



BOTANICAL SOCIETY OF AMERICA

Mission: *The Botanical Society of America exists to promote botany, the field of basic science dealing with the study and inquiry into the form, function, development, diversity, reproduction, evolution, and uses of plants and their interactions within the biosphere.*

The objectives of The Society are to: *sustain and provide improved formal and informal education about plants; encourage basic plant research; provide expertise, direction, and position statements concerning plants and ecosystems; and foster communication within the professional botanical community, and between botanists and the rest of humankind through publications, meetings, and committees.*

I. 2014 BSA Business Report - 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, Catrina Adams, Rob Brandt, Heather Cacanindin, Richard Hund, Toby Lounsbury, Wanda Lovan, Amy McPherson, Beth Parada, Birgit Spears and Johanne Stogran, for their efforts and dedication to the Botanical Society of America.

II. Thank you!

We extend a special thank you to members who donated to our endowment, and to the various BSA section and award funds. Contributions so far this year totaled over \$30,500.

III. Financial Update

Our key operational revenue streams for the year are budgeted at \$1,555,853. Actual income to date is \$1,568,953, a positive variance (+\$13,100), which is due to higher than anticipated income from Botany 2104 in conjunction with the final payments/expenses from the first NSF DK12 PlantingScience grant.

Expenditures are currently running at \$1,176,350, below the anticipated full-year budget of \$1,584,332. Variance (-407,982) at -26% is deemed in line with our end of the year projections. I anticipate we will end the year running very close to budget on operational expenditure.

Overall the Society is in reasonable

Profit & Loss Statement

October 1, 2013 thru July 7, 2014

BSA Consolidated Financial Summary

| | 2013-14 YTD | 2013-14 Budget | Variance | | 2012-13 Budget | 2012-13 Actual |
|-----------------------------------|--------------|----------------|-------------------|----|----------------|----------------|
| Operations | | | | | | |
| Income | \$ 166,099 | \$ 204,635 | \$ (38,536) -19% | \$ | \$ 183,233 | \$ 175,487 |
| Expenditure | \$ 367,686 | \$ 561,611 | \$ (194,245) -35% | \$ | \$ 573,063 | \$ 650,183 |
| | \$ (201,587) | \$ (357,276) | | \$ | \$ (360,430) | \$ (474,696) |
| Publications | | | | | | |
| Income | \$ 966,048 | \$ 1,005,718 | \$ (39,670) -4% | \$ | \$ 1,088,075 | \$ 1,014,471 |
| Expenditure | \$ 455,642 | \$ 512,389 | \$ (56,747) -11% | \$ | \$ 542,065 | \$ 569,917 |
| | \$ 510,406 | \$ 493,329 | | \$ | \$ 526,980 | \$ 414,553 |
| Conference | | | | | | |
| Income | \$ 327,237 | \$ 248,000 | \$ 79,237 32% | \$ | \$ 256,875 | \$ 323,003 |
| Expenditure | \$ 129,817 | \$ 241,645 | \$ (112,128) -46% | \$ | \$ 235,015 | \$ 335,080 |
| | \$ 197,419 | \$ 6,055 | | \$ | \$ 21,860 | \$ (11,157) |
| Education | | | | | | |
| Income | \$ 80,440 | \$ 12,500 | \$ 67,940 544% | \$ | \$ 35,000 | \$ 215,870 |
| Expenditure | \$ 143,788 | \$ 183,719 | \$ (39,931) -22% | \$ | \$ 170,039 | \$ 209,180 |
| | \$ (63,349) | \$ (171,219) | | \$ | \$ (135,039) | \$ 6,690 |
| Development | | | | | | |
| Income | \$ 29,130 | \$ 85,000 | \$ (55,870) -66% | \$ | \$ 89,525 | \$ 27,851 |
| Expenditure | \$ 72,003 | \$ 84,368 | \$ (12,363) -15% | \$ | \$ 79,206 | \$ 79,881 |
| | \$ (42,873) | \$ 634 | | \$ | \$ 10,319 | \$ (52,210) |
| Board | | | | | | |
| Income | \$ - | \$ - | | \$ | \$ - | \$ - |
| Expenditure | \$ 7,433 | \$ - | | \$ | \$ - | \$ - |
| | \$ (7,433) | \$ - | | \$ | \$ - | \$ - |
| Operations - sub total | | | | | | |
| Income | \$ 1,568,953 | \$ 1,555,853 | \$ 13,100 1% | \$ | \$ 1,633,308 | \$ 1,757,391 |
| Expenditure | \$ 1,176,350 | \$ 1,584,330 | \$ (407,980) -26% | \$ | \$ 1,800,818 | \$ 1,874,211 |
| | \$ 392,603 | \$ (28,477) | | \$ | \$ 32,690 | \$ (116,820) |
| Sections | | | | | | |
| Income | \$ 27,350 | \$ 12,500 | \$ 14,850 119% | \$ | \$ 40,360 | \$ 35,294 |
| Expenditure | \$ 20,575 | \$ 1,852 | \$ 18,023 1145% | \$ | \$ 33,300 | \$ 18,039 |
| | \$ 6,775 | \$ 10,848 | | \$ | \$ 7,060 | \$ 18,355 |
| Awards | | | | | | |
| Income | \$ - | \$ 36,000 | | \$ | \$ - | \$ - |
| Expenditure | \$ 6,150 | \$ 16,900 | \$ (10,750) | \$ | \$ - | \$ 10,450 |
| | \$ (6,150) | \$ 19,100 | \$ (25,250) | \$ | \$ - | \$ (10,450) |
| Investment | | | | | | |
| Income | \$ 256,600 | \$ - | \$ 256,600 | \$ | \$ - | \$ 551,257 |
| Expenditure | \$ 16,334 | \$ 10,000 | \$ 6,334 | \$ | \$ - | \$ 49,880 |
| | \$ 240,266 | \$ (10,000) | | \$ | \$ - | \$ 504,378 |
| Non-Operations - sub total | | | | | | |
| Income | \$ 283,950 | \$ 48,500 | \$ 235,450 485% | \$ | \$ 40,360 | \$ 586,551 |
| Expenditure | \$ 43,059 | \$ 28,552 | \$ 14,507 51% | \$ | \$ 33,300 | \$ 78,299 |
| | \$ 240,891 | \$ 19,948 | | \$ | \$ 7,060 | \$ 510,283 |
| Overall Position | | | | | | |
| Income | \$ 1,852,903 | \$ 1,604,353 | \$ 248,550 15% | \$ | \$ 1,673,668 | \$ 2,343,943 |
| Expenditure | \$ 1,219,409 | \$ 1,612,882 | \$ (393,473) -24% | \$ | \$ 1,833,918 | \$ 1,950,480 |
| | \$ 633,494 | \$ (8,529) | | \$ | \$ 39,750 | \$ 393,463 |

shape, with year-to-date income of \$1,852,903 (+15% on full-year budget) and expenditure of \$1,219,409 (-24% on full-year budget).

Our current account balances are:

St. Louis Cash - \$85,734.24

Money Market - \$150,257.63

Conference Account - \$267,967.81

Smith Barney - \$4,859,277

Over the past few years we have budgeted income from the Smith Barney account that we have not needed to withdraw. This year we will likely request \$100,000 to \$150,000 from the funds allocated to top up our St. Louis Cash/Money Market accounts.

IV. Membership

Membership in the Society remains relatively stagnant. We anticipate coming close to the 2013 levels in all membership types. We are concerned with lower than anticipated student numbers.

| Membership Types | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2006 | 2005 | 2004 | 2003 |
|------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Corresponding | 82 | 59 | 57 | 57 | 57 | 57 | 53 | 53 | 49 | 51 | 50 | 49 |
| Life | 54 | 54 | 51 | 53 | 53 | 54 | 54 | 54 | 51 | 48 | 48 | 48 |
| Emeritus | 233 | 228 | 250 | 219 | 212 | 212 | 201 | 192 | 114 | 132 | 92 | 149 |
| E Family | 32 | 32 | 0 | 30 | 30 | 27 | 23 | 25 | 14 | 16 | 5 | 7 |
| Retired | 38 | 34 | 31 | 33 | 28 | 30 | 21 | 9 | | | | |
| R Family | 1 | 2 | 0 | 4 | 8 | 4 | 2 | 2 | | | | |
| Professional | 1333 | 1450 | 1430 | 1413 | 1400 | 1562 | 1557 | 1571 | 1393 | 1522 | 1550 | 1687 |
| F Family | 203 | 217 | 234 | 233 | 231 | 255 | 247 | 238 | 187 | 181 | 145 | 161 |
| CC Professional | 31 | 42 | 49 | 44 | 31 | 20 | | | | | | |
| CC Family | 8 | 12 | 0 | 0 | 5 | 5 | | | | | | |
| PostDoc | 189 | 199 | 217 | 188 | 149 | 88 | | | | | | |
| PD Family | 8 | 11 | 0 | 10 | 8 | 5 | | | | | | |
| Student | 662 | 801 | 841 | 900 | 833 | 816 | 785 | 701 | 371 | 377 | 354 | 347 |
| S Family | 14 | 13 | 10 | 9 | 9 | 19 | 29 | 14 | 11 | 7 | 5 | 4 |
| S Chapter | 36 | 46 | | | | | | | | | | |
| K-12 Teachers | 19 | 28 | 51 | 68 | 56 | 60 | 54 | 37 | 19 | 5 | 4 | 8 |
| Affiliate | 38 | 52 | 48 | 45 | 40 | 32 | 30 | 22 | 7 | | | |
| Associate | 17 | 25 | 31 | 23 | 19 | 20 | 13 | 9 | 13 | | | |
| Amateur | 82 | 74 | 64 | 59 | 71 | 54 | 47 | 44 | 16 | | | |
| Total | 3040 | 3377 | 3364 | 3386 | 3236 | 3320 | 3096 | 2969 | 2245 | 2339 | 2251 | 2458 |
| Professional | 2192 | 2338 | 2319 | 2282 | 2208 | 2319 | 2158 | 2142 | 1808 | 1950 | 1888 | 2099 |
| Student | 712 | 860 | 851 | 909 | 842 | 835 | 794 | 715 | 382 | 384 | 359 | 351 |
| Other | 136 | 179 | 194 | 195 | 186 | 166 | 144 | 112 | 55 | 5 | 4 | 8 |
| Total | 3040 | 3377 | 3364 | 3386 | 3236 | 3320 | 3096 | 2969 | 2245 | 2339 | 2251 | 2458 |

Recommendation 1: It is recommended hold current membership rates for 2015.

Recommendation 2: It is recommended we again provide students and Post-Docs an incentive to renew, with an "early renewal" rate of \$15 for Students and \$20 for Post-Docs.

Recommendation 3: It is recommended we again hold a new student membership drive early in the fall with at a gift-rate of \$10 per student.

V. American Journal of Botany

We have registered 1,095 institutional subscriptions for the year to date (1,161 in 2013). Sales revenue is currently \$890,253, as compared to a full-year budget of \$857,918. Institutional revenue in 2013 was \$902,217.

We continue to see the number of print copies of the *AJB* being ordered and delivered drop, down ~114 (-13.3%, **742 per month** down from 856 in 2013) for 2014. Institutional print subscriptions have fallen to 536, representing less than half of our institutional orders. Member print subscriptions stand at 206. We are approaching to important milestones. Soon our print volume will drop to a point where we: 1) need to change the type of press we use; and 2) print subscriptions prices will be much higher than what we see now, if we keep printing the journal, and move to an "on demand" model (or online only model). Our crossover point in moving from

our current printing method (Sheridan Press Sheet-fed Offset Press) to a digital format is roughly 665 copies. We will move to the digital press early in 2015.

Please see the “Membership and Institutional Subscription Activity” figure below to better understand the overall trend for institutional/member print and online subscription volumes.

The 2015 *American Journal of Botany* base institutional rates (online subscription) will move to a level of \$745.00, up \$30 (4.2%) on that of 2014.

Recommendation 4: Our goal was to provide print subscriptions to the *AJB* through the centennial year. Having met that goal, it is recommended we now move to an online-based subscription model as our main form of delivery by 2016.

Membership & Institutional Subscription Activity

| | PRINT | | | ONLINE ONLY | | | Total Overall Relationship | Total | Print Growth / (Decline) | Online Growth / (Decline) | Total Growth / (Decline) | | |
|------------------------------------|-------|-------|-------|-------------|-------|-------|----------------------------|-------|--------------------------|---------------------------|--------------------------|--------------|--------------|
| | USA | Other | Total | USA | Other | Total | | | | | | | |
| Member Subscriptions | | | | | | | | | | | | | |
| Dec-03 | 622 | 355 | 977 | 1,123 | 358 | 1,481 | 2,458 | 1,745 | 713 | 2,458 | (83) -7.8% | (251) -14.5% | (334) -12.0% |
| Dec-04 | 561 | 332 | 893 | 998 | 360 | 1,358 | 2,251 | 1,559 | 692 | 2,251 | (84) -6.6% | (123) -8.3% | (207) -8.4% |
| Dec-05 | 561 | 286 | 847 | 1,155 | 337 | 1,492 | 2,339 | 1,716 | 623 | 2,339 | (46) -5.2% | 134 9.9% | 88 3.9% |
| Dec-06 | 488 | 298 | 786 | 1,075 | 384 | 1,459 | 2,245 | 1,563 | 682 | 2,245 | (61) -7.2% | (33) -2.2% | (94) -4.0% |
| Dec-07 | 478 | 279 | 757 | 1,624 | 588 | 2,212 | 2,969 | 2,102 | 867 | 2,969 | (29) -3.7% | 753 51.6% | 724 32.2% |
| Dec-08 | 437 | 262 | 699 | 1,766 | 631 | 2,397 | 3,096 | 2,203 | 893 | 3,096 | (58) -7.7% | 185 8.4% | 127 4.3% |
| Dec-09 | 374 | 202 | 576 | 1,993 | 751 | 2,744 | 3,320 | 2,307 | 953 | 3,320 | (123) -17.6% | 347 14.5% | 224 7.2% |
| Dec-10 | 248 | 159 | 407 | 2,074 | 755 | 2,829 | 3,236 | 2,322 | 914 | 3,236 | (169) -29.3% | 85 3.1% | (84) -2.5% |
| Dec-11 | 195 | 122 | 317 | 2,234 | 835 | 3,069 | 3,386 | 2,420 | 957 | 3,386 | (90) -22.1% | 240 8.5% | 150 4.6% |
| Dec-12 | 157 | 115 | 272 | 2,279 | 813 | 3,092 | 3,364 | 2,430 | 928 | 3,364 | (45) -14.2% | 23 0.7% | (22) -0.6% |
| Dec-13 | 126 | 98 | 224 | 2,345 | 808 | 3,153 | 3,377 | 2,471 | 906 | 3,377 | (48) -17.6% | 61 2.0% | 13 0.4% |
| Jul-14 | 127 | 79 | 206 | 2,079 | 755 | 2,834 | 3,040 | 2,200 | 834 | 3,040 | (18) -8% | (319) -10.1% | (337) -10.0% |
| Institutional Subscriptions | | | | | | | | | | | | | |
| Dec-03 | 1,255 | 363 | 1,618 | 24 | 15 | 39 | 1,657 | 1,279 | 378 | 1,657 | (138) -7.9% | 21 116.7% | (117) -6.6% |
| Dec-04 | 1,243 | 358 | 1,601 | 34 | 18 | 52 | 1,653 | 1,277 | 376 | 1,653 | (17) -1.1% | 13 33.3% | (4) -0.2% |
| Dec-05 | 1,205 | 312 | 1,517 | 45 | 44 | 89 | 1,606 | 1,250 | 356 | 1,606 | (84) -5.2% | 37 71.2% | (47) -2.8% |
| Dec-06 | 1,118 | 287 | 1,405 | 61 | 61 | 122 | 1,527 | 1,179 | 348 | 1,527 | (112) -7.4% | 33 37.1% | (79) -4.9% |
| Dec-07 | 1,044 | 276 | 1,320 | 102 | 74 | 176 | 1,496 | 1,146 | 350 | 1,496 | (85) -6.0% | 54 44.3% | (31) -2.0% |
| Dec-08 | 1,002 | 246 | 1,248 | 127 | 89 | 216 | 1,464 | 1,129 | 335 | 1,464 | (72) -5.5% | 40 22.7% | (32) -2.1% |
| Dec-09 | 906 | 218 | 1,124 | 166 | 108 | 274 | 1,398 | 1,072 | 326 | 1,398 | (124) -9.9% | 58 26.9% | (66) -4.5% |
| Dec-10 | 763 | 188 | 951 | 245 | 128 | 373 | 1,324 | 1,008 | 316 | 1,324 | (173) -15.4% | 99 36.1% | (74) -5.3% |
| Dec-11 | 651 | 169 | 820 | 286 | 154 | 440 | 1,260 | 937 | 323 | 1,260 | (131) -13.8% | 67 18.0% | (64) -4.8% |
| Dec-12 | 574 | 140 | 714 | 320 | 163 | 483 | 1,197 | 894 | 303 | 1,197 | (106) -12.9% | 43 9.8% | (63) -5.0% |
| Dec-13 | 497 | 135 | 632 | 357 | 172 | 529 | 1,161 | 854 | 307 | 1,161 | (82) -11.5% | 46 9.5% | (36) -3.0% |
| Jul-14 | 421 | 115 | 536 | 379 | 180 | 559 | 1,095 | 800 | 295 | 1,095 | (96) -15.2% | 30 5.7% | (66) -5.7% |
| Combined Total | | | | | | | | | | | | | |
| Dec-03 | 1,877 | 718 | 2,595 | 1,147 | 373 | 1,520 | 4,115 | 3,024 | 1,091 | 4,115 | (221) -7.8% | (230) -13.1% | (451) -9.9% |
| Dec-04 | 1,804 | 690 | 2,494 | 1,032 | 378 | 1,410 | 3,904 | 2,836 | 1,068 | 3,904 | (101) -3.9% | (110) -7.2% | (211) -5.1% |
| Dec-05 | 1,766 | 598 | 2,364 | 1,200 | 381 | 1,581 | 3,945 | 2,966 | 979 | 3,945 | (130) -5.2% | 171 12.1% | 41 1.1% |
| Dec-06 | 1,606 | 585 | 2,191 | 1,136 | 445 | 1,581 | 3,772 | 2,742 | 1,030 | 3,772 | (173) -7.3% | 0 0.0% | (173) -4.4% |
| Dec-07 | 1,522 | 555 | 2,077 | 1,726 | 662 | 2,388 | 4,465 | 3,248 | 1,217 | 4,465 | (114) -5.2% | 807 51.0% | 693 18.4% |
| Dec-08 | 1,439 | 508 | 1,947 | 1,893 | 720 | 2,613 | 4,560 | 3,332 | 1,228 | 4,560 | (130) -6.3% | 225 9.4% | 95 2.1% |
| Dec-09 | 1,280 | 420 | 1,700 | 2,159 | 859 | 3,018 | 4,718 | 3,439 | 1,279 | 4,718 | (247) -12.7% | 405 15.5% | 158 3.5% |
| Dec-10 | 1,011 | 347 | 1,358 | 2,319 | 883 | 3,202 | 4,560 | 3,330 | 1,230 | 4,560 | (342) -20.1% | 184 6.1% | (158) -3.3% |
| Dec-11 | 846 | 291 | 1,137 | 2,520 | 989 | 3,509 | 4,646 | 3,366 | 1,280 | 4,646 | (221) -16.3% | 307 9.6% | 86 1.9% |
| Dec-12 | 731 | 255 | 986 | 2,599 | 976 | 3,575 | 4,561 | 3,330 | 1,231 | 4,561 | (151) -13.3% | 66 1.9% | (85) -1.8% |
| Dec-13 | 623 | 233 | 856 | 2,702 | 980 | 3,682 | 4,538 | 3,325 | 1,213 | 4,538 | (130) -13.2% | 107 3.0% | (23) -0.5% |
| Jul-14 | 548 | 194 | 742 | 2,458 | 935 | 3,393 | 4,135 | 3,006 | 1,129 | 4,135 | (114) -13.3% | (289) -7.8% | (403) -8.9% |

VI. Plant Science Bulletin and Applications in Plant Sciences

Please see the respective Editors reports for further information.

APPS continues to develop. Income is down slightly, but we hope to move into a profitable position in 2015.

Recommendation 5: It is recommended we review the cost structure for papers submitted to APPS, with a move to \$295 per paper for members and \$795 for non-members.

VII. BSA Support Services

The BSA earned \$24,498 in revenue from support services to SSE. We will receive an additional \$8,166, plus \$20,000 from SEB, for a year-end total of \$52,664. It must be noted that these services are run at a breakeven position, and allow us to carry an additional staff member to support our overall efforts.

VIII. Botany Conference

Upcoming Botany Conferences:

- 2015 – Edmonton
- 2016 – Savannah

IX. PlantingScience

The **PlantingScience** program continues to develop, albeit at a slower pace than we'd hoped with the online component remaining on hold. We are current waiting to hear the outcome of our proposed \$2.9 million "**Generating Reflection and Science Practices (GRASP) Community of Practice**" grant.

The Botanical Society of America (BSA), Biological Sciences Curriculum Study (BSCS), and American Society of Plant Biologists (ASPB), propose a Full Research and Development Project to develop, implement, and test a professional development (PD) model of teachers and scientists collaborating with each other and with students over extended periods. The research will test the impacts of the PD materials and collaboration on a community of students, teachers, and scientists. The GRASP project will address the DR K12 Teaching Strand to develop and study resources and models for helping in-service teachers develop content, pedagogical knowledge and skills and for sharing teaching expertise across the national teacher community.

The project targets high school teachers and their students in biology classes as well as scientists and education researchers interested in innovative online learning and professional development involving STEM education-profession partnerships.

The full proposal can be found at http://www.botany.org/bsa/membership/council2014/ZZZ-GRASP_fullsubmission.pdf.

X. IT Developments

The PlantED system is fully functional and we will hold a workshop at Botany 2014 to seek educational material submissions as well as to train reviewers.

CiviCRM is in test mode and will be deployed after the meeting for the BSA. Please see Toby or Rob for a full demonstration.

We have a shell-structure in place for a remodel of the BSA website. We will continue to move content and hope to complete the project, with input from the IT Committee, by December.

Thanks, Bill