**American Society of Plant Biologists**

**Membership Committee Meeting**

March 5, 2021 12:00– 1:30 p.m. EST

**ATTENDANCE:**

Laurie Smith, Crispin Taylor, Shoshana Kronfeld, Jean Rosenburg, Maddie Grant, Kathryn McIntyre, Gustavo Macintosh, Leeann Thornton, Andrew Foudree, Ashlyn Wedde, Judy Brusslan, Carolyn Lee-Parsons, Rishi Masalia, Katie Rogers, Emily Heaton, Clayton, Erin Sparks

**Meeting Summary:**

1. The meeting was called to order at 12:00 pm Eastern time; Permission was given to record the videoconference and the Agenda was approved.
2. **Agenda Item 1** – Review of Member Data – The current membership report and the 2018 Membership project was discussed.
   1. As shown by the data, there was a decrease in ASPB membership from 2015 to 2016 due to the following reasons: 1) the economy dropped, 2) since the economy declined, the institution wanted to change the policy of who paid the membership whether it was supposed to be the institution or the professor, 3) the membership policy has changed where you no longer need to be an ASPB member for submitting an abstract to the Plant Biology meeting, and 4) there were no autorenewal reminder emails in the database. After 2016, there was an increasing trend of membership. There was a dip in 2020-2021 because of COVID-19, switching the Plant Biology meeting to virtual, and having group membership packages. Every year in the Plant Biology meeting, approximately 1/3 of the attendance were non-members. They can pay any amount of money for the conference coming from their grants or companies, but they cannot pay membership.
3. **Agenda Item 2 and 3** – Long-Term Goals and Discussion on MVP
   1. In other societies, keynote speakers mention the value of the society to young scientists in their seminars. The committee discussed that something like this could be integrated for the next Plant Biology meetings. It has been shown that the career development panels, and networking activities are favored by the people who attended ASPB meetings.
   2. Of all these years, ASPB has been publicizing its membership values by emailing those in the database. It has been working well when sending out emails in segments to non-members. For instance, converting Plantae to membership has been successful. The core issue is that non-members can attend free webinars and seminars and participate in Plantae, which are the same resources for ASPB members. How do we start to differentiate what you can get as a member vs. a non-member? Right now, a non-member can take advantage of what ASPB provides.
   3. Shoshana made a poll and have the committee fill out what resources or activities ASPB members get versus non-members. According to the poll results, the Plantae webinars (64%) were the highest. Then the mentoring center (50%) should be in the ASPB member only.
   4. Options for non-members that was discussed: 1) Non-members can pay a particular webinar of interest for them to have access to instead of paying for the membership fee. 2) The institution or company can pay for the content or access webinars instead of paying membership fees individually (like the same concept as journal subscriptions). 3) The non-members can attend free webinars initially. If they want to continue watching the webinars, they can pay for the rest of the content or join as an ASPB member.
4. **Agenda Item 4 –** Review of 2020 Campaign Strategies. Discussion of what to continue, changes to be made, and what to try this year.
   1. Some parts of this agenda item were discussed in agenda items 2 and 3. This agenda item will be thoroughly discussed in the next meeting.
5. The meeting was adjourned at 1:30 pm.

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Meeting summary was drafted by \_\_\_\_\_\_\_\_\_\_\_

March \_\_\_, 2021. Reviewed and edited by \_\_\_\_\_\_\_\_\_\_.