



BOTANICAL SOCIETY OF AMERICA

Annual Report 2004 – 2005

Business Manager, Botanical Society of America

To be presented to the Botanical Society of America Council Meeting

August 14, 2005 – Austin, Texas

1. Introduction



The following report provides an overview of the activities of the Botanical Society of America's business office over the past twelve months. Let me begin by thanking and acknowledging the Executive Committee for their support and direction. On behalf of the Executive Committee, the Society, and myself, I also thank and acknowledge the Society's staff, Rob Brandt, Beth Hazen, Claire Hemingway, Wanda Lovan, and Johanne Storgan for their effort and dedication to the Botanical Society of America. What an exciting year! Once again, as a team, we were able to improve our ability to support BSA members, meetings and our mission.

2. Thank You

A special thank you to those members who donated to our endowment and to the BSA sectional/awards funds. Contributions totaled over \$5,000. Over the coming year we will be working to establish a series of opportunities for members to provide legacy contributions. It is felt many may wish to provide continued support for what can be viewed as personal contributions for future awards and activities in one's area of expertise.

3. Financial Report

As of 7-16-05, the Botanical Society of America's total cash position in the St. Louis and Columbus accounts was \$541,174.02 (\$522,207.26 in 2004). This was comprised of \$73,262.30 in St. Louis checking, \$431,810.64 in the Money Market Account and \$36,101.08 in the Columbus conference account.

Income from operations for the year to date is \$894,807.99 (\$858,510.60 in 2004, up 4.2%) with expenditure of \$648,654.29 (\$471,770.54 in 2004, up 33.9%). Based on anticipated expenditure and income projections, we will produce a surplus for the 2004/2005 financial-year of approximately \$140,000. We will hold

Profit and Loss Comparison (YTD)			
	2005	2004	2003
Operations			
Income	\$ 894,807.99	\$ 858,510.60	\$ 783,628.47
Expenditure	\$ 648,654.29	\$ 484,506.69	\$ 460,811.79
Balance	\$ 246,153.70	\$ 374,003.91	\$ 322,816.68
Conference			
Income	\$ 124,028.28	\$ 182,689.43	\$ 130,967.59
Expenditure	\$ 28,963.00	\$ 31,855.77	\$ 13,956.20
Balance	\$ 95,065.28	\$ 150,833.66	\$ 117,011.39
Investments			
Income	\$ 207,266.45	\$ 251,912.22	\$ 290,697.55
Expenditure	\$ 25,139.63	\$ 20,805.95	\$ -
Balance	\$ 182,126.82	\$ 231,106.27	\$ 290,697.55
Current Position			
Income	\$ 1,226,102.72	\$ 1,293,112.25	\$ 1,205,293.61
Expenditure	\$ 702,756.92	\$ 537,168.41	\$ 474,767.99
Balance	\$ 523,345.80	\$ 755,943.84	\$ 730,525.62
Account Balance Comparison			
BSA Cash	\$ 73,262.30	\$ 14,775.56	
BSA MM	\$ 431,810.64	\$ 439,316.34	
Meeting	\$ 36,101.08	\$ 67,815.36	
Smith Barney	\$ 2,901,661.04	\$ 2,384,899.07	
Total	\$ 3,442,835.06	\$ 2,906,806.33	

enough reserve to make it into the beginning of the November membership and subscription renewal period. For further information, please see the Treasurer's report.

4. Membership & Institutional Subscription Activity

Membership & Institutional Subscription Activity

	Print Subscriptions			Online Only			Total	Total		Total
	USA	Other	Total	USA	Other	Total				
Memberships										
Jul-02	612	329	941		987	314	1,301		2,242	
Jul-03	597	344	941	0%	1,096	348	1,444	11%	2,385	6%
Jul-04	551	324	875	-7%	968	347	1,315	-9%	2,190	-8%
Jul-05	547	268	815	-7%	1,099	325	1,424	8%	2,239	2%
Institutional Subscriptions										
Jul-02	1,309	380	1,689		9	3	12		1,701	
Jul-03	1,217	344	1,561	-8%	23	14	37	68%	1,598	-6%
Jul-04	1,212	342	1,554	0%	34	17	51	27%	1,605	0%
Jul-05	1,182	300	1,482	-5%	44	44	88	42%	1,570	-2%
Total										
Jun-02	1,921	709	2,630		996	317	1,313		3,943	
Jun-03	1,814	688	2,502	-5%	1,119	362	1,481	11%	3,983	1%
Jun-04	1,763	666	2,429	-3%	1,002	364	1,366	-8%	3,795	-5%
Jun-05	1,729	568	2,297	-6%	1,143	369	1,512	10%	3,809	0%

Membership numbers are up 2.2% on 2004 levels. Members ordering print subscription to the *American Journal of Botany* are down 6.8%. Institutional subscriptions are down by 2.2%, with print only subscriptions showing a 5.4% drop.

Professional, emeritus and life members need to encourage students to join the BSA. I'd like to suggest our student numbers, at less than 17%, are too low. It is important that we continue to bring in the leaders of the future. Member benefits have never been better.

I'd like to suggest we create a two new membership classes, one for associate members and one for amateur botanists.

Membership Profile by Type

Corresponding	50	2.2%
Life	48	2.1%
Emeritus	136	6.1%
Emeritus Family	13	0.6%
Professional	1439	64.3%
Professional Family	181	8.1%
Student	364	16.3%
Student Family	6	0.3%
K-12 Teacher	2	0.1%

The associate member class will be designed as a "sponsor type" membership. Our members may provide "associate status membership" to associates in countries in which they are doing research work. This will include full access to the online AJB features.

The amateur class will be designed to further our mission in regards to botanical education and the dissemination of scientific information. It will be designed to support the large number of amateur botanical groups around the world. This will be a non-voting, non-publishing member class, with the main benefit being online access to the journal and journal archives.

RECOMMENDATION: It is recommended we form a new member class, the amateur botanist. This will be a non-voting, non-publishing membership with online access to the *American Journal of Botany* (including the journal archives). Registration will be through the online process only. Cost = \$20

RECOMMENDATION: It is recommended we form a new member class, the associate member. This will be a non-voting, non-publishing membership with online access to the *American Journal of Botany* (including the journal archives). Registration will be through the online process only. Cost will be \$10 and must come through a current member.

5. *American Journal of Botany*

The *AJB* continues to thrive in a challenging and ever-changing environment. As noted above, the journal continues to face a declining print subscription base, down 14.5% over the past four years (5.7% last year). We are also watching an evolving debate around “open access” and various economic models designed to provide free access to printed materials. Our best response to changing conditions is a strong and well-supported publication. We need members to support and publish their best science in the *AJB*.

We are keeping trends in mind when making pricing and print run decisions. We have increased the base institutional subscription prices for the *AJB* from \$415 to \$440 in the 2006 year. I feel we should also increase our print rate to members by \$5 for students/emeritus and \$10 for professional members. These prices remain well below 50% of cost.

RECOMMENDATION: It is recommended we increase *AJB* member subscriptions by \$5 for students/emeritus and \$10 for professional members. This will reflect consistency in our policy for subscriptions to members and institutions alike.

The journal is the major asset and income earner for the BSA. Our future is very much pinned to its strength and the quality of scientific papers it attracts. Improving its ranking, and thus the need for libraries to carry an institutional subscription, is critical to the society as a whole.

Making our process cost effective and simple for authors are as important. In this respect, the *AJB* also presents itself as a venue for us to offer some of our most important membership benefits. At present, our base policy offers members the ability to publish eight free pages per year. Beyond this, we charge \$135 per page plus all incidental costs. We also charge \$365 for each color plate. Staff feels this policy needs be updated in an effort to encourage and increase a member’s desire and ability to publish in the *AJB*. We also feel it will increase the value of publishing as a member benefit. Our ultimate goal is to make publishing in the *AJB*, rather than other journals, the first option for all BSA members.

We would like to suggest, beginning January 1, 2006, we establish a new policy that encourages long-term BSA membership and increases the desire to publish in the *AJB*.

RECOMMENDATION: It is recommended we set new criteria for our “free page” policy in an effort to provide an incentive for long-term membership and increase our member’s desire/ability to publish in the *AJB*. I suggest we move to 20 free pages per year for members of more than 10 consecutive years, 16 free pages for members of 5-9 years and 12 free pages per year for members of 1-4 years.

RECOMMENDATION: It is recommended we set new criteria for our “color charge” policy in an effort to provide incentive for long-term membership and encourage more color in the journal. I suggest we move to free color plates for members of more than 10 years, \$100 per color plate (maximum charge of \$250) for members of 5-9 years and \$150 per color plate (maximum charge of \$300) for members of 1-4 years.

6. BSA Conference Planning

I’m pleased to report the redesign of the Conference abstract submission program has gone extremely well. You’ll find it much easier to submit abstracts. We have added new features to the website, the ability to create your own meeting itinerary, add live web-links to abstracts and upload presentation documents/files. We also offer poster presenters space to hold PDF files of their presentations.

Botany 2006 (Chico) is beginning to take shape. For more details, please see the Centennial Planning Committee report.

Upcoming Botany Conferences:

- 2007 Joint meeting with American Society of Plant Biologists, ABLs, AFS, and ASPT in Chicago
- 2008 Joint meeting with the Canadian Botanical Association-L'Association Botanique du Canada, ABLs, AFS, and ASPT in Vancouver
- 2009 Joint meeting with the Mycological Association of America, ABLs, AFS, and ASPT in Snowbird

7. BSA Office Developments & Functions

Building the BSA staff team has been the key development and improvement for 2005. The *American Journal of Botany* management and production is now run through St. Louis. Beth Hazen, Production Editor, runs the production and copy editing out of her home in New York; Claire Hemingway manages the overall workflow out of the St. Louis office and will shortly be joined by Amy McPherson. Amy will assume Claire’s role, and Claire will move to a dual role largely focusing on educational initiatives. Rob Brandt has also joined the team to run our information technology function. Rob did most of the work on our abstract submission site. Over the coming year, he will use his expertise to synchronize all our systems and make things much simpler for all.

With the new staff group, we will begin to focus on how we move forward on our mission. In many instances, I feel this will develop by supporting appropriate activities and projects at the committee/section level.

RECOMMENDATION: Beginning in budget 2006/7, money will be allocated to committees in an effort to accomplish specific mission-related tasks. A staff member will operate as an ex-officio member of each committee that has been allocated funds to support project development and completion.

8. Web Developments

For a detailed report, please see the Webmaster's report. In short, the BSA websites have had another good year in terms of access. The number of visitors to the main BSA website is up 80% on last year. More importantly we are developing tools such as "Scientific Inquiry through Plants" that will drive expansion in a mission-related way.

9. Committees and Sections

a. Scientific Inquiry through Plants

Scientific Inquiry through Plants is an innovative forum allowing students to discover biological core concepts through hands-on inquiry projects and online mentorship from plant scientists.

The "Scientific Inquiry through Plants" project continues to gather steam. It will be a major feature during the educational forum and presented again in the Teaching Section papers for the scientific meeting. Please take some time to understand the concept as it hold tremendous potential for outreach in relation to our mission. Go to http://www.botany.org/scientific_inquiry/

b. Conservation Committee

The Conservation Committee is in the process of establishing a set of botanical resources (webpages) for each State. This project will expand internationally over time. Go to <http://www.botany.org/newsite/conservation/>

c. Teaching Section

Special thanks to the Teaching Section as its members begin the process of reviewing the BSA's online image collection. This is a tough task, and we really would like to get the sections involved in both reviewing/altering image comments and donating further images.

RECOMMENDATION: It is recommended we continue to develop and expand the "Scientific Inquiry through Plants" project.

10. Relationships & Collaboration

Over the past year the BSA has continued to develop its role in the wider community. As such we have moved on several projects that fit well with our mission and take serious botany to the wider world. Several of the efforts are listed below.

a. American Society of Plant Biologists

We have continued to develop relations with ASPB. You'll have noted the 2007 joint meeting in Chicago. We are also re-opening discussions regarding joint educational outreach possibilities. I attended their educational committee meeting in Seattle and am excited about the possibilities of collaboration. In return, Dr. Lawrence Griffing, ASPB Education Committee Chair, will attend our meeting in Austin.

b. Council of Scientific Society Presidents (CSSP)

Ed Schneider and I attended the CSSP meeting in Washington DC in November of 2004.

c. Ecological Society of America

In conjunction with the CSSP, meeting Ed and I met with ESA Executive Director. Katherine S. McCarter. We discussed the possibility of holding a joint meeting in 2010 or beyond. No decision has been reached.

On behalf of the BSA staff, we wish you a great Botany 2005 and a rewarding 2006.

Bill Dahl, Executive Director