

## Membership and Communications Report

2021 November Board Meeting

Amelia Neely – Membership & Communications Manager

### Membership Overview

	as of 10/31/2021	as of 10/31/2021	All of 2020	All of 2019	All of 2018	All of 2017	All of 2016
	<u>2021</u>	<u>2020</u>	<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>
Corresponding	72	69	69	69	65	68	63
Life	99	93	94	87	76	69	60
Emeritus	306	287	299	283	280	281	262
E Family	41	44	43	39	39	38	36
Retired	70	68	73	66	65	53	49
R Family	2	3	3	2	0	4	4
3 Yr Professional	284	287	289	300	242	178	
3 Yr Prof Family	21	22	22	20	17		
Professional	798	836	857	881	984	1050	1305
P Family	101	100	103	111	129	145	173
CC Professional	32	43	41	38	34	44	46
CC Family	2	3	3	3	2	4	2
3 Yr Postdoc*	34	8	15				
PostDoc	137	162	158	159	173	173	207
PD Family	0	3	3	3	3	1	2
3 Yr Student	189	138	144	94			
Student	731	659	713	692	643	630	751
S Family	2	0	0	0	2	3	5
S Chapter	16	19	21	22	34	37	41
K-12 Teachers	8	12	14	12	15	13	19
Affiliate	23	28	30	22	24	33	38
Associate	0	0	0	1	2	5	3
Amateur	52	57	59	51	60	64	58
3 Yr Dev Nations	4	0					
Developing Nations	93	82	89	69	52	24	
	<b>3117</b>	<b>3023</b>	<b>3142</b>	<b>3024</b>	<b>2941</b>	<b>2917</b>	<b>3124</b>
			<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>
Professional	2096	2110	2161	2130	2161	2132	2209
Student	938	816	878	808	679	670	797
Other	83	97	103	86	101	115	118
Growth/Decline	<b>3117</b>	<b>3023</b>	<b>3142</b>	<b>3024</b>	<b>2941</b>	<b>2917</b>	<b>3124</b>
	as of 10/31/21	as of 10/31/20					

Membership has increased 3% over the same time last year, with 94 more members. We are only 25 members behind the total number of members for 2020, so it is looking very promising that we will surpass last year's totals.

The BSA Renewal season started on October 1<sup>st</sup> with email renewals being sent to those due to renew at the end of this year as well as lapsed members back to 2018. The renewal season will continue for the next few months and into the new year to encourage our members to renew, give gift memberships, update their information, and to make donations. Special year-end giving emails are also scheduled to be sent to any current BSA member who does not need to renew.

## Membership Category Highlights compared to October 2020:

- We saw an increase of 6 new **Life members** who took advantage of our one-time cost to stay members in perpetuity.
- **Student membership** numbers continued to increase this year, adding 122 members (almost 15% growth) over this time last year, a similar growth as 2020 vs 2019 during the same time. Having very low-cost student registration to virtual conferences for the last two years was definitely a factor in this exponential growth that we have seen.
  - 189 student members have taken advantage of the **3-Year student membership category**, up from 138 at the same time last year.
  - There have been 385 **New Student members** this year so far (up from 375 last year), which is 41% of our student member total (down from 47% last year). We are excited to see that percentage decrease while the actual number of new students is increasing. It is showing that student members are staying with the society longer, no doubt in part to the increase in 3-year memberships. We hope that our new 3-year gift membership program will continue to promote the longevity of student members in the society as well.
- The **Developing Nations** category grew by 15 members (a little over an 18% growth compared to last year at this time) continuing the up-ward trajectory of this group and showing the importance of offering this membership level to colleagues in developing nation countries. We are close to having 100 Developing Nations members for the first time and that will likely come to pass before the end of the year. We are very excited the Developing Nations members can now take advantage of both 3-Year memberships and of being recipients of 3-Year Gift Memberships.
- **Professional Members** (Professional, 3-Year Professional and Professional Family) decreased by only 41 members compared to the same time last year. 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 type including an up-coming Refer a Professional program that is still being finalized.

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. This fiscal year **\$17,825 was raised by Professional members opting-in to this membership fee increase**. A total of **560 1-Year** and **51 3-Year Professional members** opted-in to the increase. Of the 854 Professional members who renewed this fiscal year (some three-year members did not need to renew) only 294 (34.4%) opted-out of the increase. Together, with GSRA donations (\$11,617), **\$29,442** 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 34 in their second year, a total twice as high as the end of 2020. The 3-year category will

help keep these members engaged for a longer time, so we are hoping that will allow the total to increase as more new members join at this level.

**There are several up-coming opportunities to engage and increase our membership in 2022.** We are excited with the prospect of the **in-person Botany Conference** this year. We are hoping to have **hybrid content** that will continue to support our members who cannot attend the conference in person.

We are also about to debut **Botany360**, a calendar of events that are geared to connect BSA members throughout the rest of the 360 days in which the conference is not in session. This concept was derived from the strategic planning process and is geared toward producing a wide variety of content from sections and committees who did not previously coordinate with one another. Section

and committee representatives will be asked to fill out a form and BSA office staff will approve the events and publish them on the public calendar. One of the questions on the form is to relate the event to the strategic plan, thus ensuring that the goals of the society's strategic plan will be front and center. Meetings to coordinate efforts between the Society sections and committees will happen several times a year to encourage cooperative planning and to make sure that the calendar stays full and active throughout the year. Finally, some of the Botany360 events will be open to the public, allowing us a way to gain new members through acquisition efforts.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26 (week)	27	28 10:00 am Field/Campus Event	29	30	1	2
3 (week)	4	5	6	7	8 10:00 am Botany in Public Space	9
10 (week)	11	12	13	14	15	16
17 (week)	18	19	20	21	22	23
24 (week)	25	26 10:00 am Botany in Public Space	27	28	29	30
31 (week)	1	2	3	4	5	6



Another new program on the horizon is the **BSA Affinity Groups**. This program, which came out of the Professional Development planning working group, allows for BSA members to apply to start a **BSA Slack channel** for a group of BSA members who share a common goal or need. Often more specific than BSA Sections, though sections are welcome to create a group, the affinity groups will allow for specific needs not yet currently met by the Society. An example might be Working Parents in Academia, or BSA Members in the Public Sector. It could also be via a theme such as Students Graduating in 2022.

The person applying for the Affinity Group will have to fill out a form and a point person will have to be designated for one full year. The point person is responsible for keeping the slack channel active and safe by posting at least once a week and watching for any code of conduct breaches (they will notify BSA if there is a problem). They will also need to coordinate at least one Botany360 event per year. If they need to step down during that year, they have to find a replacement or the channel will be closed.

It should be noted that BSA Slack is open to the public and therefore anyone can join BSA Slack. We have not yet had any problems, but we keep that in mind as we go forward. It is possible for an Affinity Group to have a private channel, but we are recommending that they are public if at all possible.

The new **3-Year Gift Membership Program** started on October 1st and allows for people to give Developing Nations Colleagues, as well as Students, three-year gift memberships for only \$30. Students can keep their membership for the full three years even if they graduate. So far 19 3-year gift memberships and 30 1-year gift memberships have been purchased since October 1st. Combined, we have 49 gift memberships out of the 175 Gift Membership Drive goal. Please consider helping us reach this goal!

**As board members, we ask that you continue to promote membership by renewing your membership, donating to the BSA endowment and award funds, purchasing gift memberships, and sharing our news and events by forwarding our emails and reposting our social media posts on your personal accounts.**

### **Social Media Report**

We are thrilled to have **Teresa Alexander** as our 2021-2022 BSA Student Social Media Liaison. She has shown great promise in her short time with us since October 1<sup>st</sup>. During her time with us so far, she has started the fun and engaging Taxa Tuesday, taken over the BSA Spotlight Series, and has been posting regularly on all three platforms.

To learn more about Teresa, you can check out the October Spotlight by visiting:  
<https://botany.org/home/careers-jobs/careers-in-botany/bsa-spotlight-series/teresa-alexander.html>

Do you know an early career scientist who you think would be great to highlight in the Spotlight Series? Fill out this form:  
<https://docs.google.com/forms/d/e/1FAIpQLSfYy05fmQP0X0tRIG1uOqpjPJ1s89Yfro7dakzzFP93y9Klv/viewform>

### ***Social Media Stats:***

Instagram – 2,661 followers (866 more than the year before)  
Twitter – 14,658 followers (3,675 more than the year before)  
Facebook – 35,052 followers (1,409 more than the year before)  
Total Followers on all three platforms: **52,371**