Editorial

New EASE Council and strategy 2015

I would like to use the opportunity of presenting the new EASE strategy to greet our members as the new EASE President. EASE was the first editorial association that I joined as a journal editor and where I learned my first professional skills as an editor. For more than twenty years I have been in and with EASE and have participated in its life and development into a respected and active association dedicated to the excellence and integrity of its profession. This is reflected in the new EASE logo – Excellence and Accountability in Science Editing – and is tightly woven in the three pillars of the EASE Strategy. I hope you will take this new journey with us to further increase the strength and impact of EASE in the research and publishing community in Europe and beyond. I am grateful to my colleagues from the new Council for dedicating some of their free time and much more of their enthusiasm to shape the future of our association and the profession.

I thank the Council members who are stepping down for their hard work and dedication to EASE. Most of all, I thank Joan Marsh, who has led EASE for the last six years, shaped it into a vibrant and influential community, and guided it towards new strategic challenges.

Ana Marušić
EASE President

EASE has been serving its editorial community membership for over 30 years and although feedback from members remains positive, in 2014 EASE Council felt that it was time to re-evaluate the association strategy. We formed a working group to identify the areas that we needed to address, and undertook both a survey of members and an investigation into the activities of other editorial associations around the world. With thanks to every member who took part in the member survey (and also those non-members who completed it), we discovered that members were generally happy with what we do, but that there are definitely areas where we need to improve our focus and activities. At the recent Council meeting and AGM we presented the results of our discussions and agreed on three strategic pillars that will underpin EASE strategy: improving global standards, raising the profile of science editors and supporting professional development. The table below shows the three pillars, where we plan to focus our existing activities and develop new ones, which will inform our strategy for the next few years.

Watch out for a fuller article reporting on our survey findings to be published in ESE (as long as it gets reviewer approval!) next year. We are really excited about moving this forward, and working groups will be continuing to address (1) membership and communication, (2) training and certification and (3) research – the three areas that we want to develop and improve. If you have any suggestions for us we would love to hear from you!

Pippa Smart
Chair, EASE Strategy Group

Improve global standards	Raise the profile of science editors	Support professional development

➢ Provide expertise
   ▪ *Training, professional advice and guidance*
➢ Provide endorsement
   ▪ *Support relevant non-EASE initiatives*
➢ Provide representation
   ▪ *At international discussions, eg HIFA*
➢ Provide participation/consultation
   ▪ *Collaborative projects*
   ▪ *Provide speakers for relevant meetings*
➢ Undertake research
   ▪ *In partnership with other organizations*
➢ Publish good practice advice and recommendations
   ▪ *Issue guidelines*
   ▪ *Journal and Handbook*
➢ Share and promote research and good practice advice
   ▪ *The EASE conference and other meetings*
	➢ Participate in editorial and publishing initiatives
	   ▪ *With other editorial associations*
	   ▪ *In and lead non-EASE projects and initiatives*
	➢ Advocate on behalf of editors
	   ▪ *Issue responses to international statements and guidelines*
	   ▪ *Provide skills and knowledge recognition for members*
	➢ Promote the skills and knowledge of EASE members
	   ▪ *Member profiles on the website*
	➢ Publish research and information on editing
	   ▪ *Journal and Handbook*
		➢ Provide and share resources
		   ▪ *Guidelines and advice*
		   ▪ *Journal and Handbook*
		➢ Provide networking and learning opportunities
		   ▪ *EASE conference, workshops and other meetings*
		   ▪ *Email and social media communication*
		   ▪ *Regional Chapters of EASE*
		➢ Provide skills and knowledge recognition for members
		   ▪ *Certification and member profiles*
		➢ Increase access to training
		   ▪ *EASE workshops and third-party opportunities*