



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. 2015 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 Board for their support and direction. On behalf of the Board, the Society, and myself, I also thank and acknowledge the Society's staff, Catrina Adams, Rob Brandt, Heather Cacanindin, Richard Hund, Wanda Lovan, Amy McPherson, Beth Parada, Birgit Spears and Johanne Storgan, for their efforts and dedication to the Botanical Society of America. I also acknowledge the work of Toby Lounsbury who left the staff team late in May.

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. We have received 819 gifts from 467 members. Contributions so far this year total over \$58,000 (up from \$30,500 this time last year). We thank you all!

III. Financial Update

Our key operational revenue streams for the year are budgeted at \$1,653,706. Actual income to date is \$1,691,279, a positive variance (+\$37,573) that is due to higher than budgeted income from Botany 2015. Please note; the key drivers of our income, publications and membership are both down on budget and the previous year. Publications is down in respect to the full year budget (-\$94,299), albeit only slightly down on the year to date number. We do

Profit & Loss October 1, 2014 - June 30, 2015 June 2015 BSA Consolidated Financial Summary						
BSA Board Oversight						
Year To Date	Actual YTD	Current Budget YTD	2014-15 Budget	over(under) Budget	% of Budget	
Admin/Membership						
Income	\$ 164,161	\$ 159,854	\$ 213,138	\$ (48,977)	-23%	217,692
Expenditure	\$ 624,602	\$ 429,214	\$ 601,406	\$ 23,196	4%	517,132
	\$ (460,442)	\$ (269,360)	\$ (388,268)			-\$98,440
Publications						
Income	\$ 930,789	\$ 939,655	\$ 1,025,068	\$ (94,299)	-9%	971,938
Expenditure	\$ 454,106	\$ 489,022	\$ 652,029	\$ (197,923)	-30%	606,546
	\$ 476,684	\$ 450,633	\$ 373,039			365,393
Conference						
Income	\$ 517,900	\$ 231,000	\$ 308,000	\$ 209,900	68%	330,000
Expenditure	\$ 33,607	\$ 80,000	\$ 292,036	\$ (258,429)	-88%	299,580
	\$ 484,293	\$ 151,000	\$ 15,964			30,420
Education						
Income	\$ 120	\$ 9,375	\$ 12,500	\$ (12,380)	-99%	0
Expenditure	\$ 5,286	\$ 87,504	\$ 87,504	\$ (82,118)	-94%	64,673
	\$ (5,266)	\$ (78,129)	\$ (75,004)			-\$4,973
Grants						
Income	\$ 20,734	\$ 10,000	\$ 20,000	\$ 734	4%	755,580
Expenditure	\$ 8,667	\$ 16,000	\$ 20,000	\$ (11,333)	-57%	755,580
	\$ 12,067	\$ (6,000)	\$ -			0
Development						
Income	\$ 57,595	\$ 56,250	\$ 75,000	\$ (17,405)	-23%	96,000
Expenditure	\$ 80,264	\$ 65,823	\$ 87,762	\$ (27,498)	-31%	87,633
	\$ (2,669)	\$ (9,573)	\$ (12,762)			2,367
Operations - sub total						
Income	\$ 1,691,279	\$ 1,406,134	\$ 1,653,706	\$ 37,573	2%	2,365,210
Expenditure	\$ 1,166,632	\$ 1,167,263	\$ 1,740,731	\$ (594,105)	-32%	2,331,143
	\$ 504,647	\$ 238,871	\$ (87,025)			34,066
Sections						
Income	\$ 6,722	\$ 32,500	\$ 43,000	\$ (36,278)	-84%	11,036
Expenditure	\$ -	\$ 9,275	\$ 12,500	\$ (12,500)	-100%	10,624
	\$ 6,722	\$ 23,125	\$ 30,500			412
Awards						
Income	\$ 21,700	\$ 25,700	\$ 25,700	\$ (4,000)	-16%	22,200
Expenditure	\$ -	\$ 12,000	\$ 25,700	\$ (25,700)	-100%	22,200
	\$ 21,700	\$ 13,700	\$ -			0
Investment						
Income	\$ 197,846	\$ -	\$ -	\$ 197,846		65,000
Expenditure	\$ -	\$ -	\$ -	\$ -		40,000
	\$ 197,846	\$ -	\$ -			25,000
Overall Position						
Income	\$ 1,895,847	\$ 1,438,634	\$ 1,696,706	\$ 199,141	12%	2,463,446
Expenditure	\$ 1,186,632	\$ 1,176,938	\$ 1,753,237	\$ (566,605)	-32%	2,403,967
	\$ 709,215	\$ 261,696	\$ (65,531)			59,479
Current Account Balances - June 30, 2015						
St. Louis Cash	\$ 2,990		\$ 2,038			2014
St. Louis MM	\$ 80,879		\$ 200,258			
St. Louis Conference	\$ 547,229		\$ 320,873			
Smith Barney	\$ 4,863,824		\$ 4,869,278			
Other Assets	\$ 70,566		\$ 120,273			
Total Assets	\$ 5,565,488		\$ 5,502,519			

anticipate some further income in this area, but do not anticipate reaching budget. Membership income is also down with \$164,161 coming in against a budgeted figure of \$213,138. As noted below, membership numbers for the year-to-date are down by roughly 11%. Again, we do not anticipate meeting budget.

Expenditures are currently running at \$1,186,632, below the anticipated full-year budget of \$1,740,737. A variance (-554,105) of -32% 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. Remember, we also have a good deal of expenditure yet to come onto the books associated with Botany 2015.

Overall, given the lower than anticipated income levels, the Society remains under slight stress. We will again use income from our investment (as budgeted) to cover expenditures in August and September.

IV. Membership

Membership in the Society has fallen back for the second year in a row, currently down by 11% on 2014 numbers. In working with a number of Societies, we understand this membership drop is in part due to holding our meeting outside of the USA. We were also a bit late (5 weeks) in launching our renewal season due to implementation of an entirely new membership/CRM database and new join/renew user interface. We anticipate a bounce in membership numbers in 2016. We continue to be concerned with lower than anticipated student numbers and will be working on special campaigns in the fall to bring in more student members to the Society.

Membership Types																				
	2015		2014		2013		2012		2011		2010		2009		2008		2007		2006	
Corresponding	61	2%	62	2%	59	2%	57	2%	57	2%	57	2%	57	2%	53	2%	53	2%	49	2%
Life	56	2%	54	2%	54	2%	51	2%	53	2%	53	2%	54	2%	54	2%	54	2%	51	2%
Emeritus	247	8%	240	7%	226	7%	250	7%	219	6%	212	7%	212	6%	201	6%	192	6%	114	5%
E Family	36	1%	34	1%	32	1%	0	0%	30	1%	30	1%	27	1%	23	1%	25	1%	14	1%
Retired	46	2%	48	1%	34	1%	31	1%	33	1%	26	1%	30	1%	21	1%	9	0%		
R Family	1	0%	2	0%	2	0%	0	0%	4	0%	6	0%	4	0%	2	0%	2	0%		
Professional	1258	43%	1379	42%	1450	43%	1430	43%	1413	42%	1400	43%	1562	47%	1557	50%	1571	53%	1393	62%
P Family	179	6%	209	6%	217	6%	234	7%	233	7%	231	7%	255	8%	247	8%	236	8%	187	8%
CC Professional	34	1%	40	1%	42	1%	49	1%	44	1%	31	1%	20	1%						
CC Family	4	0%	8	0%	12	0%	0	0%	0	0%	5	0%	5	0%						
PostDoc	158	5%	205	6%	199	6%	217	6%	186	5%	149	5%	88	3%						
PD Family	5	0%	8	0%	11	0%	0	0%	10	0%	8	0%	5	0%						
Student	712	24%	784	24%	801	24%	841	25%	900	27%	833	26%	816	25%	765	25%	701	24%	371	17%
S Family	7	0%	18	1%	13	0%	10	0%	9	0%	9	0%	19	1%	29	1%	14	0%	11	0%
S Chapter	18	1%	36	1%	46	1%		0%												
K-12 Teachers	17	1%	23	1%	28	1%	51	2%	68	2%	56	2%	60	2%	54	2%	37	1%	19	1%
Affiliate	31	1%	40	1%	52	2%	48	1%	45	1%	40	1%	32	1%	30	1%	22	1%	7	0%
Associate	2	0%	15	0%	25	1%	31	1%	23	1%	19	1%	20	1%	13	0%	9	0%	13	1%
Amateur	44	2%	71	2%	74	2%	64	2%	59	2%	71	2%	54	2%	47	2%	44	1%	16	1%
	2916		3276		3377		3364		3386		3236		3320		3096		2969		2245	
Professional	2085	72%	2289	70%	2338	69%	2319	69%	2282	67%	2208	68%	2319	70%	2158	70%	2142	72%	1808	81%
Student	737	25%	838	26%	860	25%	851	25%	909	27%	842	26%	835	25%	794	26%	715	24%	382	17%
Other	94	3%	149	5%	179	5%	194	6%	195	6%	186	6%	166	5%	144	5%	112	4%	55	2%
	2916	-11.0%	3276	-3.0%	3377	0.4%	3364	-0.6%	3386	4.6%	3236	-2.5%	3320	7.2%	3096	4.3%	2969	32.2%	2245	-4.0%

Recommendation 1: It is recommended increase current membership rates for 2016. Professional Membership from \$60 to \$70, Retired from \$30 to \$35, CC Pro from \$35 to \$40, PostDoc from \$45 to \$50, Student \$35, K-12 Teachers \$10, Affiliate \$50. Family memberships move from \$10 to \$15.

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 where any of our members can provide a gifted membership at the rate of \$10 per student.

V. *American Journal of Botany*

We have registered 1,050 institutional subscriptions for the year to date (1,108 end of year 2014). Sales revenue is currently \$882,523, as compared to a full-year budget of \$911,868. Institutional revenue in 2014 was \$899,965.

We continue to see the number of print copies of the *AJB* being delivered drop, down ~98 (-13.3%, **644 per month** down from 742) for 2015. Institutional print subscriptions have fallen to 460, representing less than half of our institutional orders. Member print subscriptions stand at 184, down from 204 in 2014.

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

Recommendation 4: It is recommended we now move to an online-only subscription model in 2017.

Recommendation 5: The 2016 *American Journal of Botany* institutional rates will move to a base level (online subscription price) of \$815, up \$40 (5.2%) on that of 2015. Print prices are to be set at \$900, up \$75 (9.2%) for the US, \$940 for Canada and Mexico and \$990 for the rest of the world.

VI. *Plant Science Bulletin and Applications in Plant Sciences*

Please see the respective Editors reports for further information. As of June 30, we are down ~\$45,000 on budgeted income for APPS. We anticipate reaching sustainability by 2017.

Recommendation 6:

It is recommended we review the cost structure for papers submitted to APPS, with a move to \$350 per paper for members and \$895 for non-members.

VII. BSA Support Services

The BSA earned \$36,000 in revenue from support services to SSE and SEB. 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:

- 2016 – Savannah
- 2017 – Fort Worth

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 currently waiting to hear the outcome of our proposed \$2.88 million grant, “**Digging Deeper Together – A Model for Collaborative Teacher/Scientist Professional Development**”. It has been flagged as highly desirable and included in the budget.

We are also hopeful for a renewal of the PLANTS grant program (\$99,000), supporting under-represented peoples to attend our Botany Conferences for another five years.

X. IT Support

This year we successfully moved our membership database to a new Content and Resource Management platform called CiviCRM. This involved much configuration and work on the part of many of our staff. A new user interface was also created and launched for our Join/Renew system. The Botany Conference web site was moved onto the Zikula content management web site and has been redesigned with a different look. We are also in the process of a redesign and re-launch of www.botany.org.

It is important to note that the IT Team also spent a good deal of time being aware of threats/needed changes and updating our systems and compliance issues overall. The fast pace of change in this area continues, and we are constantly working to keep up with what is needed. Unfortunately, this is very much like treading water in a river... one goal being avoiding moving to far into the current.

Thanks,

Bill