

Botany360 Program Update

March 8, 2022 Board Meeting

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Program Overview:

Botany360 was created in response to the Strategic Planning Sessions. It was decided that we needed to have community-building, professional development, and scientific learning events throughout the 360 days outside of the Botany Conferences.

Program Details:

Rob Brandt and I worked together to create an Event Calendar on the BSA website. This calendar will be managed by me. A google form was created that must be filled out and then vetted by me before I add the proposed event to the calendar manually.

An AdHoc Botany360 Committee was formed to help with organization of the program as well as to prepare some of the first events for the calendar. This committee meets on a quarterly basis. We have met twice so far. During the most recent meeting it was decided that we could open the event form to the BSA membership and public.

Botany360 Manager's Responsibilities:

- Work with contact of events to update the calendar and provide any extra services (such as the zoom link or registration if needed)
- Add event to the monthly *Membership Matters* eNewsletter
- Create Social Media posts on all BSA platforms at least once per event
- Create stand-alone emails to promote the event
- Add any recordings to the Botany360 landing page to use as a resource

Program Update:

As of today, there are three events on the Botany360 calendar:

- Ace It! – Write a Better Title (a workshop with Bruce Kirchoff and also developed by the Student Reps and the Early Career Professional Development Committee)
 - This event happened March 2nd. 94 registered and about 30 or so people attended.
- Ace It! – Write a Better Abstract (a webinar-style meeting with Bruce Kirchoff and also developed by the Student Reps and the Early Career Professional Development Committee)
 - This event will happen March 23rd, currently 70 are registered
- Careers in botany: government agencies (panel discussion developed by the Early Career Professional Development Committee)
 - This event will happen on April 6th

Program Future Events:

Some future event ideas that have not yet been finalized include:

- PUI Committee – Job/Applicant Panel
- Teaching Section – Round tables such as what it means to be involved in leadership

- Publications Committee – Promoting your work
- Applying to Grade School Panel
- Various ideas from DEI, Early Career, Public Policy, PUI and Student Committees/Sections
- “New Member” events

Program Takeaways after first event:

Our first event with Bruce Kirchoff was a great way for us to test the program and we found several ways to make improvements going forward.

- It will be strongly suggested that organizers use their own zoom account whenever possible, as long as they agree to follow the BSA Privacy Policy. I have already had to move 2 BSA office meetings to make room for the first three Botany360 events. Each in-house event also increases the time and energy spent by the Botany360 manager and BSA staff. We will certainly take into consideration groups that need this type of support and provide it, but many event organizers have their own resources that they can use and we will encourage them to do that.
- For this first event I was included in the planning meeting as well as many email strings for several weeks. Since it was the first event, this is not completely unexpected, but I do not have the bandwidth to be this intimately involved with every event. Going forward I expect all organizers to do the majority of the planning before I become involved. Since hopefully most of them will provide their own zoom account/registration, I should only have to be involved once they fill out the form.
- It might be worth sending a survey at the end of each event that can be shared with meeting organizers to help guide future events and to help keep the BSA office abreast of any feedback.

In Conclusion:

We are very excited that Botany360 has been launched and that we have some great events on the horizon. Many of the events will be recorded and made available on the Botany360 landing page and will serve as a great resource for our members and the public. The program will no doubt go through more changes as more events are added to the calendar, but we are off to a great start.

[Botany360 Landing Page](#)

[Botany360 Calendar](#)

[Botany360 Event Form](#)