

## Membership and Communications Report

2022 February-March Board Meeting

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### Membership Overview

	All of 2021		All of 2020		All of 2019		2018	Total	2017 of
	2021	% of Total	2020	% of Total	2019	% of Total			
Corresponding	72	2.2%	69	2.2%	69	2.3%	65	2.2%	68 ##
Life	102	3.2%	94	3.0%	87	2.9%	76	2.6%	69 ##
Emeritus	310	9.6%	299	9.5%	283	9.4%	280	9.5%	281 ##
E Family	42	1.3%	43	1.4%	39	1.3%	39	1.3%	38 ##
Retired	75	2.3%	73	2.3%	66	2.2%	65	2.2%	53 ##
R Family	2	0.1%	3	0.1%	2	0.1%	0	0.0%	4 ##
3 Yr Professional	286	8.9%	289	9.2%	300	9.9%	242	8.2%	178 ##
3 Yr Prof Family	20	0.6%	22	0.7%	20	0.7%	17	0.6%	##
Professional	809	25.2%	857	27.3%	881	29.1%	984	33.5%	1050 ##
P Family	100	3.1%	103	3.3%	111	3.7%	129	4.4%	145 ##
CC Professional	36	1.1%	41	1.3%	38	1.3%	34	1.2%	44 ##
CC Family	2	0.1%	3	0.1%	3	0.1%	2	0.1%	4 ##
3 Yr Postdoc*	35	1.1%	15	0.5%					
PostDoc	140	4.4%	158	5.0%	159	5.3%	173	5.9%	173 ##
PD Family	0	0.0%	3	0.1%	3	0.1%	3	0.1%	1 ##
3 Yr Student	219	6.8%	144	4.6%	94	3.1%		0.0%	##
Student	753	23.4%	713	22.7%	692	22.9%	643	21.9%	630 ##
S Family	2	0.1%	0	0.0%	0	0.0%	2	0.1%	3 ##
S Chapter	15	0.5%	21	0.7%	22	0.7%	34	1.2%	37 ##
K-12 Teachers	9	0.3%	14	0.4%	12	0.4%	15	0.5%	13 ##
Affiliate	23	0.7%	30	1.0%	22	0.7%	24	0.8%	33 ##
Associate	0	0.0%	0	0.0%	1	0.0%	2	0.1%	5 ##
Amateur	54	1.7%	59	1.9%	51	1.7%	60	2.0%	64 ##
3 Yr Dev Nations	12	0.4%							
Developing Nations	96	3.0%	89	2.8%	69	2.3%	52	1.8%	24 ##
	3214		3142		3024		2941		2917
	2021		2020	% of Total	2019	% of Total	2018	% of Total	2017 of To
Professional	2139	66.6%	2161	68.8%	2130	70.4%	2161	73.5%	2132 ##
Student	989	30.8%	878	27.9%	808	26.7%	679	23.1%	670 ##
Other	86	2.7%	103	3.3%	86	2.8%	101	3.4%	115 ##
Growth/Decline	3214		3142		3024		2941		2917

Membership has increased 2.3% over 2020, with 72 more members. It is worth noting that 2021's membership total was the largest since 2014. Membership at the end of February comparing 2022 to 2021 is slightly down, with most of the loss in the Professional Membership category. As this is early in the year, and awards and conference offerings are starting to become more available, we are hopeful that these numbers will turn around in the months to come.

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 2021 as well as lapsed members back to 2016. 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 2021 compared to 2020:

- We saw an increase of 8 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 111 members (almost 12.6% growth) over this time last year, a higher growth rate than 2020 vs 2019, which was 8.7%. Having very low-cost student registration to virtual conferences for the last two years, as well as successful gift membership drives, have contributed to the growth that we have seen.
  - 219 student members have taken advantage of the **3-Year student membership category**, up from 144 at the same time last year.
  - There have been 420 **New Student members** this year so far, which is 42.5% of our student member total. This percentage has fallen from almost 50% the year before, which is very promising considering the growth of this membership group. Student members are staying with the society longer, no doubt in part to the increase in 3-year memberships. The new 3-year gift membership program, which started in the Fall of 2021, will continue to promote the longevity of student members in the society as well.
  - The **2021 Gift Membership Drive**, which took place between October 1 through December 31, was a success! We surpassed our goal of 175 gift memberships purchased with a total of 187. This year included a 3-Year gift membership option for \$30 for the first time. Fifty-two 3-year gift memberships were purchased during the gift membership drive.
- The **Developing Nations** category grew by 12 members (a little over an 21% 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. As predicted in my last report, we have over 100 Developing Nations' members for the first time (108). 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 56 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 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. 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 (\$11,582), **\$29,407** 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 35 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 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 also hoping that the **hybrid content** will continue to support our members who cannot attend the conference in person.

In the first quarter of 2022 we debuted [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. See Botany360 report for more details.



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 sections, committees, and members to apply to start a **BSA Slack channel** for a group of BSA members who share a common goal or need. We are currently working with BSA Sections and Committees to see if they want to start Affinity groups before it opens to BSA membership. We will be assessing in March whether there is sufficient interest to start this program in the current year, or if we will need to push back the start date for 2023.

### Social Media Report

We are thrilled to have **Teressa 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 Teressa, you can check out the October Spotlight by [clicking here](#).

Do you know an early career scientist who you think would be great to highlight in the Spotlight Series? Fill out [this form](#) if you do.

### 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**

## Teresa's Report

*Twitter:*

### **Trends:**

Month	Tweets	Profile visits	Tweet Impressions	New followers	Mentions
Nov	64	10.9K	183K	281	145
Dec	48	9,421	231K	245	76
Jan	64	16.1K	244K	395	150

### **Social Impact:**

Based on the Trends table, the number of tweets directly affect the number of profile visits, mentions, and follower growth. So far, for the month of February, we have a rise in followers. I believe with more impactful tweets we will see higher numbers than the preceding months.

### **What can be improved:**

We can diversify the way we present information. Using video and poster illustrations may stimulate more impressions and engagements.

*Facebook:*

### **Social Impact:**

The reach of the Facebook page is down, but this has not affected the number of profile visits, which has increased. I believe the increase in profile visits is due to existing impactful content on the page. The posts that work best for this page, based on top posts with significant reach, are the BSA spotlight, summer and job opportunities, and introducing new staff or members of the BSA.

### **What can be improved:**

Testing video content like instructional videos for finding information on the BSA website and journal announcements similar to the twitter and IG journal posts can add to the content of the page to have more engagement.

*Instagram:*

### **Social Impact:**

There has been an increase in engagements and in followers, though there has been a decrease in accounts reached.

### **What can be improved:**

To increase reach, the continuation of using IG stories and calls to action in the captions of posts may be key. For example, Taxa Tuesday posts were not performing well on IG so I decided to post for Taxa Tuesday, but also use IG story to ask the question and include an answer from a follower. This post subsequently had a lot more engagement and reach (see post below).



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Posts



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Liked by letsbotanize and 131 others

botanicalsocietyofamerica #TaxaTuesday From an orchid, anthurium, lily and now a... more

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botanicalsocietyofamerica @georg\_botanikus got ya!



Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)



January 25 at 7:59 AM

132

22

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Overview ⓘ

Accounts Reached	969
Content Interactions	169
Profile Activity	24

Reach ⓘ

