak - 1 copy

It is also a good idea to display brochures and flyers at any related special events.

Direct Mail Distribution

Developing and updating mailing lists is an incredibly time-consuming task. If possible, keep updating your mailing list throughout the year, so you are not overwhelmed with making all the changes right before a major mailing.

When it is time to do a mailing there are two main ways of sending out brochures:

In-house mailing (sending brochures from SFU)

Mailing houses (Mail-O-Matic or Benwell Atkins)

Mailing Houses

Mailing houses can save a lot of time and expense sending out brochures:

- they can send out mail at bulk rates
- you don't have to stick & stuff thousands of envelopes
- the SFU mailroom people like you better

A popular mail-house that many people use for bulk mailings is Mail-O-Matic. They are at:

2720 S. Ingleton Ave.

Burnaby, B.C.

tel: 439-9668

Mail-O-Matic requires a cheque to cover the postage costs before they mail out brochures. If possible, call them a few weeks before you want the mailing to go out to let them know the specifics of the mailing (size of brochure if you are sending it in envelopes or if it is a self-mailer, etc.) They will give you a quote for approximately how much the job will cost. They will also indicate the cost of the postage so you can then submit a cheque requisition to Financial Services for this amount. It has to be coordinated so that Financial Services will have the cheque ready at approximately the same time that the brochures are ready.

Benwell Atkins also processes bulk mailings. They do not require prepayment to cover the postage costs before mailing brochures.

Mailing Lists

When getting your mailing list ready for a large bulk mailing, you will probably want to export your students from Marcea and add them to your mailing list.

To export from Marcea, do the following:

Open Marcea

Click on CLASS LIST

Open Class

Choose FILE and OPEN

Choose SEARCH

Choose CLASS NUMBER, CONTAINS, NCP @

Open on 1 course

EXPORT

Choose

First Name

Last Name

Address (mailing address)

Save document (name document something like Arts export)

Open Excel

Open document

- check for duplicates - using the Duplicate function on FileMaker
- export students in from Marcea to Excel (For information on exporting, see Marcea section) It is recommended that you export from Marcea to Excel because it is faster and easier to delete duplicates in Excel than in FileMaker. Once you have sorted and eliminated all the duplicates, export into your mailing list. Be sure to check for duplicates again after you have exported into FileMaker.
- When checking for duplicates, remember to check by both last name and by postal code.
- Once you feel you've eliminated all duplicates, you're ready to convert to an ASCII file.

To create an ASCII file:

- Make sure you have all records chosen in your FileMaker document and then sort by last name
- Open FileMaker document
- Choose file - export
- Name new file (e.g. ASCII NCP 95)

Choose:

First Name

Last Name

Address 1 (organization's name)
Address 2 (address)
Address 3 (address)
Address 5 (city)
Address 6 (province)
Address 7 (postal code)

Save your ASCII File onto disk (Mail-O-Matic likes fields to be comma separated and saved onto an IBM disk). Remember that most mailing houses need about 3 days to get the mailing to the post office from the time they receive your disk and brochures.

In-House Mailing

If you are doing an in-house mailing, estimate how many envelopes and labels you will need and let the Administrative Assistant know to be sure there will be enough in stock. You also must submit to the Budget Assistant a "Record of Materials Used" form so she can charge your program area's account. The Mailroom needs advance notice of at least a week.

Drop-Offs

For Program areas that offer courses that appeal to a general audience, it is a good idea to drop off brochures for display where there are lots of people walking by. For example, the Writing & Publishing Program drops off brochures at book stores and community centres. This is a relatively inexpensive way to advertise your programs.

You can cut costs by coordinating the distribution of your brochures with another program (or programs). For example, the Writing and Publishing Program brochures are often distributed to book stores and cultural centres along with the Harbour Centre Catalogue.

Libraries

Libraries are really good places to display brochures. You can send brochures to the Great Vancouver Library Federation and they will distribute your brochures to each library in Greater Vancouver for free. They only request that you separate your brochures into bundles for each branch. It is a good idea to send about 10-15 brochures to the smaller branches and 20-25 to the Vancouver Main branch. Their truck distributes brochures to the main branches daily and to the small branches in the suburbs every two or three days. See attached list.

Vancouver Great Library Federation
#110-6545 Bonsor Ave.
Burnaby, B.C.
V5H 1H3
tel: 437-8441