

Summer 2019: Student Representatives Board Report

The Botanical Society of America

Officers

Outgoing: Chelsea Pretz (2017-2019)

Current: Min Ya (2018-2020)

Incoming: Shelly Gaynor (2019-2021)

Communication

BSA Website Changes:

1. *Careers in Botany* -- We have started to update the Careers in Botany webpage with the career "speed-daters" for Botany's Career in Botany Luncheon. We will need to continue to add a couple more people to highlight the diversity of careers and people in Botany. We would like to thank Amilia Neely for all her work making this possible.
2. *Featured Students* -- We are still working with Amilia to update this page with current BSA students. We are planning on using profiles from BSA Award Winners.

PSB Articles:

1. *Summer Issue*: Along with highlighting student-focused events at Botany, two BSA members, Janet Mansaray and Brian Atkinson, share their experience of how Botany has made an impact on their science career.

BSA Student Social Media Liaison Position: (This will require a board vote)

1. *Promoting the Position* -- This will be done on social media, as well as sending an email out to all BSA student members.
2. *Logistics of the Position* -- Attached is the job description. This position will be re-evaluated during the Spring Board Meeting to determine if it should be continued.

Botany 2019

We outline the student events during the spring board meeting, but we want to take the time to thank several people who helped with the student events. We would first like to thank all the BSA, staff especially Johanne Strogran for all your help making these students events happen and advertising for them.

- 1) *Professional Writing: Covering Personal Statements, Research Statements, and Teaching Statements* -- We would like to thank University of Arizona's Think Tank, Nick Cenegy, and Erin Dokter, along with BSA Members Gordon Uno, and Melanie Link-Perez for presenting at this workshop.
- 2) *Botany Career Luncheon*: We would like to thank Betsy Arnold from University of Arizona for being our keynote speaker, and all the career "speed-daters."
- 3) *Student Social and Networking Event*: We would like to thank Wiley for sponsoring this event and Playground in Tucson for hosting it.
- 4) *CV reviewing sessions*: This is a new student-based event for Botany which helps students get feedback on their CV/Resume. We would like to thank Johanne and Amy Litt for helping us organize this event. We also like to thank all the professional members who actively responded to our call for volunteer reviewers.

Position: BSA Student Social Media Liaison

Time: 5% Appointment (8-10 hours a month)

Pay: \$1,500.00 Stipend

Duration: One year (Aug-July)

Description:

In this role you will be engaging BSA members on social media in hopes to create a digital community for botanists, plant researchers, and plant lovers. You will be working closely with BSA staff and members, following the social media strategic plan, and creating monthly contest for students to compete in.

Job duties and job responsibilities:

- Create original posts (not sharing or retweeting posts) on social media accounts a minimum of three times per week.
- Create bi-monthly to monthly competition on twitter/facebook/instagram for BSA students to engage. (e.g. #UnscienceAPlant)
- Work with BSA Student Reps and Chapter Presidents to help promote events and resources.
- Work with BSA Membership and Communications Manager to update BSA Student Pages on the BSA website.
- Utilize social media analytics data and create a Social Media Strategic Plan to maintain continuity and image while working with the BSA staff.

Requirements and qualifications:

- Ability to communicate clearly and have access to internet.
- Must be a BSA student member.

Success in the Role:

- Engage BSA student members in a way the increases membership and community between student members.
- In the last month, train the new BSA Student Social Media Liaison.

Reports and Interacts with:

- As a liaison you will be interacting with the current BSA Student Reps, and BSA staff
- The first month will consist of training with the BSA Social Media staff to learn BSA branding and voice.
- You will directly report to BSA Social Media staff on a weekly basis.

Hiring process:

- Applicants will submit a cover letter and CV
- Applications will be reviewed and selected by the BSA Selection Committee. The Selection Committee consists of the BSA Student Reps, BSA Staff that are involved in social media, and the Education Chair.