

BOARD MEETING MINUTES
March 9-10, 2018

MARCH 9, 2018 BOARD (w/staff) MEETING

In attendance: Teresa Culley (phone), Pamela Diggle (video), Sean Graham (video), Catrina Adams, Jodi Creasap Gee, Amy McPherson, Chelsea Pretz, James McDaniels, Wanda Lovan, Amy Litt, Alison Miller, Loren Rieseberg, Erica Edwards, Rob Brandt, Stephen "Otto" Ottogali (Wiley rep), Gillian Greenough (Wiley rep), Rich Hund, Beth Parada, Johanne Strogan, Gordon Uno, Andrea Wolfe, Ned Friedman, Heather Cacanindin, Ann Sakai, Lucinda McDade, Rachel Spicer

Meeting called to order at 1:33pm.

1. Administration - Wanda Lovan

- Wanda thanked BSA for support during her leave
- Working toward clarity in finance department and working with accounting firm to get organized in preparation for new Ex Dir.
- Econ Bot and Society for Evolution support is going well
- Heather doing a great job as interim Ex Dir.
- Amy thanked Wanda for her help in the NSF site visit last year, which was very successful and produced a great review.

2. Governance/Membership/Marketing - Heather Cacanindin

- Drop in 2017 membership was more significant than expected due to the low conference turnout
 - We're losing student members; students reps have been consulted and have ideas
 - We're up by 75 members overall than where we were last year at this time, but students are down
 - Note that many people renew at the last minute
- Publications transition
 - Otto and Gillian (Wiley) are here.
 - Heather and Publications staff have been working on transition the last 6th months
 - Feb issue is online
 - They are working with Rob to create a new members portal
 - Marketing work is just beginning
- Finances & fund raising
 - Brought in >\$20k in gifts in the last 8 weeks
 - Post-Thanksgiving "Giving Tuesday" raised over \$2k, mostly for student gifts and Bill Dahl award

- Heather is working with Wanda on monthly reconciliation for accounting; they are moving all of the tracking from the giant (Bill's "technicolor") spreadsheet to Quickbooks
- Re: the Morgan Stanley investment portfolio: specific allocations from this account to each category occur at the end of the fiscal year; Heather and Lucinda are working to annotate the account designations more clearly before sharing it with the Board.
- Re: strategic planning timeline with the Board or an ad hoc group
 - It's been 2 yrs since the last member survey and we need to do another one
 - New member benefits -> how can we provide increased value to our members?
 - Increase grad student research award (will discuss more later)
 - Mentoring program
- Q: re: timing of audit
 - It's time, and NSF will require it
 - We will issue an RFP soon and hire an accounting firm
 - Can it happen before the meetings? That may not be possible, especially if we go the RFP route.
- Q: What exactly does our accounting firm do? They review our accounting statements at the end-of-fiscal-year. Should we be using them via contract work throughout the year? They were involved in distributing the appropriate amount of earnings to each recipient category (e.g., section budgets).
- Q: When was the last time we revisited our dues? Will we lose enough members with an increase in dues to result in a net revenue loss?
 - Suggestion to offer auto-renewal through PayPal: It's actually very difficult legally to for us to use PayPal for some reason.
 - Roll out three-year memberships for other categories?
 - International dues are tricky.
- Ideas to enhance membership:
 - Increase grad student research awards (noting DDIGs are gone) simultaneously with increasing dues
 - Have a program similar to DDIG tied to a multiple-year membership (3 yrs for \$60 for instance); discussion about separating early vs late grad students awards, an early career award, etc.
 - We need donors to support this program.
 - We need to think about how to pass the money over to the institution to disperse/reimburse recipient.
 - ASPB has gotten corporate sponsorship for a Scholars program. Can we raise funds and then solicit matching from organizations?
 - How to assess and select recipients? We could give post-docs some proposal review experience. Note that there will be conflict of interest issues, and we'd need to be careful about not perpetually supporting particular lines of research or labs.

- We need to research what other societies are doing in this area.
- We want to couple messaging of an increase in dues with a increase in benefits and opportunities.

3. Education - Catrina Adams

- 5M grant submitted to NSF (replication study + online component) for further development
- Current challenge is the balance btw the early career scientists and teachers; We had 250 mentors -> now 650 mentors, so now we're actually down on teachers. "Master plant science team" are typically early career scientists; there is one mentor per every team in a teachers class, so multiple mentors per teacher -> teachers and early career scientists need to be match one-to-one, but there might be many mentors (someone who guides the experiments) per teacher/liason pair; this also really helps with continuity as the mentors drop in and out
- Applied for promo-science grant in Canada
- EVOKE in EU
- QUBES: quantitative ideas in biological sciences
- They are also now planning a paper on tracking the experience; discussion about where to publish

4. Conferences - Johanne Stogran

- About 40 abstracts and about 60 registered right now, but everyone does it at the last minute. Abstract deadline is Apr 3.
- Two of the hotels want to lower their rate (!)
- We negotiated a lower bus price for field trips
- Still looking for location for student mixer (Monday night)
- Idea(s) for a reception for the folks who win the travel award – when makes sense? Btw plenary & All Society Mixer?
- Suggestion to have a "first-come-first-served" field trip award for student members attending the conference (this could also be something that people could donate to when they join). Johanne is asking for money for this.
- Johanne also wants to setup 10 awards of \$500 for childcare at the conference (BSA member, first-come, first-served).
 - Can we offer childcare onsite? Evolution does, ASPB does; but there are liability issues. This would be far preferable to just giving money and having people make their own arrangements.
 - Questions about whether our current conference insurance would cover this

5. IT Report - Rob Brandt

- New servers and migrating over to CiviCRM = main theme
- Two societies still need to be migrated
- Suggests we're about halfway through
- He'll talk about "science communities"

- Q: Does it make sense to maintain our own servers? A: They are actually cloud servers (Amazon); discussion about what it means to “replace a server” when it sounds like we are just paying for a contract. What does the “changeover” involve? A: Selecting desired parameters for new server and writing an “image”.
- Q: How do we bill the other societies for his time? A: Yearly fee through service contract: SSE 40k, SEB 20k; He does not track his time; We effectively operate like an IT outsourcing service for them.
- He wants to charge enough to them to subcontract out some of the work
- Request to get an estimate of % of time spent on work for the other societies (Rob ~ 25%; Heather now says her time is 30-35%)

6. Publications - Amy McPherson

- Submissions are up a little from last year
- New members to editorial boards, increased representation/diversity
- Special issues and sections coming out in Feb & Mar
- Contract negotiations took longer than expected and got off to a slow start; anxious time for authors, editors & office
- Atypen will allow us to integrate all three pubs in one place even though Wiley is only handling two of them
- What is her (Amy’s) biggest concern at this point?
 - That the issues are not getting out. There are more production steps now that it’s a bigger house.
 - That not everybody knows how to access the back content (still getting it through JStor)
- Question re: PSB and who had really looked at it in the last year; many hands went up
- OTNOTs & Highlights -> a desire to see if they are getting traction, because they take a lot of time. What drives them to the articles? Could Highlights serve as a press release (it’s a paragraph)?
- Wiley is giving authors tools to help them self-promote
- Are we seeing things in other journals that look like a great idea?
 - How often do we feed into ScienceNews? They used to have a dedicated plant person, but no longer.
 - We did get picked up by Nature recently (a commentary re: original flower)
 - Should we consider a Tansley Review type article? Also, it’s hard to keep the OTNOTs coming; might need an editor to focus on a big review and OTNOTs
 - Annals of Botany Special Lecture – garners a lot of publicity for them, its always well attended and we only charge \$500. Consider increasing this charge.

7. Wiley Publications Report - Steven Ottogalli and Gillian Greenough, Wiley

Gillian – Exe Editor

Otto – Pub of Life & Physical Sciences

Marketing

- There have been some “bumps” in the transition road and few things to work out on the production side
- APPS marketing banners & cards; call for papers
- Transition communications drafted & sent
- Campaigns to integrate journals started
- Broken links from GScholar, PubMed, and Web of Science
- Atypon needs to be moving smoothly before they build the “hub” for consolidated access

Journals & Production

- First issues are out/live
- Redesign
- Online proofing system
- One production editor handles both journals and is in Medford, MA; typesetter is in India; BSA staff still does copy editing
- Backfile for AJB is for sale at one-time purchase for 1997 or prior, but they are still hosted on JStor; The backfile for sale includes all new scans that are higher resolution (the JStor versions are quite poor quality).
- Summary of subscription list (~1800 -> 2900 already; so have expanded reach); later in the year they’ll give updates on this, and “Rest Of World” will be broken down in the future
- Wiley Journal Insights is an access point “dashboard” for metrics about journal usage & revenue; not set up yet

Future of Society Membership

- Wiley regularly does a survey of members (third one in 2017)
- Motivators for joining: community, content & career (in order of importance)
- Reasons to NOT join: never been invited & cost too high are the two top reasons
- Central Asia, Africa & Middle East are growing areas and could be “next wave of new members”

Q: Re: downloads & analytics: Sounds like everything will be available for sharing via Excel spreadsheet

[From agenda: 3:45 - 5:30 “Issues for Board and Staff Discussion”]

8. Building a Collaborative Community for Members

Plantae: They have given us a formal proposal to collaborate on this. It’s been relaunched; They claim to have rapid filling up of webinars;

- They want \$15-30k plus half-time person to develop content
- Wiley folks suggest that we need to learn more about what Atypon can do for us
- Plantae is supposed to be that communication arm of the NSF RCN
- We are in a transition period financially so we cannot make this decision now

- 60k people were initially solicited (used/took our membership list)
- ASPB is on the Planting Science grant and it was a partnership; Plantae.org could be helpful for our educational mission
- There is clear consensus that we need to do more research on this
- What does Plantae offer users/members that cannot be found elsewhere?
- Where is the money that they are requesting going? We'd need budgeting information.

General Data Protection Regulation (GDPR) Law

- Predecessor law = SafeHarbour
- Applies to EU members and their digital interactions
- What's a violation? For examples: Having a data breach and not disclosing it properly; not complying with request to remove person's data; sharing data without consent;
- Effectively it means that the person is the owner of the data and not the entity who collected the data; e.g., "Right to be forgotten" legislation
- This is being taken seriously and is going to mean that all organizations have to take extra steps to be in compliance with this regulation
- Enforcement date is May 25, 2018
- Wiley is discussing this and will share whatever they determine with us
- As a Board, we recognize that we have a fiduciary responsibility and must develop policies to establish compliance (e.g., need to map out where personal information is stored as a step so that it is easy to locate and remove)
- Suggestion that we consult with an attorney but there was a counter suggestion that this is premature
- Guidelines for compliance and best practices are included in the report (which report)

Several items from the agenda that we postponed or planned for discussion tomorrow:

Mentorship Program

Increasing International Membership Participation

Strategic Planning

Code of Conduct/Reporting Violations

Meeting adjourned 5:36 pm

MARCH 10, 2018 BSA BOARD (w/o staff) MEETING MINUTES

In attendance: Chelsea Pretz, James McDaniels, Amy Litt, Alison Miller, Loren Rieseberg, Erica Edwards, Gordon Uno, Andrea Wolfe, Ned Friedman, Heather Cacanindin, Ann Sakai, Lucinda McDade, Rachel Spicer

Call to Order 8:04AM

1. Board Minutes, October 26, 2017: MOTION to approve minutes -> APPROVED

2. Treasurer's Report

BSA FY2018 Profit and Loss

- Quarterly payments into publications
- Royalty check comes mid-2019
- Q: Do we have a way of independently calculating the royalty check value? A: No – we should keep an eye on this for errors; for instance, it should include the backfile purchases.
- Income from grants is down: grant for IBC from previous year
- Salaries reduced due to departures of Birgit & Bill
- Q: re: Line #5210; A: It's rent for co-work space for Jodi and Rob
- Should we engage the accounting firm more?

FY 2017 Financial Statements P

- Cash and cash equivalents include 100k from Wiley and the Canadian money transfer post-conference
- 27k loss on Ft Worth meeting
- MOTION to approve statements -> APPROVED

FY2017 BSA Investment Portfolio Review (Lucinda/Heather)

- Portfolio currently valued >5M
- Currently 100% in equities, which is a highly aggressive investment strategy
- Initial intent was to ensure future of AJB
- Comment: Not technically 100% equities given the recent change to maintaining 4 months of operating budget "cash on hand" policy
- Question re: how much of the earnings on these investments we are using annually? A: It is at least 2.5% (mostly for awards, sectional budgets).
- Should we move toward 70/30 balance?
- MOTION to establish a cap of 70% equities and reserve 30% in more conservative investments -> APPROVED
 - Lucinda and Heather will approach Jack
 - Financial advisor will determine how to do this wisely

3. Development Report - Ned/Heather

- Started with targeted appeal to past presidents asking for donations; “Presidents Fund” for initiatives with impact
- Pledges totaled over 30k
- Goal is 50k/year
- It turns out that something like this had been started 20 years ago and they are in the process of merging them (i.e., the two initiatives)
- Are we still trying to build the endowment to be able to sustain the society?
- We don’t want to grow our endowment at the expense of growing our members.
- Discussion about increasing dues to support research grants
 - Any increase has to be approved at the All Members Meeting
 - Suggestion: Currently \$70/yr for professional member – increase to \$100
 - We have 1200-1300 professional members
 - Take existing grad research funds (\$443k in Morgan Stanley; now called Bill Dahl awards)
 - 3.5% is the cap allowed for draw (but no one is sure where this is written)
 - Current situation is that students apply for many \$500 awards; general consensus that this amount is too small to be useful, and certainly too small to warrant the work on both the applicant and reviewer side.
 - Erika and Allison will work on this (w/ Andi, grad students, Sean, Nico as committee/working group?)
 - Should have policy in place for the All Members Meeting (= Business meeting)
 - Discussion about whether these funds should be permanently restricted
 - Jan-Mar 2019 applications could be due; 5-10k target
 - Concern about the same labs getting them year after year
 - Dedicate \$30 in dues to this fund?
 - We should also have a better sense of what’s going to happen with the Wiley relationship before making any big decisions with financial impact.
 - Suggestion that this a good idea but not that well thought out at this stage.

4. BOTANY 2018 Update - Amy Litt

- Requested 5k be allocated for childcare; suggestion instead that we find out how other conferences do this and aim to work something out for the following year
- Requested 4k for 40 gifts for students to go on field trips; would help fill up the field trips
 - Money is pooling up at the Garden for advance payments made in excess for supporting staff; we’re ratcheting this back (relevant here because the availability of funds was discussed)
 - View this as supporting graduate student experience; builds community
 - Things to consider:
 - How many sections give travel awards?
 - What about the extra nights lodging? Some thought this would be a deterrent

- MOTION: Make student field trip registration free on “first-come-first-served” basis this upcoming year -> APPROVED (8-2) with the general idea that it is just to assess this as an idea.

5. BOTANY 2019 Call for Symposia and Funding Process - Amy Litt

- Process of selecting 6/12 symposia went very smoothly
- Non-funded symposia all shifted to colloquia; we now have 13 colloquia
- Funding issues: different levels of support; historically colloquia do not get funded; societies are funding symposia and sections are funding colloquia
- Alaska – CBA contacted? Not yet. We’re meeting with them in Rochester

6. Conference Code of Conduct - Heather / Amy

- Idea for establishing a committee with reps of all participating societies
 - 3 year term (noting that not all societies participate each year)
 - Ask societies to designate a person
- \$275/hr for contracting professional who handles grievances (ombudsperson)
 - Comment that you can easily burn through 40 hrs on minor cases
 - Many other scientific societies have hired her (specific person in mind)
 - This is a conference expense
 - The conference could be thought of as an LLC which protects the societies (maybe?)
- BSA insurance policy covers the conference -> what is included in our coverage?
- This and the GDPR should be put on the agenda for the Presidents Breakfast at the Rochester meeting
- Code of conduct language: Can add this to the registration site and require members to click a box in order to proceed; needs to be on conference website and in program
- Social media policy is distinct and easier to agree on

7. Section Report - Erika Edwards

- Confusion about funding symposia and selecting which ones get funded
 - 3-4K average for symposia support
 - BSA gave 2k across the board to all of them
- Economic Botany wants to see their budget
- What is the role of the Advisory Council Chair?
- Nagoya Protocol (Chair of Economic Botany Section attended recent meeting and will produce report)
- SICB, new president wants to bring in plants and she has started a division
 - Their meetings are in Jan so no conflict

8. Student Report - James and Chelsea

- Membership: discussing ways to boost student interest
- Conference activity: chalk talk workshop last year; bringing back elevator speech workshop this year; undergrad networking event was success; same this year but

adding an ice breaker activity; student luncheon; Wiley will sponsor night out again

- Communication: Facebook Group; PSB student section

9. Human Diversity Considerations - Ann Sakai

- Need to think about sustainability for the 20k/year for the PLANTS program
- Post PLANTS information to ECOLOG
- Bring students from community colleges (CCs, HBCUs, tribal colleges) for the day (students & mentors) – next two conference locations are prime for this.
- Nominate senior BSA members as AAAS fellows. Got to section heads for Join AAAS!

Meeting adjourned at 11am.

ADDENDUM RE: EXECUTIVE DIRECTOR SEARCH

The Board met after lunch on March 10, 2018 to review the finalists for the Executive Director (ED) position. For background:

- After a national search and initial review of candidates by the BSA ED search committee, the committee identified three finalists. These finalists met with three members of the search committee and staff at MBG on Feb 23, 2018.
- Two finalists were identified following these meetings, both of whom met with the full Board during the March meeting (one on March 9 and another on March 10).

By majority vote, the Board agreed to appoint Heather Cacanindin as the new Executive Director of the Botanical Society of America.