



## 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. 2018 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. This has been an incredibly busy and challenging year with many changes and transitions taking place. Our entire staff team has stepped up to deliver for the Society. I would like to thank 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, Jodi Creasap Gee, Richard Hund, Wanda Lovan, Amy McPherson, Beth Parada, and Johanne Stogran, for their efforts and dedication to the BSA.

### **II. Financial Update**

We extend a special thank you to members who donated to our endowment, the Past Presidents' Fund, and to the various BSA section and award funds. Total giving so far this fiscal year totals \$68,985 in all categories. That is 596 donations from 352 individual donors. Giving is up considerably (compared to \$28,000 last year), thanks in large part to the efforts of our Director-at-Large of Development who launched a year-end giving campaign among our Past BSA Presidents. Total endowment giving so far is \$28,533.92, which came in from 276 donors.

The total of our investment account as of 6/30/2018 stood at \$5,115,488, which is a 1.02% increase from last year. Please note that the Board voted last summer that given the publishing transition and in order to keep with good financial business practices, some funds should be removed from the investments and put into operations so that the organization would always retain \$400,000 in cash in its operating accounts. This was done in October 2018.

Of the funds invested with Morgan Stanley, the BSA holds \$4,680,268, with \$285,072 in restricted funds and the remaining \$4,395,196 as unrestricted/board managed. The Sections hold \$436,552, with \$176,400 listed as restricted and the remaining managed by the Sections.

❖ **Society and Sectional Funds as part of Total BIP**

➤ TOTAL MS Endowment Funds	<b>\$5,115,488</b>
➤ Designated Funds (BSA/Sections)	\$3,467,580
➤ Undesignated Funds	\$1,647,908
➤ BSA Undesignated Funds	\$1,647,908
➤ BSA Awards	\$1,637,004
➤ BSA Endowments/Board Designated	\$1,108,951
➤ BSA Restricted Funds	\$ 285,072
➤ SUBTOTAL BSA Funds	\$ 4,698,163
➤ Sectional Cash	\$ 128,497
➤ Sectional Awards	\$ 131,655
➤ Sectional Endowments/Restricted	\$ 176,400*
➤ SUBTOTAL Sectional Funds	\$ 436,552

Actuals as of June 30, 2018

\* \$130,803 is Permanently Restricted per how these funds were handled historically

The actual and budgeted expenditures for FY2018 are noted below in the consolidated summary budget and profit and loss statement from June 30, 2018.

Key things to note here:

- 1) Our salaries and benefits (which are spread across the different areas) are down this year and will remain under budget.
- 2) Publications income is now spread throughout the year, and we will receive an additional \$145,000 in income prior to the end of the fiscal year.
- 3) Conference income and expense will be noted closer to the end of the fiscal year. We anticipate making a small profit on the meeting.
- 4) Grant activity was probably over-inflated in the FY2018 budget, as we are in Year 3 of the Digging Deeper grant, and the largest expenses and activities were captured in the first two years.
- 5) Our overall position looks to be on target with budget.

## June 2018 BSA Consolidated Financial Summary and FY2018 Budget

	FY2018 Actual YTD	FY2018 Budget
<b>Administration</b>		
Income	\$157,132.94	\$185,606.00
Expenditure	\$241,452.86	\$476,305.00
	-\$84,319.92	-\$290,700.00
<b>Publications</b>		
Income	\$638,244.67	\$729,500.00
Expenditure	\$308,772.63	\$318,491.00
	\$329,472.04	\$411,009.00
<b>Conference</b>		
Income		\$300,000.00
Expenditure	\$17,746.01	\$300,000.00
	-\$17,746.01	\$0.00
<b>Education</b>		
Income	\$-	\$0.00
Expenditure	\$17,968.74	\$38,157.00
	-\$17,968.74	-\$38,157.00
<b>Development</b>		
Income	\$50,411.56	\$0.00
Expenditure	\$8,591.75	\$11,275.00
	\$41,819.81	-\$11,275.00
<b>Board</b>		
Income	\$3,000.00	
Expenditure	\$7,041.70	\$35,700.00
	-\$4,041.70	-\$35,700.00
<b>Grants</b>		
Income	\$431,491.34	\$832,526.00
Expenditure	\$443,698.88	\$832,526.00
	-\$12,207.54	\$0.00
<b>Operations - sub total</b>		
Income	\$1,298,026.52	\$2,047,632.00
Expenditure	\$1,045,272.57	\$2,012,454.00
	<b>\$252,753.95</b>	<b>\$35,178.00</b>
<b>Sections</b>		
Income	\$34,925.31	
Expenditure	\$9,526.96	
	\$25,398.35	
<b>Awards</b>		
Income	\$9,210.25	\$19,000.00
Expenditure	\$22,073.69	\$19,000.00
	-\$12,863.44	\$0.00
<b>Investments</b>		
Income	\$193,475.21	\$65,000.00
Expenditure	\$56,588.97	\$40,000.00
	\$136,886.24	\$25,000.00
<b>Overall Position</b>		
	\$1,517,891.28	\$2,131,632.00
	\$1,133,462.19	\$2,071,454.00
	<b>\$384,429.09</b>	<b>\$60,178.00</b>

### III. Governance

In a year of transition and change, your staff has been making adjustments and improvements. We have implemented some financial changes by adding monthly reconciliations, forwarding donations monthly to Morgan Stanley investments, and working on new contribution reporting mechanisms. I revamped the way financials are reported to the Board and am still tweaking those reports with feedback from the Treasurer and other officers. Tracking our investments and researching the various “funds” from the sections, Board-designated set-asides and awards have taken a good deal of time. Working with the BSA President and Treasurer, we have ongoing discussions with the Chair of the Investment Committee regarding what constitutes restricted and unrestricted funds, as well as the way the Board and the Investment Committee interact and set guidelines for investing and for use of any investment funds at the direction of the Board.

This spring we responded to the GDPR (General Data Protection Regulation), which affects the way we collect and store the personal data of our members, conference attendees, and PlantingScience volunteers. The staff team prepared a new BSA Privacy Policy, which was approved by the Board and distributed to our members via email.

I have been working with Human Resources and payroll at the Missouri Botanical Garden to provide oversight for financial payments, staff structure, and performance reviews. Staff bandwidth has been challenged this last year during this time of transition. The search for a new Membership and Communications Manager is underway, although somewhat delayed by slow response times from the MOBOT HR department. We received over 100 applications, with 35 of those meeting the requirements of the position. I will be interviewing applicants in July and August, with a hire to follow shortly thereafter.

### IV. Membership

Membership Types											
	2018	2017	2016	2015	2014	2013	2012	2011	2010		
Corresponding	68	68	63	62	62	59	57	57	57		
Life	72	69	60	57	54	54	51	53	53		
Emeritus	281	281	262	255	240	226	250	219	212		
E Family	38	38	36	36	34	32	0	30	30		
Retired	55	53	49	52	48	34	31	33	26		
R Family	0	4	4	2	2	2	0	4	6		
3 Yr Professional	196	178									
Professional	993	1050	1305	1367	1379	1450	1430	1413	1400		
P Family	138	145	173	186	209	217	234	233	231		
CC Professional	31	44	46	41	40	42	49	44	31		
CC Family	2	4	2	4	8	12	0	0	5		
PostDoc	156	173	207	183	205	199	217	186	149		
PD Family	0	1	2	5	8	11	0	10	8		
Student	568	630	751	818	784	801	841	900	833		
S Family	2	3	5	6	18	13	10	9	9		
S Chapter	36	37	41	24	36	46	0				
K-12 Teachers	14	13	19	21	23	28	51	68	56		
Affiliate	22	33	38	35	40	52	48	45	40		
Associate	1	5	3	2	15	25	31	23	19		
Amateur	51	64	58	54	71	74	64	59	71		
Developing Nations	44	24									
	<b>2768</b>	<b>2917</b>	<b>3124</b>	<b>3210</b>	<b>3276</b>	<b>3377</b>	<b>3364</b>	<b>3386</b>	<b>3236</b>		
Professional	2074	2132	2209	2250	2289	2338	2319	2282	2208		
Student	606	670	797	848	838	860	851	909	842		
Other	88	115	118	112	149	179	194	195	186		
	<b>2768</b>	<b>2917</b>	<b>3124</b>	<b>3210</b>	<b>3276</b>	<b>3377</b>	<b>3364</b>	<b>3386</b>	<b>3236</b>		

Membership for 2018 is up 3.8% from where we were last year at this time. We had anticipated a larger bounce back in membership numbers with the strong attendance for this year's annual conference. Without a Membership/Communications staff person in place and much of management's focus on the transition of our publications to Wiley and handling financial matters, this diverted time and effort from implementing enhanced membership benefits like ListServs or online communities, creating and conducting webinars, improving our web site, etc. A number of our future plans for enhanced membership benefits and outreach are on hold until a new staff person is hired. Still, I anticipate that our membership total for the year will exceed the total from 2017 and bring us back closer to the 3,000-member mark. Student memberships seem to be a particular pain point, which bears some exploring since our student membership dues are so low.

On a positive note, the 3-Year Professional membership, which was asked for by our members, and implemented in 2017, continues to see growth, as does the Developing Nations category.

**Recommendation 1:** 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.

## V. Transition to Wiley

Since this past October, your Publications team, along with the Editors-in Chief of the *American Journal of Botany* and *Applications in Plant Sciences*, have been working overtime to transition our current production of the journals and the back issue archives to John Wiley and Sons. I have been involved in the weekly conference calls as we worked our way through transitioning all of our journal content to our new publishing partner and hammered out the new protocols and procedures in production with the Wiley team. We now have a new member portal to access all BSA publications on [www.botany.org](http://www.botany.org) and have begun the marketing rollout to members, authors, and the broader scientific public involved in ecology, evolution, and the plant sciences. It has been a rocky road, with the transition proving much more difficult than expected. However, much progress has been made just in the last three months, and the production schedule is now starting to smooth out so that our August issues should both publish within the month.

Although we will not be gaining any guaranteed increase in income from the relationship with Wiley, we are gaining a publishing and marketing partner that can provide a guaranteed and stable revenue stream for 5 years, with a potential for a substantial royalty starting in FY2019 and a decrease in the expense side of our Publications budget. We are also able to achieve enhanced benefits for our members, our authors, and ultimately our journals.

The contract with Wiley allows the Board to approve any price increase to institutional subscribers for *AJB*. 2018 saw a price of \$907 (5.7% increase). For 2019, the Board has approved a 4% price increase to \$943. The contract also provides for a print-on-demand option for the journal. Wiley currently estimates the full set of print-on-demand issues to cost \$120 for printing, inclusive of shipping. This is an estimate and could increase a bit in the coming months. Therefore, members who wish to have a print copy of the journal can do so, but we recommend that the Society continue to set the price at \$175 to make sure we are covered for any potential change/increase. Please see the Publications Report for more detailed information on the *American Journal of Botany* and *Applications in Plant Sciences*.

**Recommendation 2:** It is recommended that we offer the print-on-demand option for the *American Journal of Botany* to our members at a cost of \$175 per year.

## **VI. *Plant Science Bulletin***

Please see the respective Editor's report for further information. The *Plant Science Bulletin* continues to publish three times a year. Now in its 64th volume, the *PSB* serves as the voice of the BSA and one of its strongest historical records. All issues are available in print and online in PDF format. The most recent issue is also available in an online flip-book. The current issue, the archive of all previous issues, and the list of books available for review are available at <http://cms.botany.org/home/publications/plant-science-bulletin.html>.

BSA staff play a critical role in the production, layout, and editing of the *PSB*. We will continue to self-publish the *PSB*, and it will be included and discoverable on the BSA Publications hub on the Wiley platform by the end of this year.

## **VII. BSA Management Support Services**

Working with their officer teams, BSA provides a range of support services under contract with two other scientific societies (SSE and SEB). Activities such as attending Board meetings and conference calls, providing advice on association trends, writing and deploying communications for those societies, marketing their conferences, writing and deploying renewal reminders, and managing their membership database are all tasks performed by BSA staff. We also provide financial and web/IT support. These two agreements bring in \$60,000 to the BSA. 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. Much time was spent in December through February working on IT needs for the SSE graduate student research award submission and evaluations system. BSA staff also invested quite a bit of time from December through June, assisting with the SEB annual conference. Our Financial Manager has seen an increase in activity from both societies as each group has become more active in giving out awards, travel funds, and paying for new initiatives.

While four of our BSA staff members spend a portion of their time dedicated to assisting these two societies, I feel that we do gain from working with these groups in more than a financial manner. We are all able to share certain areas of expertise with each other. While BSA has been able to lead the other societies by offering them strong data membership management, an abstract submission system, and advice on association issues like GDPR and best governance practices. Other societies have led the way with contributions like a Code of Conduct, a demand for enhanced awards and evaluation system that BSA can now use for itself, and a rebranded and overhauled website whose open-sourced code they are willing to share with us for a botany.org upgrade.

We have not raised the annual charges for services on either group in many years. I suggest that we increase both of these contracts to make them more financially fair for the work provided by your staff. I will work to negotiate new agreements with increased payments for in FY2019 where \$25,000 from SEB and \$50,000 from SSE will be requested.

## **VIII. Botany Conference**

This year's conference will host over 1000 attendees, so we are back to our normal expectations after the lower attendance and financial loss from last year in Fort Worth. Our biggest challenges this year have been grappling with the new data and privacy requirements of the GDPR and implementing a Code of Conduct for the meeting: this involved all of our partner societies and the creation of a new Code of Conduct Committee. This year has also been challenging in that some of our international colleagues are unwilling or unable to travel to the United States. A few

colleagues may be presenting remotely through Zoom video in order to address this challenge. Overall, we expect the conference to again be a venue of positive scientific collaboration and exploration as well as make a small profit to be shared by the society partners. Please see the Program Director's Conference Report for more details.

### **IX. PlantingScience & PLANTS Grants**

The **PlantingScience** program continues to develop, expand, and improve, and our \$2.88 million grant, “**Digging Deeper Together – A Model for Collaborative Teacher/Scientist Professional Development**,” is in its third year. The **PlantingScience** program saw its biggest session ever this past fall with 69 teachers, 815 projects, and about 2500 students online. We are continually improving the **PlantingScience** website with help from our contractor HUBZero, and looking to increase scientific society partner involvement and improve our outreach to more classrooms for next fall. A few publications are also “in the works.” You can read more about that and the numerous other Education activities in the Education Report.

Our second **PLANTS** grant (\$99,000) is in year 3 of 5 years of funding from NSF, supporting students from underrepresented groups to attend our Botany Conferences. The Business office manages the advertisement, application and evaluation process, the communications and tracking of the selected **PLANTS** fellows over time, as well as mentor cultivation. This year, 14 underrepresented undergraduate students will be attending the conference as part of the program, and 28 BSA student and senior mentors will be assisting them. As part of their pre-conference training, we held a webinar on Mentoring Underrepresented Students and also a special webinar just for the **PLANTS** fellows.

### **X. IT Support**

This past year IT has really stepped up to the plate to fulfill extra duties since we have been short staffed. IT staff worked with BSA and SSE to improve their systems for online award submission and evaluation. ASPT has now approached us for potential assistance to improve their award submission system. SSE membership data were moved over into the CiviCRM platform for their renewal season last fall, and we continue to provide support for updates and changes as requested to their Civi database. IT support has also been needed in transferring all the data from a shared staff network server to the cloud, handling the conference app, as well as assisting me with learning the ropes to make changes to the BSA and SEB web sites. We also worked in tandem on researching and pursuing GDPR compliance, which has proved to be a work in progress for most associations and scientific societies.

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. The fast pace of change continues, and we are constantly working to keep up with what is needed. Please see the IT Report for more details.

**Respectfully Submitted,  
Heather Cacanindin  
BSA Executive Director**