



Embroiderers' Association of Canada, Inc.

Chapter Survey Results and update from September 2014

Total number of guilds 44

Number of guilds responding to this survey 30

Leonida Leatherdale Needle Arts Library

The majority of respondents answered that they were aware of the library, but the majority had never used it and many were not sure how it worked. Many of the guilds identified that they had large libraries of their own or shared their own personal books between members. The cost of mailing books was the biggest reason given for not making more use of the library but the majority of members did feel that the EAC library was a valuable asset.

Response:

Two library projects are planned—updating the AV list and transferring EAC slides to CDs. Due to copyright, any commercial slides will have to stay as slides. EAC Librarian, Isla Marsh, has undertaken writing articles for *Embroidery Canada* in order to educate members on how the library works and what is going on with it. Out of date books have continued to be culled from the collection. New books are still being added. Culled books are available for purchase for the cost of postage. Use of the library continues to decrease with passing years—should the future of the library be seriously considered?

Did you know that the EAC website has a section for the library, including the list of all publications held in the library. Check out <http://www.eac.ca/library.html>

Embroidery Canada Magazine

The majority of members are pleased with *Embroidery Canada* as it is currently. While the majority of members indicated they would be able to access a digital version of the magazine, most indicated they do not wish to go digital and prefer the hard copy they now receive.

It needs to be remembered that *Embroidery Canada* is a member magazine with content coming from the members and one of its purposes is to let members know what other members are doing. Comparing it to a retail magazine that you would purchase on

a newsstand that is devoted to projects, patterns, techniques etc. is putting it in a totally different category. With *Embroidery Canada* we are trying to cover both aspects, a difficult undertaking. Most of our members consider that it is being done quite well.

But, on the other hand, improvements can be made and many suggestions were offered in the survey comments. With this in mind, an Editorial Committee has been formed which it is hoped will take some of the burden off the shoulders of the *Embroidery Canada* Editor by bringing on some new bodies to search out articles and assist in different areas. It is hoped that we will be able to find EAC members from across Canada that are willing to give a hand, whether with photography, graphics, research, reporting, writing, or other skills. The magazine will only improve with an increase in input from the members.

If you have any projects, articles, or ideas for articles and the contact people for these ideas, please pass this along to editor@eac.ca.

Did you know that some of the back issues of *Embroidery Canada* from 1973 to 1979 are available in YourEAC (members' only) section of the EAC website?

EAC Website (<http://www.eac.ca/index.html>)

The majority of members indicated that they have visited the EAC website but many stated they have not visited YourEAC (members' only) pages and did not know how to access it.

Check with your Chapter/Guild President or Regional Director for the login and password.

Most members indicated they had not signed up for *eThreads* (formerly called *eBlast*) yet. The *eThreads* is a communications tool that provides short and timely information about EAC to its members. It is a service that requires you to sign-up or opt-in from the EAC homepage. The first *eBlast* was issued in September 2013 and the tenth one was issued in September 2014. Both the current and historical *eBlasts* can be accessed from the EAC website.

The majority of members indicated they do not read the newsletters from other chapters on the website but many read them when they are sent out by the Regional Directors.

Chapter newsletters can be found in the members section of the EAC website <http://www.eac.ca/youreac/mbrnewsltrs.html> They will also continue to be sent out by the Regional Directors.

The majority of members indicated that they never read the EAC blog.
<http://eac-blog.blogspot.ca/>

EAC Virtual Threads Cyber Chapter

The majority of members surveyed indicated they were aware of the new online chapter of EAC, Virtual Threads.

This new chapter of EAC was created in response to similar innovations in other national needlework organizations and has been quite successful so far. It was felt that it would help to grow our organization, provide a chapter for National Members to interact in as well as those for whom transportation to a local chapter is an issue due to severe winter weather or other reasons.

FREE TRIAL MEMBERSHIP—A two-week trial membership in Virtual Threads is available to all EAC members.

For more information and a listing of all EAC Chapters and their web pages, Facebook pages and contacts, visit: <http://eac.ca/chapters.html>

Regional Meetings

The majority of chapters surveyed indicated that they always send someone to the Regional Meeting and were aware that there is funding available for assistance in sending a representative. Most chapters saw the Regional Meetings as a valuable resource and cited networking and the chance to see what the other guilds had been doing was seen as assets.

The Atlantic Central Regional meeting last year was held at the seminar location on registration day. Although there were pros and cons to this trial, most felt that we should continue with this whenever seminar was in the east. In the years when seminar is in the west, ACRAM will still be held in the spring but will be hosted by one of the guilds.

Prairie Pacific region will continue to meet in the fall. At the Chapter President's Meeting at Seminar, the majority of Chapter Presidents from Prairie Pacific Region indicated this as their preference.

EAC Challenges & Exchanges

The majority of respondents indicated they have not participated in one of the EAC Challenges or Exchanges. Members in Atlantic Central felt the challenges were as asset to members and helped to unite members nationally. Members in Prairie Pacific felt they did not.

EAC National Seminar

The majority of respondents indicated they have attended a National Seminar in the past, wanted to attend one in the future and were aware of the Seminar grants available.

Did you know that for the next ten years there are three grants available? Thanks to the profits from Seminar 2013 in Winnipeg, two additional \$500 grants were funded from 2015-2025. You can apply for the grant for **East, West or First Time Attendee**. More details can be found on the website <http://www.eac.ca/awards.html>

The most common suggestions for improving seminar were to find a way to reduce costs, new teachers, more advanced classes with a balance of projects suitable for all levels of stitchers including beginners.

Regional Representatives

Approximately half the respondents were aware of who their Regional Representative was. Benefits of the Regional Directors were cited as having a voice on the EAC Board, to disseminate information, send newsletters from other guilds coordination of workshops/teachers in the region. Requested roles of the regional directors were:

- PR approaches/program ideas
- Monthly newsletter/message
- Visit our guild or explain her role—visiting so we know her
- Hire a professional leader to process discussion. It is a chance to find out what works in chapters (best practices), current issues EAC should address, and future direction for EAC.

The Prairie Pacific Regional Meeting last year addressed the question of ideas for programs and this information was shared with all the chapters afterwards.

The regional directors would like to visit the guilds and will look for opportunities to do so, but this will depend on availability and budgets.

Education

The majority of respondents indicated they have not taken an EAC Individual Correspondence Course and do not plan to. The cost associated with mailing back and forth to the councillor was one of the points raised.

Digital photos—all counsellors are receptive of the idea. Students need to discuss how they want to send the photos or photocopies with the counsellor. Must be good resolution photos, front of work and back, and close-ups. At the end of individual course, they must submit whole binder so that there is some physical viewing of work. Binder review process is being reviewed.

The majority of respondents indicated they have taken an EAC Group Correspondence course and plan on taking another. The majority indicated they knew they were able to take the group courses as a “group of one”.

The majority of survey respondents indicated they did not intend to take the free online courses offered last year.

Over 60 people registered for each of the two online courses that were offered last year. This initiative proved to be popular and more online courses are being added to the Education program.

Many suggestions were made for possible new courses and all of these have been given to the Education Director. Several people made comments about the fact that the current offerings need updating.

Stumpwork 101 A new author-owned course by Deanna Bertelsen, is available for three years. This is a notebook course where you work samples of different Stumpwork techniques or you can create your own design for the Stumpwork pieces.

The brand new group course, *Beginner Hardanger*, designed by Carolyn Mitchell -has just been released. The old beginner Hardanger course has now been retired.

The *Individual Basic Canvaswork* course has been rewritten by Carolyn Mitchell and is being formatted. A volunteer will translate this course to French over the coming months. Carolyn will be working on the *Intermediate Canvaswork* course this spring. Lorene Salt is working on a new *Group Beginner Canvaswork* course, hopefully available in the fall of 2015.

Helen McCrindle has completed the review of the *Individual Basic Crewelwork* course. She has updated the project design diagrams for this course. Helen is continuing to work on reviewing and revising all of our crewel courses.

The *Intermediate Pulled Thread Chatelaine* group course has a brand new look, starting January 2015. It has been rewritten, the diagrams updated and photos of each of the pulled stitches added and designed in a sampler format. Tricia McKenzie of Victoria has worked on this course

We have a *Silk And Metal Thread Course* coming—it is now at the test student stage. It should be ready for release this spring.

We have another online course running from February to May 2015 and a third one running from April to July. There will likely be another free mini online course next summer. You must check the website for the online course details. Registration deadlines are very strict for the online courses.

If members are considering online courses, they must be willing to have a Yahoo account to access the course and consult with the teacher. EAC has chosen to use yahoo as the method of processing the online courses. The member should have some familiarity in downloading PDF files.

We are always looking for new authors and teachers. If you are interested in writing a course, contact the education director for more specifics as to course requirements.

The teacher roster is undergoing another updating—we are in the process of contacting the teachers suggested by the chapter survey this past spring. But if you know of any other teachers—or forgot to give us your list of names to contact, please send the names along to the Education Director.

About half of the survey respondents were aware of the EAC Teacher Roster. A number of names were suggested to be added to the roster and these have been forwarded to the Education Director for action

Facebook

Ten chapters indicated that they have a Facebook page, as does EAC itself.

A list of all Chapter Facebook pages were sent to all chapter presidents and the EAC website has been updated to include this information.
<http://www.eac.ca/chapters.html>

Website

Nine PP chapters presently have a webpage as well as nine in the Atlantic Central Region.

The Chapter info on the EAC website has a link to the individual chapter websites

ATC Exchange

The majority of respondents did not wish to see the ATC Exchange continued. Most chapters did not wish a replacement exchange.

The Fibre Art Tile exchanged was initiated to replace the ATC Exchange.

General

Other than current benefits, what could be added to EAC that would most benefit your chapter? Lots of suggestions were made here on a wide range of topics—some of which are already addressed in other sections, but some are new:

More promotion of Needlearts, i.e. more national exposure to the general public of needlearts and their value to society. More national campaigns to raise awareness of and appreciation of needlearts.

At the Regional meetings there was/will be a request for input about design schools and other programs that could be targeted. Input needs to come from local groups with addresses and contact information. Information posters about EAC are currently being updated which will be useful in chapter promotion in areas such as these. Funding has been allocated to promote EAC in several stitching magazines. As well, a committee is working on a *Presentation in a Box* for use by EAC members and chapters to promote the organization to groups such as this.

Share Chapter events and workshops – Information on visiting teachers is being shared through the regional directors and information about chapter events is on the EAC website. Check out <http://www.eac.ca/youreac/mbrnews.html>

Subsidies for Teacher travel - Your guild can apply for funding from the Memorial Fund

Subsidized travel to regional meetings for all Guilds – While general travel for all guilds was not subsidized, all representatives who attended the Atlantic Central Regional Meeting that was held on seminar registration day in Ottawa did receive payment for one night's accommodation. Travel funding subsidies are allocated to those guilds that cannot afford to send a representative to the meeting.

Better resources for the Youth Guild leaders – Linda Brenner, our Youth Embroiderers appointee, may have the answers that you are looking for or probably knows where to get them. Contact her at youth@eac.ca

Extension of non-charitable status to Chapters so we could hold a raffle as a fundraiser.

EAC is a registered charitable organization and guilds are usually just community groups. For them to be considered registered they would have to register. Guilds are members of EAC but are not part of our organization for financial purposes meaning they are divisions of our incorporation. We do not consolidate their financials with ours. With regard to raffles, it is worth checking out the town/city you are in to see what their requirements are.

Projects to use at meetings (for program)

The Prairie Pacific Regional Meeting last year addressed the question of ideas for programs and this information was shared with all the chapters afterwards. Also, check out the members section of the website and also the Youth pages for projects and try a new stitch instructions.

Reduce membership costs and add a student membership category

This was looked at and the EAC board approved an alternative option that extended the upper age limit for youth membership from 17 to 21.

Respondents were asked what aspects of EAC have been most beneficial to your chapter?

Answers included:

- *Embroidery Canada* Magazine, chapter newsletters
- Website/blog
- Seminar/classes/fellowship
- Library
- Correspondence Courses
- Teacher Roster
- Correspondence courses
- Contact with other Guilds Interacting with members of other guilds; sharing information
- Youth resources
- *Embroidery Canada*
- Exchanges
- Belonging to the common interest at a national level and sharing of ideas with guilds across Canada
- Having people who have served on EAC board...bring an insight that we do not have without representation
- Info on any national and local events and stitching techniques

Respondents were asked what resources could be added to most benefit your chapter? (i.e. program ideas, projects, etc.) Program ideas and projects books were high on the list of requests followed by helpful ideas for recruiting new members and advertising. Access to promotional material that could be adapted.

Program ideas were addressed earlier in this document. We are currently working on something called *Presentation in a Box*. What we are attempting to accomplish in the Presentation in a Box is one stop shopping for shows, displays, etc. Our vision is to assist Chapters in providing promotional material for shows and displays and to also have in place info for Committees that may be engaged in contacting outside agencies like the Military Outreach, Continuing Education, Fashion Schools, etc.

What we are hoping to do is come up with promotional material that can easily be personalized and printed out by any Chapters or Committees that may require it. We are not looking to reinvent the wheel. In some cases the work is already done and we will just supply links but what we are hoping for is to make the package easy to find and easy to use on the website.

This document provides a summarized view of the results of the survey done in spring 2014. It presents the questions that we asked, the most common responses that we received and the current status or plans for how EAC is responding to your input (*in blue*).

Thank-you to all who took the time to answer our survey, your input is appreciated very much.

Many of the guilds provided very detailed comments and suggestion to the survey questions and all of your detailed responses have been shared with the full board. This summary document lists those that were most often cited.