



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. 2016 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, Jodi Creasap Gee, Richard Hund, 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 total over \$41,000 (down from \$58,000 this time last year). We thank you all! With that said, development overall is down so far this year. The figure to the right tracks our progress over the five years.

DEVELOPMENT TARGETS	2012	2013	2014	2015	2016	
Legacy Membership	75	86	99	114	131	
Actual	75	87	97	116	122	
Number of People Giving To Endowment	50	50	100	200	400	
Actual	46	143	230	208	219	
Giving Total	200	200	300	450	675	
Actual	218	223	377	540	590	
First Time Donors	40	40	60	90	135	
Actual	39	61	105	206	121	
Endowment	10,000	\$10,000	\$17,500	\$30,625	\$53,594	\$80,391
Actual		\$12,728	\$11,439	\$27,805	\$46,023	\$29,699
MEETING						
Sponsorship	20,000	\$23,000	\$26,450	\$30,418	\$34,980	\$38,478
Actual		\$24,550	\$23,539	\$23,063	\$33,100	\$70,000
Sections/Awards	12,000	\$13,800	\$15,870	\$18,251	\$20,988	\$23,087
Actual		\$58,769	\$13,034	\$14,299	\$14,464	\$10,731
MISSION						
PlantingScience	5,000	\$5,000	\$6,250	\$7,813	\$9,766	\$12,207
Actual		\$400	\$1,410	\$2,950	\$9,115	\$813
Total		\$51,800	\$66,070	\$87,106	\$119,328	\$154,163
		\$96,447	\$49,422	\$68,117	\$102,702	\$68,243

III. Financial Update

Our key operational revenue streams for the year are budgeted at \$1,961,537. Actual income to date is \$1,932,767, a negative variance (-\$28,770) of 1.3%.

Lower than budgeted activity in our grants and development activities are the main drivers here. Please note: the key drivers of our income, publications and membership, are both up on budget. They have also exceeded the full year budget.

Expenditures are currently running at \$1,241,099, below the anticipated YTD budget of \$1,756,326, a variance (-\$515,227) of -22.6%. This 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 associated with Botany 2016 and the Digging Deeper grant.

Overall, the Society remains under slight stress due to cash flow issues over the previous two years. REMEMBER, this was caused by maintaining the PlantingScience program over a period we were submitting grants for further development. It was in no way related to our journal income or subscriptions. Please see the "Subscription Type Change and Income & Profit" figure in the American Journal of Botany section below.

We will again request income from our investment to cover expenditures in August and September.

The actual and budgeted income and expenditures, plus the 2016-17 budget are noted below.

BSA Board Oversight 2017-17 Budget	2016-17 Budget					2016 Actual YTD					2016 Budget YTD					2015 Actual YTD					2015 Budget					2015 Actuals						
	Income	Expenditure	Net	YTD	% of Budget	Income	Expenditure	Net	YTD	% of Budget	Income	Expenditure	Net	YTD	% of Budget	Income	Expenditure	Net	YTD	% of Budget	Income	Expenditure	Net	YTD	% of Budget	Income	Expenditure	Net	YTD	% of Budget		
Admin/Membership	\$ 197,952	\$ 517,526	-\$ 319,574	\$ 217,900	\$ 449,516	-\$ 231,616	\$ 217,692	\$ 436,919	-\$ 219,227	\$ 209	0.1%	\$ 217,692	\$ 517,132	-\$ 299,440	\$ 209	-13.1%	\$ 230,687	\$ 617,460	-\$ 386,774	\$ 213,138	\$ 601,406	-\$ 388,268	\$ 235,489.53	\$ 544,193.18	-\$ 308,703.65	\$ 213,138	\$ 601,406	-\$ 388,268	\$ 235,489.53	\$ 544,193.18	-\$ 308,703.65	
Publications	\$ 917,024	\$ 386,941	\$ 530,083	\$ 973,046	\$ 426,256	-\$ 546,790	\$ 960,650	\$ 426,256	-\$ 534,394	\$ 12,396	1.4%	\$ 971,938	\$ 606,546	-\$ 365,393	\$ 1,107	-36.2%	\$ 925,626	\$ 454,166	\$ 471,460	\$ 1,025,068	\$ 373,039	\$ 471,460	\$ 553,579	\$ 963,431.47	\$ 662,512.43	\$ 300,919.04	\$ 1,025,068	\$ 373,039	\$ 553,579	\$ 963,431.47	\$ 662,512.43	\$ 300,919.04
Conference	\$ 330,000	\$ 299,580	\$ 30,420	\$ 345,275	\$ 61,103	\$ 284,172	\$ 165,000	\$ 219,798	-\$ 54,798	\$ 180,275	54.6%	\$ 330,000	\$ 299,580	\$ 30,420	\$ 15,275	4.6%	\$ 517,918	\$ 34,762	\$ 483,156	\$ 308,000	\$ 292,036	\$ 15,964	\$ 492,759.86	\$ 292,036	\$ 15,964	\$ 308,000	\$ 292,036	\$ 15,964	\$ 492,759.86	\$ 292,036	\$ 15,964	
Education	\$ -	\$ 53,133	-\$ 53,133	\$ -	\$ 5,384	-\$ 5,384	\$ -	\$ 107,694	-\$ 107,694	\$ -	0.0%	\$ -	\$ 64,673	-\$ 64,673	\$ -	#DIV/0!	\$ 120	\$ 5,386	\$ 5,266	\$ 12,500	\$ 87,504	\$ 75,004	\$ 12,500	\$ 114,751.41	\$ 87,504	\$ 75,004	\$ 12,500	\$ 114,751.41	\$ 87,504	\$ 75,004		
Grants	\$ 791,792	\$ 794,643	-\$ 2,851	\$ 373,333	\$ 275,177	\$ 98,156	\$ 566,685	\$ 506,310	-\$ 60,375	-\$ 193,352	-24.4%	\$ 755,580	\$ 755,580	\$ -	-\$ 382,247	-50.6%	\$ 20,734	\$ 8,667	\$ 12,067	\$ 20,000	\$ 20,000	\$ -	\$ 17,375.29	\$ 93,981.75	\$ 76,606.46	\$ 20,000	\$ 20,000	\$ -	\$ 17,375.29	\$ 93,981.75	\$ 76,606.46	
Development	\$ 90,000	\$ 87,633	\$ 2,367	\$ 23,213	\$ 62,978	\$ 39,765	\$ 51,510	\$ 59,349	-\$ 7,839	-\$ 28,297	-31.4%	\$ 90,000	\$ 87,633	\$ 2,367	-\$ 66,787	-74.2%	\$ 31,941	\$ 60,264	\$ 28,323	\$ 75,000	\$ 87,762	\$ 12,762	\$ -	\$ 11,925.93	\$ 87,762	\$ 12,762	\$ 75,000	\$ 87,762	\$ 12,762	\$ 11,925.93		
Operations - sub total	\$ 2,326,767	\$ 2,276,885	\$ 49,882	\$ 1,932,767	\$ 1,241,099	\$ 691,668	\$ 1,961,537	\$ 1,756,326	-\$ 205,211	-\$ 28,770	-1.2%	\$ 2,365,210	\$ 2,331,143	\$ 34,066	-\$ 432,443	-18.3%	\$ 1,727,026	\$ 1,180,705	\$ 546,321	\$ 1,653,706	\$ 87,031	\$ 87,031	\$ -	\$ 1,742,784	\$ 1,180,705	\$ 546,321	\$ 1,653,706	\$ 87,031	\$ 87,031	\$ -		
Sections	\$ 11,036	\$ 10,624	\$ 412	-\$ 16,628	\$ -	\$ 16,628	\$ 14,036	\$ 16,650	-\$ 2,614	-\$ 30,664	-277.9%	\$ 11,036	\$ 10,624	\$ 412	-\$ 27,664	-250.7%	-\$ 25,119	\$ -	\$ -	\$ 43,000	\$ 12,500	\$ 30,500	\$ 47,940.84	\$ 50,596.64	\$ 2,655.80	\$ 43,000	\$ 12,500	\$ 30,500	\$ 47,940.84	\$ 50,596.64	\$ 2,655.80	
Awards	\$ 22,200	\$ 10,200	\$ 12,000	-\$ 10,100	\$ -	\$ 10,100	\$ 13,650	\$ -	\$ 13,650	-\$ 23,750	-107.0%	\$ 22,200	\$ 22,200	\$ -	-\$ 32,300	-145.5%	\$ 21,700	\$ -	\$ 21,700	\$ 25,700	\$ 25,700	\$ -	\$ 3,250.00	\$ 7,103.00	\$ -3,853.00	\$ 25,700	\$ 25,700	\$ -	\$ 3,250.00	\$ 7,103.00	\$ -3,853.00	
Investment	\$ 65,000	\$ 40,000	\$ 25,000	\$ 180,052	\$ 46,295	\$ 133,757	\$ 30,000	\$ 30,000	\$ -	\$ 150,052	230.8%	\$ 65,000	\$ 40,000	\$ 25,000	\$ 115,052	177.0%	\$ 256,279	\$ 51,552	\$ 204,727	\$ -	\$ -	\$ -	\$ -235,564.79	\$ 68,355.42	\$ -303,920.21	\$ -	\$ -	\$ -	\$ -235,564.79	\$ 68,355.42	\$ -303,920.21	
Overall Position	\$ 2,402,804	\$ 2,327,509	\$ 75,294	\$ 2,086,091	\$ 1,287,394	\$ 798,697	\$ 2,005,573	\$ 1,802,976	-\$ 202,597	\$ 80,518	3.4%	\$ 2,463,446	\$ 2,403,967	\$ 59,478	-\$ 377,355	-15.3%	\$ 1,958,186	\$ 1,232,257	\$ 725,928	\$ 1,696,706	\$ 1,753,237	\$ 56,531	\$ 1,555,160	\$ 2,043,249	\$ 488,089	\$ 1,696,706	\$ 1,753,237	\$ 56,531	\$ 1,555,160	\$ 2,043,249	\$ 488,089	

IV. Membership

For the last several years, BSA membership numbers have been relatively stagnant (between 3200 and 3300). 2016 membership numbers are holding steady once again. Despite the fact that we raised dues in 2016, we are **35 members higher** than we were last year at this time. However, we recognize that it is time to try new avenues to reach potential members and to focus on member retention. 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	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006
Corresponding	63	62	62	59	57	57	57	57	53	53	49
Life	58	57	54	54	51	53	53	54	54	54	51
Emeritus	255	255	240	226	250	219	212	212	201	192	114
E Family	37	36	34	32	0	30	30	27	23	25	14
Retired	50	52	48	34	31	33	26	30	21	9	
R Family	1	2	2	0	0	4	6	4	2	2	
Professional	1266	1367	1379	1450	1430	1413	1400	1562	1557	1571	1393
P Family	178	186	209	217	234	233	231	255	247	236	187
CC Professional	37	41	40	42	49	44	31	20			
CC Family	2	4	8	12	0	0	5	5			
PostDoc	184	183	205	199	217	186	149	88			
PD Family	2	5	8	11	0	10	8	5			
Student	665	818	784	801	841	900	833	816	765	701	371
S Family	7	6	18	13	10	9	9	19	29	14	11
S Chapter	43	24	36	46	0						
K-12 Teachers	16	21	23	28	51	68	56	60	54	37	19
Affiliate	31	35	40	52	48	45	40	32	30	22	7
Associate	3	2	15	25	31	23	19	20	13	9	13
Amateur	51	54	71	74	64	59	71	54	47	44	16
Total	2949	3210	3276	3377	3364	3386	3236	3320	3096	2969	2245
Professional	2133	2250	2289	2338	2319	2282	2208	2319	2158	2142	1808
Student	715	848	838	860	851	909	842	835	794	715	382
Other	101	112	149	179	194	195	186	166	144	112	55
Total	2949	3210	3276	3377	3364	3386	3236	3320	3096	2969	2245

Recommendation 1: It is recommended we hold our pricing levels for next year.

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

Recommendation 4: It is recommended we offer a three-year membership renewal option. Base Rates: Professional - \$195, Community College - \$100, PostDoc - \$120, Student - \$60.

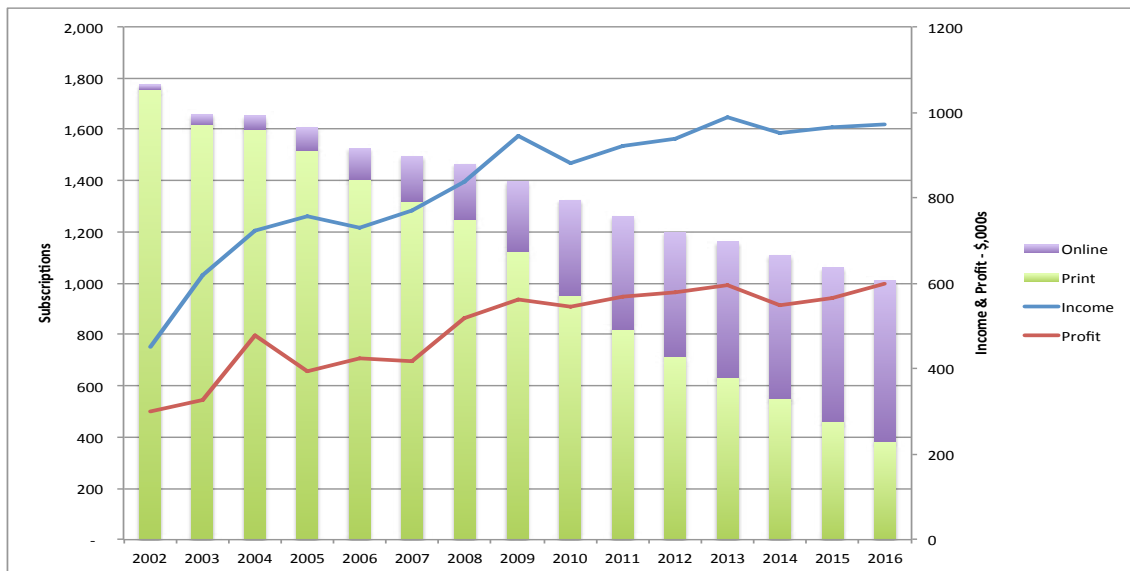
V. *American Journal of Botany*

We have registered 1,011 institutional subscriptions for the year to date (1,061 end of year 2015). Sales revenue is currently \$973,046, as compared to a full-year budget of \$971,938. Institutional revenue in 2015 was \$963,431. Revenue from our publications remains strong in spite of declining subscriptions. The chart "Subscription Type Change and Journal Income & Profit" below highlights this relationship. It's important to note, Profit remains relatively stable in the \$550,000 to \$600,000 range.

In 2017 we move to an online-only publication. We will not be offering a print on demand option at this point in time given the cost of maintaining such a program. We are also exploring tiered pricing as a means of balancing our income across various institutional types.

Subscription Type Change and Journal Income & Profit

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Income	450	619	724	756	731	772	837	946	882	920	938	989	952	963	973
Profit	300	326	477	393	424	417	517	563	546	567	580	595	548	566	600
Print	1,756	1,618	1,601	1,517	1,405	1,320	1,248	1,124	951	820	714	632	549	462	382
Online	18	39	52	89	122	176	216	274	373	440	483	529	559	599	629
	1,774	1,657	1,653	1,606	1,527	1,496	1,464	1,398	1,324	1,260	1,197	1,161	1,108	1,061	1,011
		-6.6%	-0.2%	-2.8%	-4.9%	-2.0%	-2.1%	-4.5%	-5.3%	-4.8%	-5.0%	-3.0%	-4.6%	-4.2%	-4.7%



Recommendation 5: The 2017 *American Journal of Botany* institutional rates will move to a base level (online subscription price) of \$855, up \$40 (4.9%) on that of 2016.

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

Please see the respective Editors reports for further information.

The *Plant Science Bulletin* has successfully moved to a new Editor and a three-per-year model without a hitch.

As of June 30, we were down ~\$29,000 on budgeted income for APPS. This is a \$14,000 improvement over last year.

Recommendation 6:

It is recommended we review the cost structure for papers submitted to APPS, with a move to \$450 per paper for members and \$1,400 for non-members. We'd also suggest a "new member" rate of \$800 to capitalize on people becoming members to publish. This will bring us to a profitable position.

VII. BSA Support Services

The BSA earned \$40,000 in revenue from support services to SSE and SEB. We will receive an additional \$20,000 from SSE, plus \$10,000 from SEB, for a year-end total of \$70,000. It must be noted that these services are run at a break-even position and allow us to carry an additional staff member to support our overall efforts.

VIII. Botany Conference

Upcoming Botany Conferences:

- 2017 – Fort Worth, TX
- 2018 – Rochester, MN
- 2019 – Tucson, AZ

IX. PlantingScience & PLANTS Grants

The **PlantingScience** program continues to develop, and our proposed \$2.88 million grant, "**Digging Deeper Together – A Model for Collaborative Teacher/Scientist Professional Development**," was funded. We are slightly behind schedule given the late notification, but things are progressing well.

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

X. IT Support

This year we continued to consolidate our use of the membership database on the "open source" Content and Resource Management platform CiviCRM. Overall, it is safe to say we had a year of consolidation within the IT sector. In 2017 I budgeted for one additional staff position in an effort to move us forward in a number of areas, including websites (BSA, SEE, and SEB) and conference software (BSA and SEB). Our current system has been in use since 2003 and is in need of update and redevelopment.

It is important to note that we also spent a good deal of time responding to threats/needed changes and ongoing updates to our IT systems, as well as evolving compliance issues. The fast pace of change continues, and we are constantly working to keep up with what is needed. Unfortunately, this is very much like treading water in a river... goal is to avoid moving too far into the current.

Thanks,

Bill