

Membership and Communications Report

2023 February Board Meeting

Amelia Neely – Membership & Communications Manager

Membership Overview

	All of 2022		All of 2021		All of 2020		All of 2019		All of 2018	
	2022	% of Total	2021	% of Total	2020	% of Total	2019	% of Total	2018	Total
Corresponding	72	2.3%	72	2.2%	69	2.2%	69	2.3%	65	2.2%
Life	112	3.6%	102	3.2%	94	3.0%	87	2.9%	76	2.6%
Emeritus	335	10.9%	310	9.6%	299	9.5%	283	9.4%	280	9.5%
E Family	47	1.5%	42	1.3%	43	1.4%	39	1.3%	39	1.3%
Retired	72	2.3%	75	2.3%	73	2.3%	66	2.2%	65	2.2%
R Family	4	0.1%	2	0.1%	3	0.1%	2	0.1%	0	0.0%
3 Yr Professional	251	8.1%	286	8.9%	289	9.2%	300	9.9%	242	8.2%
3 Yr Prof Family	19	0.6%	20	0.6%	22	0.7%	20	0.7%	17	0.6%
Professional	751	24.4%	809	25.2%	857	27.3%	881	29.1%	984	33.5%
P Family	88	2.9%	100	3.1%	103	3.3%	111	3.7%	129	4.4%
CC Professional	37	1.2%	36	1.1%	41	1.3%	38	1.3%	34	1.2%
CC Family	4	0.1%	2	0.1%	3	0.1%	3	0.1%	2	0.1%
3 Yr Postdoc*	61	2.0%	35	1.1%	15	0.5%				
PostDoc	113	3.7%	140	4.4%	158	5.0%	159	5.3%	173	5.9%
PD Family	0	0.0%	0	0.0%	3	0.1%	3	0.1%	3	0.1%
3 Yr Student	311	10.1%	219	6.8%	144	4.6%	94	3.1%		0.0%
Student	610	19.8%	753	23.4%	713	22.7%	692	22.9%	643	21.9%
S Family	3	0.1%	2	0.1%	0	0.0%	0	0.0%	2	0.1%
S Chapter	24	0.8%	15	0.5%	21	0.7%	22	0.7%	34	1.2%
K-12 Teachers	7	0.2%	9	0.3%	14	0.4%	12	0.4%	15	0.5%
Affiliate	23	0.7%	23	0.7%	30	1.0%	22	0.7%	24	0.8%
Associate	0	0.0%	0	0.0%	0	0.0%	1	0.0%	2	0.1%
Amateur	39	1.3%	54	1.7%	59	1.9%	51	1.7%	60	2.0%
3 Yr Dev Nations	26	0.8%	12	0.4%						
Developing Nations	73	2.4%	96	3.0%	89	2.8%	69	2.3%	52	1.8%
	3082		3214		3142		3024		2941	
	2022		2021		2020	% of Total	2019	% of Total	2018	% of Total
Professional	2065	67.0%	2139	66.6%	2161	68.8%	2130	70.4%	2161	73.5%
Student	948	30.8%	989	30.8%	878	27.9%	808	26.7%	679	23.1%
Other	69	2.2%	86	2.7%	103	3.3%	86	2.8%	101	3.4%
<i>Growth/Decline</i>	3082		3214		3142		3024		2941	

The 2022 membership total decreased 4% compared to 2021, with 132 less members. Downward fluctuations like this are often associated with lower in-person member turnout for that year's Botany conference. With the increased cost of attending the 2022 Alaska conference, we are not surprised by this downward adjustment for 2022 membership numbers, especially for the student totals.

The membership total at the end of January 2023 compared to 2022 was only down by 32. BSA members have a grace period of two months in which they still receive membership benefits, such as Society emails. This year a new effort was started that any Society emails (newsletters, eTocs, eBlasts) sent to recently lapsed members (those who expired in 2022) also had a renewal message. I believe this renewal effort has helped close that membership gap significantly. Also, as this is early in the year, and awards and conference offerings are starting to become more available, we are hopeful that the number of current members will continue to increase in the months to come.

The BSA Renewal season started on October 1st with email renewals being sent to those due to renew at the end of 2022 as well as lapsed members back to 2017 (with one lapsed mailing going back as far as 2014). The renewal season will continue for the next few months to encourage our members to renew, give gift memberships, update their information, and to make donations.

Membership Category Highlights 2022 compared to 2021:

- We saw an increase of 10 new **Life members** who took advantage of our one-time cost to stay members in perpetuity.
- The **student membership** end-of-year total decreased in 2022, falling 4%, about 41 members. By the end of January 2023, however, the gap has shrunk to 12. No doubt in part due to the increased renewal messaging discussed above.
 - 311 student members took advantage of the **3-Year student membership category in 2022**, up from 219 in 2021 (up 42%).
 - There were 393 **New Student members** in 2022, which is 41% of the student member total, the percentage being down just slightly over the previous year, a trend we want to see for this group. Student members are staying with the society longer, no doubt in part to the increase in 3-year memberships. The 3-year gift membership program, which started in the Fall of 2021, will also continue to promote the longevity of student members in the society as well.
- The **developing nations'** 3-year memberships have increased since their start in 2021, with 26 members at that 3-year level by year-end 2022. This is 14 more compared to the same time in 2021. As of the end of January 2023 there are now 32 3-year developing nations' members, up 18 from the same time in 2022. The year-end 2022 developing nations' member total was 99, which is a decrease of 12 members compared to 2021. At the end of January 2023 there was a total of 103 developing nations' members, behind about 10 compared to the end of January in 2022. Overall, this group is very stable with a general trend of increasing each year. The 3-Year gift memberships have been a huge help in ensuring this group of members will receive connection and support for a full three years.
- The **2022 Gift Membership Drive**, which took place between October 1 through December 31, 2022, did not meet its goal of 175 gift memberships purchased and fell short by 50. When looking at the **Gift Membership program as a whole**, you can see a decrease in the amount of gift memberships comparing 2021 and 2022, but overall, there was actually an increase in financial giving as more 3-year gift memberships were purchased.
 - This year, more people have asked to "donate" gift memberships to the Society (meaning they purchase a gift membership without having a recipient in mind). I have been able to satisfy these requests and therefore offer both students and developing nations' members financial assistance because of these donations. I have made sure to add verbiage on renewal messaging to make sure these groups know that this new support is available.

- **Professional Members** (Professional, 3-Year Professional and Professional Family) decreased by 106 members comparing 2022 to 2021. As seen in past years, this category renews at a high rate, but we do not have the same new member numbers as we need to keep this category growing. We are working on ways to acquire new members of this membership level.

Professional members are asked each year to consider a membership fee increase of \$25 per year. This additional amount goes toward the Graduate Student Research Award fund. For the 2022 fiscal year, **\$16,400 was raised by Professional members opting-in to this membership fee increase**. A total of **470 1-Year** and **62 3-Year Professional members** opted-in to the increase. Of the 805 Professional members who renewed this fiscal year (some three-year members did not need to renew) only 273 (34 %) opted-out of the increase. Together, with GSRA donations (\$15,092), **\$31,492** has been raised for the GSRA.

- **Post Doc Members** are at almost exactly at the same point they were at this time last year. The 3-Year Post Doc memberships are now up to 61 in their third year, a total almost twice as high as the end of 2021. The 3-year category will help keep these members engaged for a longer time, so that will allow the total to increase as more new members join at this level.

Botany360

In 2022 there were 11 events as well as 4 “Phytochem Talks,” held by the Phytochemistry Section, which met every-other week for four weeks.

- [Ace It! - Write a Better Title](#) (March 2, 2022)
- [Ace It! - Write a Better Abstract](#) (March 23, 2022)
- [Careers in Botany: Government Agencies](#) (April 6, 2022)
- [De-mystifying the MS submissions process: Before you submit \(Part 1\)](#) (May 11, 2022)
- [De-mystifying the MS submissions process: Before you submit \(Part 2\)](#) (May 18, 2022)
- [So you want to get involved with section leadership...](#) (June 5, 2022)
- [Nurturing Botanists - Developing a Self- and Community-Care Practice](#) (August 11, 2022)
- [Applying to Grad School - A Q&A Session](#) (September 20, 2022)
- [Utilizing Botany conference content in your teaching](#) (November 2, 2022)
- [Intro to Reviews and Meta-analysis](#) (November 7, 2022)
- [A Trauma Awareness Workshop](#) (December 14, 2022)

Our goal is to have at least one event each month that fits in with the strategic plan goals of the Society. The Ad Hoc Committee met on February 17th and we have several up-coming events on the horizon. If you have ideas for events, or want to organize an event, email me at aneely@botany.org.

Social Media Report:

We are currently without a BSA Student Social Media Liaison as I and the Student Representatives work together to discuss the future of this position. I have taken over most of the BSA social media content since October 1, 2022 and will continue to do so until at least September 30, 2023 with the help of publications staff who continue to promote the BSA publications on social media. I am also managing the Spotlight Series and am working with the current Early Career Advisory Board group to highlight them in

our monthly Spotlights. If you have an early-career BSA member that you would like to see highlighted you can fill out [this form](#). Starting in January's newsletter, we also started highlighting professional members. Many of these are coming from the [Careers in Botany Profiles](#) that the Student Representatives refresh each year. If you have a professional member you would like to highlight, please email me.

Current Social Media Stats:

Instagram – 3,923 followers (up 400 since the November report)

Twitter – 19,210 followers (up 834 since the November report)

Facebook – 34,148 followers (down 1781 since the November report)

Total Followers on all three platforms: **57,281** (down 547 since the November report)

Facebook followers continue to drop off the platform, as is being seen in general for the platform and is not unique to BSA. We will continue to push high quality information to our large Facebook audience and support those members and followers who stay with the platform.

Please continue to use BSA's hashtags when you post on Twitter or Instagram.

#BSAMembers #BSAStudents #BSAAwards

Finally, in regards to the continued developments with Twitter. As the board knows, we are keeping our eyes on the news as well as keeping an eye on both the positive and negative comments from our membership base. We will continue to watch to see if Twitter fulfills a purpose to our community and will adjust our relationship with the platform if need be. At this time, it has been found that the community building aspect of the platform outweighs the issues that we have seen arise. We have no current plans of starting a presence on platforms other than the ones we use now.

Other Projects

- I continue to manage all BSA and SEB email communications to members including eNewsletters, eTocs, renewals, and eBlasts about events, annual meetings, and awards. I also work with SSE to send their prepared newsletters and emails to their members.
- I continue to make all changes to the BSA and SEB websites as needed including updated committees, awards, and publication needs.
- I am working with the Student Reps to overhaul the Student Chapters including new requirements that the chapters must meet for 2023 and beyond. A final culled list of Student Chapters will be announced in March.
- I am working with SEB on their 2023 annual meeting including managing their meeting webpages, social media, email communications, and being on their Publicity Subcommittee.
- I am currently working with Heather to prepare the BSA website and the awards portal for this year's award season that will continue to launch more awards throughout the first quarter of 2023.