



American Society of Plant Biologists

Cultivating a better future through plant biology research.

ASPB NEWS FOR
IMMEDIATE RELEASE
May 2, 2018

ASPB Wins 2018 Excellence in New Communications Award for *Plantae* from the Society for New Communications Research of The Conference Board

Rockville, Maryland, May 2, 2018 – The American Society of Plant Biologists (ASPB) is pleased to announce that *Plantae*, the online home for the global plant science community, has been awarded an Excellence in New Communications Award from the Society for New Communications Research of The Conference Board (SNCR) in the Communications, Communities, and Collaboration category – nonprofit division. This prestigious award honors organizations for their exemplary use of digital, mobile and social media.



About *Plantae*

Addressing today's most pressing global problems requires that scientists are able to work effectively with colleagues from diverse disciplinary, workplace, and cultural backgrounds, and that they are equipped to engage the broader community around their findings. At the same time, plant science is becoming an increasingly interdisciplinary, big data–driven activity. Given these drivers and their potential impact on vital societal challenges, ASPB launched the *Plantae* online community on the Breezio platform in 2017 as part of an innovative online strategy to better support the global plant science community. The *Plantae* community is open to anyone who is working in or interested in the plant sciences or collaborating with plant scientists, regardless of whether are an ASPB member, and with no restrictions related to discipline, background, career phase, or geographic location. The *Plantae* initiative is intended to unite and empower the plant science community by fostering collaborations, providing access to a rapidly growing global network of over 8,000 plant science professionals, and offering tools for groups and individuals to use in ways that help them best achieve their goals. *Plantae* is also forging connections among related organizations, policy makers, and citizen scientists.

Plantae's overall approach is focused on serving the needs the individual, with several key objectives:

- **Listen** to understand what our members need and make sure they feel valued
- **Provide** opportunities to develop skills and gain experience
- **Help** individuals create a sense of identity and increase their visibility within the community
- **Give** the tools, technology, and assistance for people and groups to facilitate their own work
- **Foster** connections and relationships by providing exposure and access to a broad network of people

“We are happy to honor ASPB and its innovative work with the Plantae initiative as a winner of this prestigious awards program,” said SNCR Senior Fellow Paul Gillin, chair of the SNCR Excellence Awards & Best Practices committee.

“We are extremely proud of our work to support such a dedicated community of scientists, and winning this award reaffirms the wisdom of our overall approach and direction,” said ASPB CEO Crispin Taylor.

Award nominations were submitted as case studies and reviewed by a panel of SNCR Fellows and Advisory Board members. In its 12-year history, SNCR has honored more than 300 organizations through this prestigious awards program, and all the winning case studies are available to members of The Conference Board at www.conferenceboard.org/sncr. An awards dinner and gala to celebrate the honorees will take place at a ceremony in New York on the evening of June 26, following The Conference Board’s 23rd Annual Corporate Communications Conference.

###

About The American Society of Plant Biologists (ASPB)

ASPB is a professional scientific society, headquartered in Rockville, Maryland, devoted to the advancement of the plant sciences worldwide. With a membership of some 3,000 plant scientists, and a community of over 8,000 from throughout the United States and more than 50 other nations, the Society self-publishes two of the most widely cited plant science journals, *The Plant Cell* and *Plant Physiology*, as well as *Plant Direct*, which is published jointly with SEB and Wiley. For more information about ASPB, please visit <http://www.aspb.org/>. Also follow ASPB on Facebook at [facebook.com/myASPB](https://www.facebook.com/myASPB) and on Twitter [@ASPB](https://twitter.com/ASPB).

About the Society for New Communications Research of The Conference Board

The Society for New Communications Research of The Conference Board (SNCR) is a nonprofit research organization and think tank dedicated to the advanced study of new media and communications tools, technologies and emerging modes of communication, and their effect on business, media, culture, health, law and society. In February 2016, SNCR became part of The Conference Board, a global, independent business membership and research association working in the public interest. Founded in 1916, The Conference Board is an objective, independent source of economic and business knowledge with one agenda: to help our member companies understand and deal with the most critical issues of our time. Visit <http://www.conferenceboard.org/sncr> for more information.

For more information, please contact:

Susan Cato

Director, Digital Strategy & Member
Services

ASPB

scato@aspb.org