

AVLIC Name Change Committee

Survey 2 Article

July 7, 2016

Introduction

This article is to update AVLIC members on the recent work of the AVLIC Name Change Committee and its findings in order that the members have the information they need before they complete the second survey and consider the motions that will be discussed at the Special Topic Sessions (STS) on Friday July 15th, 2016 at 10:15 am - 11:45 am and also at 2:00 pm - 3:30 at the AVLIC 2016 Conference in Fredericton, NB which will be chaired by committee members Martin Koob and Marty Taylor.

The purpose of these sessions is for members get more information about a potential name change and to review the motions that will be presented at the AGM. During this time there is an opportunity to make any necessary amendments to the motions prior to the motions being brought to the floor of the AGM for a vote. You can attend either or both sessions. There will be a presentation to start both sessions regarding the potential change of AVLIC's name and then there will be discussion of the motions and possible amendments. The discussion in the second session will build on the work done in the first session. The outcome of the two sessions may be some amendments to the motions that will be presented to the whole membership at the AGM for their approval. These motions will then be put forward at the AGM on July 16th, 2016.

You will find the second survey at the following links. The English and ASL version of this survey is <https://www.surveymonkey.com/r/AVLIC-NameSurvey2>. The link for the French and LSQ version is <https://www.surveymonkey.com/r/AVLIC-denominationSondage2>. Please read this article before completing the survey. The survey will be available till July 14th at 6:00 pm so that we can have the results by the STS on July 15th.

The committee has recommended an Implementation Plan to change the name of the Association and put forward motions that need to be ratified by the membership in order to put that plan into action. The motion to change the name of the Association is a Special Resolution and as such needs 2/3 support of the votes cast in order to pass. The motions are contained in the Name Change Committee Report that is in the AVLIC 2016 AGM Package. The committee also submitted an estimated budget of the costs and the human resources required for AVLIC to implement the name change. (You can see the motions and reports and budgets from the Name Change Committee in item 8.6 in the AGM package <http://www.avlic.ca/members/agm>)

Consultation process

The AVLIC Name Change Committee was struck as a result of motion WP14G-26 at the 2014 AGM in Winnipeg to consult with AVLIC members and the Deaf community and report back to the membership with the findings of the consultation and recommendations for a new name, the process involved in changing the name and the associated costs.

The consultation process with members included an initial article and a survey, and this second article and survey leading up to the 2016 AGM. The results of the second survey will be reported to the members directly at the STS before the AGM. The consultation will culminate with

the Special Topic Session (STS) prior the AVLIC AGM. The committee has drafted motions that will be discussed and possibly amended at the STS and then presented at the AGM for a vote by the whole membership on how to proceed. The motion contains a proposed name, CASLI, that can be amended at the STS based on the response from the members to the options included in the second survey but also based on any potential issues that the proposed name raises. An issue has been found with the CASLI name.

CASLI name used in the U.S. by RID for new interpreter accreditation organization

At the beginning of June, 2016 one of the members of the committee noticed an announcement from the Registry of Interpreters for the Deaf (RID) that it had set up a new Limited Liability Corporation (LLC) to take over the accreditation of Interpreters that RID had previously been responsible for. <http://rid.org/2016/06/information-release-about-casli/>

The name RID chose for that organization is Centre for the Assessment of Sign Language Interpreters (CASLI) <http://www.casli.org>. Since CASLI will be doing essentially the same work that AVLIC does with the Canadian Evaluation System (CES) choosing the name CASLI for our Association would cause confusion possibly making it appear that AVLIC's evaluation system and certification are related to those of RID. Unfortunately CASLI was the name most suggested by members in response to the first survey. The name CASLI still appears in the survey as an option as it was the most suggested by members, however there is a note in the survey alerting them to this issue. The committee added another of the lesser popular suggestions as an option to the second survey for members to consider so there are 4 options in total.

Results of First Survey

There were 215 responses to the first survey. The first survey regarding the name change contained both open questions inviting people's comments and closed questions requiring that required people to select a specific answer. For the open questions we have summarized the main themes that were reported. The closed questions are reported with the percentages of the people who selected the available responses. These comments and responses to the closed questions helped the committee prepare a plan for the implementation of the name change that addressed the concerns raised.

Question 1

Do you foresee any issues that would have to be addressed if our Association changed its name from AVLIC to a new name? Please outline the issues and how you think they may be addressed.

For this question 56% said they saw issues that need to be addressed. Some felt the issues they raised meant that the name change should not go ahead. Others presented the issues as something that needed to be addressed if the Association was to go ahead with the change of its name. The broad issues raised were:

- the need for a public relations campaign to promote the new name
- a recognition that AVLIC and its name is not well known and that this may be an opportunity to promote the organization and a new name.

- concerns about potential confusion for the public and consumers not aware of the new name
- the need to make the public and Deaf community aware of the Association and its new name
- the cost of making the name change including legal costs
- the need to spend money on promoting the new name
- recognition that a name change is an opportunity to rebrand the Association
- concern about the amount of staff and volunteer time needed to change the name and promote it.
- suggestion of an adjustment period for consumers and members to transition to the new name
- concern it may narrow the focus to just sign language and alienate Deaf Interpreters, Oral Interpreters and Intervenors
- the need to change the Association's print materials, bylaws and legal documents
- the need to change the Association's website and promotional materials
- concern that Affiliate Chapters with "Visual Language Interpreters" in their name would have to change their names
- concern that chapters would have to change their bylaws to refer to the new name.
- potential impact on chapters regarding the revision of chapter's promotional materials
- possible impact on Title Protection for WAVLI in BC.

Question 2

Do you think the term Visual Language interpreter represents the work you do?

Yes 43.4%

No 56.6%

Question 3

Do you refer to yourself as a Visual Language interpreter in your communication with clients and consumers?

Yes 8.1%

No 91.9%

Question 4

Do you think the term Sign Language interpreter represents the work you do?

Yes 87.7%

No 12.3%

Question 5

Do you refer to yourself as a Sign Language interpreter in your communication with clients and consumers?

Yes 87.6%

No 12.4%

Question 6

Do you have a suggestion for a new name for our Association? Include the full name and acronym.

31.5% offered a suggested name.

Of those that offered suggestions the percentage of suggestions was

Name	Acronym	percent of suggestions	.ca domain available
Canadian Association of Sign Language interpreters	CASL	46.8%	YES
Association of Sign Language Interpreters of Canada	ASLIC	12.8%	NO
Sign Language Interpreters Canada	SLIC	9.6%	NO
Association of Canadian Sign Language Interpreters	ACSLI	1.2%	YES
National Association of Canada's Sign Language Interpreters	NACSLI	1.2%	YES

There were 25 other names suggested with 1 suggestion each. Listed below are the suggestions from that group that met the four criteria for a new name:

ACILS: Association Canadienne des interprètes en langue des signes
 CNSLIA: Canadian National Sign Language Interpreters' Association
 CNASLI: Canadian National Association of Sign Language Interpreters
 ESLICA: English/Sign Language Interpreters of Canada Association
 CASSLI: Canadian Associate of Sign/Spoken Language Interpreters
 CARSLI: Canadian Association of Registered Sign Language Interpreters
 CSLIA: Canadian Sign Language Interpreters Association
 AASLIC: Association of ASL Interpreters of Canada
 RSLIC: Registered Sign Language Interpreters of Canada
 CAPSLI: Canadian Association of Professional Sign Language Interpreters
 AAEIC: Association of American Sign Language-English Interpreters of Canada

Concerns expressed in First Survey and responses

Impact on Affiliate Chapters

Some members response to the first survey expressed concern regarding the potential impact on Affiliate Chapters. Specifically they were concerned that once the name was changed the chapters would have to revise their bylaws.

Response: To answer that concern member of the committee had contacted a lawyer and received some pro bono advice regarding the name change and its impact on chapters. With regard to whether the Affiliate Chapters needed to change their bylaws to recognize the name of the Association. The lawyer said that all that was needed was to make an entry in the Affiliate Chapters' minute books stating that that AVLIC's name has changed to the new name. Even though the name changes the organization is still the same entity and references to the old name would be taken to mean the same organization but with a new name.

Affiliate Chapter names

Some comments related to a concern that Affiliate Chapter which have names that contain the terms “Visual Language Interpreter”, AVLI-NB, MAVLI, NAVLI and WAVLI, would need to change their names to be consistent with AVLIC’s new name.

Response: There are currently 4 Chapters with the terms “Sign Language Interpreters” in the name ASLIA, MAPSLI, OASLI and SLINC. So having an Affiliate Chapter name that is consistent with the national association’s name has not been a policy to this point. Some expressed the opinion that the change of AVLIC’s name should wait till those names are changed. The members of the Affiliate Chapters may decide to change their names to be consistent with the national association at some later point but it does not need to happen beforehand.

Affiliate Chapter Publications, websites documents that mentioned ‘AVLIC’ would need to be revised.

Some were concerned that Affiliate Chapters would have to reprint forms, documents and publications and revise web pages that mentioned AVLIC once a new name is decided upon.

Response: This is an additional cost that would have to be incurred by the Affiliate Chapters eventually. It does not have to happen immediately. As the lawyer who offered pro bono advice said in answer to my questions about this said that the regardless of the name change the organization is the same entity so there is no legal reason to change those documents immediately. Promotional materials and links to web pages would be a higher priority. However the Association should retain the avlic.ca domain name and redirect that to the new domain name that corresponds to the new name so that individuals searching for AVLIC will find the correct domain.

Costs and time needed to carry out the name change

Some members mentioned that the cost to change the name including the legal costs would be too high and that it would take too much staff and volunteer time to change the name.

Response: In preparing the budget the committee asked AVLIC’s Lawyer what fees that they would charge to assist with submitting the legal documents to change the name of the Association. They responded that given the work that has been done by the committee to research the name change to this point his help would not be needed so there would be no need to pay legal fees to him. There are other costs though that the organization would have to cover. You can see the budget for the name change in the AVLIC Name Change Budget <http://www.avlic.ca/members/agm>. This includes estimates of the funds required and the staff/volunteer time. The total estimate for new costs related to the name change was \$2,920 in fiscal year 2016-2017 and \$2,415 in fiscal year 2017-2018. As far as staff and volunteer time the tasks related to changing the name was estimated to take about 203 hours (about 29 work days) over the 2016 - 2017 fiscal year and 12 hours (about 1.5 work days) over the 2017-2016 fiscal year.

Loss of brand recognition

Several members expressed concern about a potential loss of brand recognition that they felt would occur if the name was changed. Many in this group felt it was not worth the time and money.

Response: In order to deal with this the committee is proposing a rebranding promotional campaign be carried out by the Association to promote the new name and take that opportunity to promote the Association's services and activities to the general public and Deaf community.

Confusion around hiring AVLIC members and recognition of AVLIC's C.O.I.

Some expressed concern that organizations who have a policy to hire AVLIC members or to recognizing AVLIC's C.O.I could be confused if the Association's name changed. They suggested that the Association would have to embark on a PR campaign and that may be an opportunity to better promote the Association and its certification.

Response: The promotion of the hiring of Association members and the recognition of the Association's C.O.I would be part of the campaign to promote the name change.

Need for a promotional campaign.

Several members expressed the need to conduct a promotional campaign to promote the Association's new name if it is changed. The reasons for this fell into two categories. Some felt that the Association was not well known among the hearing and Deaf communities and the change of the name would be an opportunity to bring some attention to the Association. Others felt that the Association was already known by its name AVLIC and changing it would cause confusion for the hearing and Deaf communities. Some also felt it would set back efforts to this point to promote the hiring of AVLIC members. In any case there was a view expressed by those of both points of view that funds should be spent on a promotional campaign to promote the organization and the new name. The Name Change Committee has put forward separate motions and a separate budget for a promotional campaign for discussion at the STS and for a vote at the AGM.

Response: The Committee has proposed a Rebranding Promotional campaign as a separate activity with a separate budget that promotes the Association's new name and the Association's programs and services and the hiring of its members.

Association Name Change Budget

In order that members have an idea of the costs involved in changing the Association's name the Association Name Change Budget can be found with the AGM package at the following link (<http://www.avlic.ca/members/agm>). The costs outlined in this budget are costs directly related to the name change. The budget distinguishes between costs that are additional, over and above, the regular cost of conducting the Association's business and those that would have been incurred anyway in the course of the normal business cycle. Tasks that need to be done only due to changing the name are listed in the column 'additional cost' and are included the amount in the motion to allocate funds for changing the name. Those tasks that would be done as a part of the normal business cycle would

be done using funds already allocated to these processes so are not included in the amount in the motion. These are in the column 'existing cost'.

The recommended budget is for the 2016/2017 and the 2017/2018 fiscal years because the costs would be incurred over those two years as the change is phased in.

Re-branding Promotional Campaign Budget

In order to address concerns about the loss of recognition that has been gained to this point for AVLIC's name and programs the committee is recommending that the association undertake Rebranding Promotional Campaign. The Rebranding Promotional Campaign Budget can also be found with the AGM package at the following link <http://www.avlic.ca/members/agm>). These funds are to promote the Association, its activities along with its new name and are not necessary to implement the name change.

The costs in the **re-branding promotional campaign budget** are not considered part of the **name change budget** because the activities and associated costs listed there are not required to change the name but rather intended to to promote the Association and its activities and the new name. The change of the Association's name provides a unique opportunity to do that. As the re-branding promotional campaign is not required to change the name it is presented as a separate initiative with a separate budget.

The committee is proposing separate motions to proceed with the name change and then to proceed with the re-branding promotional campaign for the members of the Association to consider these activities and budgets separately.

Reserving and registering the name

In order to change the name of an origination the Association first has to ensure the name is available for use as a corporate name. AVLIC is incorporated federally with Innovation, Science and Economic Development Canada (ISED) (formerly named Industry Canada) as a not-for-profit corporation and as such has rules and processes that must be followed when setting the name of the Association.

As the Association is federally incorporated the corporation's name can be, but does not have to be, submitted with an English and French version. Currently the Association's name is only incorporated with an English name. The names presented to members in the survey and the motions will be presented with French and English versions. Including the French translation of the name now would allow the Association to obtain that name in case it wanted to use the French version of the name in future. It would also be more cost effective to include both an English and French version of the name now rather than do submit another Articles of Amendment to add a French translation of the name in future.

The name of a not-for-profit corporation has to be approved by ISED and to get that approval it must meet these requirements:

- The name must be distinctive (this requirement is more flexible for not-for-profit corporations),
- The name must not cause confusion with any existing name or trade-mark,
- The name must not include unacceptable terms.

To ensure that the potential names will be reserved during a period up to and beyond the AGM to allow the membership to vote on the issue and to allow the Association's to submit the Articles of Amendment to ISED to officially change the name, AVLIC staff submitted NUANS applications to reserve the potential names included in the survey on July 6th, 2016 which means the names will be reserved for 90 days until October 4th, 2016.

Along with protecting potential new names through the NUANS report the committee has also reserved the corresponding internet domain names that are the acronyms of the potential names with the '.ca' top level domain suffix to ensure the Association can have a consistent online presence. The committee reserved English and French versions of all the domain names that will be included in the survey. This protects those domains names for a year. The registration of the existing avlic.ca domain name should be maintained by the Association for several years to come so that links, searches that use that domain name and users that enter avlic.ca in their browsers will be redirected to the website of the Association using the new domain name. Also emails that use @avlic.ca should be forwarded to the new addresses using the new domain name.

Another type of online presence where the name of the Association is used is on social media. The Association should develop a strategy for claiming names for services such as FaceBook, Twitter and other relevant services for the names that is approved by the membership.

Registering the new name

If the membership supports the motion to change the name at the AGM the Association must then submit an amendment to the articles of incorporation to Innovation, Science and Economic Development Canada (ISED). The fee for filing the Articles of Amendment with them is \$200.00.

Legal Assistance with name change process

The Association's Lawyer has been consulted and feels that the AVLIC Board and staff should be able to do this without his assistance so no legal fees are budgeted for this. If he was to do these tasks for the Association he estimated his fees would be around \$500.

Redesigning the Logo

With a new name the Association would need to develop a new logo and wordmark. The committee is recommending that the Association hold a logo design competition to design these. The competition would be open with Canadian Deaf, Deafened and Hard of Hearing graphic designers urged to submit designs. A prize of \$1000 would be offered. The winning design may need to be refined and exported to formats that are compatible with print and online uses. A further \$500 is budgeted for that. This contest would be one way to promote the new name.

Updating AVLIC's communications

The Association uses the AVLIC name in its communications in a number of ways from stationary to reports, position papers, membership and certification cards, to its website. These would have to be updated to reflect the new name. There would need to be a transition period where

these things are changed. Some of these changes would need to happen immediately incurring additional costs, some could be phased in during the normal cycle of business processes thereby not incurring additional costs.

One example of an additional cost would be stationary. The Association should start using its new name immediately in its communications and should purchase new stationary even though there may be some stationary left with the old name. An example of a cost that would be incurred as a regular business activity and not be an additional would be reprinting membership cards. Cards with the new name would be reprinted for the next membership year. Existing cards that have the AVLIC name would not be replaced until they expire next year.

Updating AVLIC's website

There are two phases of the update of the AVLIC website. First would be to update the existing site to include the new name. This includes changing the name in the pages of the website and adding a page and other site features alerting site visitors to the change. Second would be a larger redesign of the site that could be done in conjunction with a re-branding promotional campaign. This is an activity that an organization should do regularly and as such is not considered an additional cost so is not included in the association name change budget. The estimated cost for this is in the re-branding promotional campaign budget. The name change offers a unique opportunity to promote the Association as part of a re-branding campaign and a redesigned website would enhance that effort.

Updating the recognition of AVLIC and its programs by third parties

Much of the concern expressed by members in the first survey regarding a potential name change was around the efforts done up until now to promote AVLIC and AVLIC members to the Deaf community and to companies, organizations as well as government and educational institutions that hire interpreters. AVLIC, its Affiliate Chapters and individual members have invested a lot of effort to promote the hiring of Association members, the recognition of the Association's certification, the C.O.I. and the programs that AVLIC offers. This is a concern that the committee shares and is proposing that this be a major focus of a re-branding promotional campaign to build on that work.

AVLIC is not likely aware of all the various organizations and institutions that have adopted policies to only hire AVLIC interpreters or to recognize AVLIC certification as it has been done with various agencies and organizations on an ad hoc basis. This would be an opportunity to collect from members the names of these organizations and institutions that they are aware of who follow this practice or with whom they have advocated implementing this practice. This information should be compiled in a contact list to be used to contact these entities informing them of the change of the Association's name. The collation of this information would be a valuable activity for the Association to undertake and one that should continue on an ongoing basis. Contacting all of the organizations and institutions should then be done as part of the Association name change activity to alert them to the change in the name. Then as part of the re-branding promotional campaign the message to adopt the practices of hiring Association members and recognize the Association's certification should be promoted to other organizations and institutions that have not yet adopted these policies. This work could be done in liaison with Affiliate Chapters, members and Deaf organizations to gather names of institutions and organizations to support the Association's members and Deaf community members in promoting the Association so the Association can provide information. This campaign would be an excellent opportunity to coordinate and enhance the work that Association members and Deaf community members

have done to date. The re-branding promotional campaign would also be an opportunity to promote other AVLIC programs such as the AVLIC Professional Conduct Review Process.

Implementation Proposed Time Line

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| June 1, 2016 | Reserved Domain names for additional candidate names to be included in second survey. |
| July 6, 2016 | Submitted NUANS Corporate Name Search reports for all candidate names to be included in second survey in English and French. This reserves the names for 90 days. |
| July 7, 2016 | Send Second survey to members with options for names. |
| July 15, 2016 | Special Topic Session - discuss and finalize amendments needed to motions or budgets. |
| July 16, 2016 | AVLIC AGM put forward motions to the members. |
| July 18, 2016 | Association staff and Board start process to submit Articles of Amendment regarding name change to Innovation, Science and Economic Development Canada (ISED). |
| Aug. 30, 2016 | Once Name Changed is accepted Association Staff and Board start to send notification of name change to relevant organizations, businesses and individuals as outlined in implementation plan and budget. |
| Sept 15, 2016 | Association staff and Board start work on re-branding promotional campaign if approved. |
| Oct. 4th, 2016 | NUANS Corporate Name Search Reports expire. Articles of Amendment must be registered by this time. |

Submitted by the AVLIC Name Change Committee

Committee coordinator:

Meg Reket, Ottawa, ON

Committee members:

Cindy Boscow, Winnipeg, MB
Nigel Howard, Vancouver, BC
Martin Koob, Toronto, ON
Denise Sedran, Vancouver, BC
Melanie Sexton, Ottawa, ON
Marty Taylor, Edmonton, AB

Board liaison:

Ashley Campbell