

# American Society of Plant Biologists

## Membership Committee Meeting

February 3, 2021 10:00– 11:30 a.m. EST

### ATTENDANCE:

Laurie Smith, Crispin Taylor, Shoshana Kronfeld, Jean Rosenburg, Maddie Grant, Judy Callis, Rebecca Dickstein, Katy McIntyre, Gustavo Macintosh, Leeann Thornton, Andrew Foudree, Ashlyn Wedde, Judy Brusslan, Carolyn Lee-Parsons

### Meeting Summary:

1. The meeting was called to order at 10:00 am Eastern time; Permission was given to record the videoconference and the Agenda was approved.
2. Minutes of the February 3, 2021 meeting, along with summary for posting, were approved by email on \_\_\_\_\_.
3. **Agenda Item 1** – Laurie Smith was introduced by Shoshana.
4. **Agenda Item 2** – The responsibilities of being a committee member includes responding to emails, responsible for membership, recruitment, and retention plans, help set up a workshop at the annual meeting, being the ‘thought leader’ in terms of membership inside of ASPB, approving requests from sections from their funds for their events, volunteer to work on specific task forces and areas, provide input, supply articles for the ASPB news, and attend to additional committee appointments that are made directly by the President (e.g. Early Career Representatives, Section Reps, Ambassador Alliance).
5. **Agenda Item 3** – ASPB News – There was a discussion of whether to take out hardcopy and just email a pdf copy electronically only. Crispin mentioned the funding for distributing ASPB News was \$125K in total for pdf, hardcopy, and layout set up, while hardcopy distribution is \$30K only. Everyone decided to hand out both hardcopy and pdf version electronically since hardcopy distribution doesn’t add that much in the budget. The articles that are needed to provide this year are Where are they Now, Luminaries (1 more), and Membership Corner (1 more). Rebecca Dickstein is planning to retire and is interested to work with somebody for taking over for her. Please let Rebecca know if you are interested. Shoshana will send a google sheet to the committee, where the editors can add topics of the articles and the committee members can comment and suggest some ideas. So far, we have 4 volunteers (Leeann, Andrew, Rishi, and Ashlyn) to do this future of the ASPB News task force.
6. **Agenda Item 4** – Rishi discussed on the proposal for alternative ECR membership models (<https://community.plantae.org/path/5712234016703252009/article/5712231139385542596/proposal-for-alternative-ecr-membership-models>). The major concern from the ASPB Early Career Membership is the high cost of membership dues and they proposed three models for lowering the cost. The responses from the committee were: to look at both member value proposition and cost and not just only cost. There should be budgeting arrangements. Others suggest having free membership fees for undergraduates and have mentors, however an increase of sponsorships. A taskforce

will be set up in order to continue this conversation. This agenda item will come back with updates for the next meeting.

7. **Agenda Item 5** – PB2021 Membership Committee Workshop – This year’s workshop will be in conjunction with the ECPS section and the Women in Plant Bio committee. The name of the workshop will be “Careers Beyond Academia in the Bio-economy.” This workshop will include panelists in the Bio-economy (mostly industries, start-ups, few big Ag, maybe one person that works in the government). This year’s meeting will be virtual and the format of this workshop will be like a roundtable of panelists with open discussion and Q&A. There are no selected panelists as of now. Please reach out to Katie if you have any panelist suggestions.
8. **Agenda Item 6** – Membership Recruitment and Retention Goals for 2021 – There was no time to discuss this agenda item. This item will be focused for the next committee meeting. The committee members need to write a value proposition that is clear. It has been mentioned that there is a ‘big membership problem’ when comparing last year’s annual virtual meeting. Apparently, there has been a loss of membership and no gain of new members this year. The committee must focus on this and come up with a value proposition. Shoshana will send out recent trends of membership data to the committee before the next meeting. This data will help to give an idea of how to write this value proposition for their next meeting regarding this agenda item.
9. The meeting was adjourned at 11:30 am.

---

Meeting summary was drafted by \_\_\_\_\_  
February \_\_, 2021. Reviewed and edited by \_\_\_\_\_.