

Minutes - Abridged from the August 25, 2020 APS Council Call

A. Call to Order (du Toit)

Meeting was called to order at 1:01 p.m. CDT.

Council present: Lindsey du Toit, Mark Gleason, Amy Charkowski, Kira Bowen, Jim Bradeen, Lawrence Datnoff, Katy Stevenson, David Gent, Ashok Chanda, Krishna Subbarao

Council absent: Peter Ojiambo

Incoming Council (non-voting): Ron Walcott, Courtney Gallup

Staff: Amy Hope, Carol Ericson, Kim Davis, Linda Schmitt, Megan Boatman, Greg Grahek, Erik Uner

Invited: Paul Esker, David Gadoury

B. Minutes (All)

NOTED to amend section C to include the shared themes/areas for mid-career focused engagement and under section D to correct the spelling of Sally Miller's name.

TABLE approval of July 16 minutes; will approve on the September call.

C. What we Heard during Plant Health 2020 (All)

Attendance:

- 2451 total registrants as of August 25, 2020. (1052 free and 1404 paid), 54 registration upgrades.
- 1230 first time attendees. Usually around 300 for first time.
- 733 international attendees from 77 countries, of those 576 were first timers.

Live Sessions

- 111 live sessions/meetings conducted over 2 weeks; 19 live sessions had a live Closed Captioner
- 10,000 instances of people attending a live session
- One-on-One with an Expert had 9 experts and 35 appointments over 2 days.

On-Demand/Recording

- 200+ hours of recording video that is available to attendees for on-demand viewing
- 10,000+ views on-demand recordings (3800+ views since meeting ended and 100,000 impressions of on-demand videos)
- Closed captioning added to all on-demand videos (Over 10,000 minutes)

ePosters

- 30,000 poster views, average poster viewed 40 times, most viewed poster viewed 334 times
- 20 posters viewed more than 100 times; 175 posters viewed more than 50 times
- 18 of the top 20 posters leveraged the features of the ePoster platform.
- ePoster platform will stay up for a year.
- Minimum requirement was for authors to upload the 'onsite' pdf version of their ePoster, but many took advantage of the system capabilities to add additional resources to their ePoster.

Shared the sample of the ideal ePoster format: <https://api.ltb.io/show/BPOUE>

- Discussion followed on how to promote the top 20 ePosters and recommend sharing an example on effective ePoster.
- With ePosters we can see how many times it's been viewed, never would have that at an in-person meeting.

ACTION: Staff to promote top 20 ePosters in a future News Capsule.

ACTION: Annual Meeting Board (AMB)/Staff to hold a webinar tutorial on best way to make an ePoster in late May 2021.

ACTION: Staff will analyze and report staff time for annual meeting. It was noted that both AMB and Staff worked for an in-person and virtual meeting, so hours were increased due to having to do things twice.

Annual Meeting Board Feedback (Esler)

- Virtual committee meetings held the week prior were highly attended and very engaged, easy to pull roster for Chair.

RECOMMEND that going forward we continue with the virtual platform for committee meetings at the annual meeting and to extend committee meeting times to 90 minutes to allow time for welcome & introductions.

- Received positive feedback from many people who were happy they could access on-demand sessions on own time.
- Training moderators is key! Need to pay attention to each talk in more detail for Plant Health 2021.
- Workshop dates are posted online with information being sent out to the membership.
- Session Planning for 2021 communication will be sent out to committee chairs. AMB is meeting next week to finalize things as the goal is to open session proposals around mid to late September for a 3-week submission period.

ACTION: Staff to send information on session planning and workshop schedule in upcoming News Capsule and promote on social media.

- Amy Charkowski noted that in some years, the AMB director would send thank you notes to supervisors of AMB members, which were greatly appreciated by AMB members.

ACTION: Mark to work with staff on drafting electronic thank you letter to the supervisors of AMB members and for Amy Hope to check in with Amy Charkowski on logistics.

Council feedback on Plant Health 2020 Online (All)

- Councilors-at-Large (CALs) will continue to communicate the purpose of the annual meeting committee meetings to committee chairs during the chair orientation. Noted that in some instances were scientific presentations.
- Received questions from some committees as to why their session topics were not chosen. How to give them feedback on this? Noted that the article: *A Guide for Preparing and Conducting a Special Session at the APS Annual Meeting* was published *Phytopathology News* (2016: volume 50 issue 5 pg. 61) but needs updating. Session planning is typically included in Committee Chair Orientation Webinar but was omitted this spring due to unknown 2021 session planning.

ACTION: Staff to work on a tutorial and one-page document to share with committee chairs on annual meeting session planning.

- Office of Private Sector Relations (OPSR) had a very good discussion on industry involvement with APS meetings. Many noted they were able to attend because it was virtual. Members indicated they had to justify attendance and value.

ACTION: Council to reach out to USDA to advocate value of society and then they would see the value and support their employees to go and take some of the burden off the employee. As an USDA employee, the justification for attendance is participation in an event: presenting a poster, attending a workshop, leadership role, etc.

ACTION: Staff to run report on industry registrants and share with Council.

- Best practices – less is more for programming.

- Late breaking posters? Do again? Don't want to set precedent to have everyone submit late. Keeping it in a separate category helped reduce staff hours. Received 67 submissions out of the close to 800 submitted. Let AMB investigate
- Will have survey results at the end of the month and will include discussion during September call.

D. Community Connection Webinars (All)

- Registration has gone down since the first one. Feedback, value of them on moving forward with new ones. If we want to continue, need to reimagine them and have a focused idea and purpose for which they serve.

RECOMMEND we keep Community Connection webinars in our communication arsenal and suggest we hold them quarterly with a special purpose.

E. Leadership Institute (LI) Update (du Toit/Hope)

Held a virtual brainstorming session and had invited outside committee members. Looking into ongoing LI curriculum that builds a cohort and takes them through different stages of education. Will have report this fall from them. Their next call is in in Sept. Overall, open to change. Will come out looking like a different program when done.

NOTED that Lindsey will continue to be the Council liaison to LI as Past President.

F. Foundation (Gadoury)

FY20 Fundraising and spending:

- 275 donors (6% membership); Donations totaling \$72,039 (about 50% from top 10 supporters)
- Total funds increased \$147,583 on an endowment now totaling \$3,013,284 (+4.9%)
- 31 Named Student Travel awards for Plant Health 2020, sponsored registration of 114 award applicants.

New initiatives:

- Lafayette Frederick award – contract in the works. Foundation matching \$20K from the endowment funds. Individual donors have pledged, and Council is also considering matching. With these matches we can reach \$100K goal.
- Using general endowment funds and selected gifts as matches to promote giving
- Goal for 2020 is to reach 30 Named Student Travel awards fully funded at \$20,000. Seeking donors that have a connection to those underfunded awards and have identified several.
- Low hanging fruit will be first, endowment near \$15,000 presently.

Concern about fundraising engagement due to not meeting in-person this year.

- Normally would raise around \$30K during the annual meeting, around \$6K was raised during Plant Health 2020 Online.

Five of the 56 named student travel award funds are over \$20K. Awards under \$20K, Foundation is reaching out to departments of those named awards to ask for matching gifts.

Foundation needs advocates!

G. Council Match to Lafayette Frederick Diversity & Mentoring Award

Council often matches to these types of awards. All \$20K may not be spent as it's a match. Sally Miller and Anna Testen working on contract. Emphasize priority on African Americans as well as underrepresented groups. Have very strong support from the family. It would be interesting to explore a partnership with MANRRS, which

generally emphasizes Black minorities in agriculture, but is very culturally diverse in its student membership.
<https://www.manrrs.org/>

MOTION: to approve Council matching up to \$20K to the Lafayette Frederick Diversity & Mentoring award.
Seconded; motion passed. (one abstention).

H. Passing of the Gavel (du Toit/Gleason)

Lindsey du Toit mailed the official APS Presidential gavel to Mark Gleason, commencing her term as past president and initiating Mark Gleason as the APS President for 2020–2021.

I. What to Focus On (Gleason)

1. Journal strategy

- Identify key milestones
- 3 things focus on: Communication to members and to community, financials, and execution

2. Virtual Engagement with Members

Podcasts, webinars, virtual seminars. Realized the potential of what this can do for us and our members. Some workshops will be held as webinars. We need imaginative planning on how we can expand our reach. Virtual seminars – are resources (to post in the Ed Center) on what we can do and what we can offer.

J. Council Liaison Role to Committees (Gleason)

RECEIVED Council liaison listing.

REVIEWED Council's committee/board liaison and job description of the liaison role. Reminded Council that their role as a liaison is a supporting role.

K. Finances (Davis)

RECEIVED July 31, 2020 statement.

The net profit from operations for the month ended July 31, 2020 was \$68,664, which is \$55,176 better than budget and \$85,199 worse than prior year. The YTD net realized and unrealized gain on investments was \$238,255 for a total net profit after investments of \$306,919.

Total YTD revenue was \$336,041 which was worse than budget by \$48,641, and less than prior year by \$48,482. *PhytoFrontiers™* to date has received 11 submissions and two have been accepted. Noted some of the submissions were lateral transfers and some were direct submissions. Once acceptance starts, we will begin to see revenues come in. Journals underbudget for this year and underbudget compared to prior year. Total YTD operating expenses were \$267,377 which is \$55,176 better (lower) than budget and \$36,717 worse (higher) than the prior year.

After investment gains of \$238,255 the Operating Profit is \$306,919. Most business centers showing net profit on target or favorable to budget.

L. Phytobiomes Alliance (All)

When the Phytobiomes Alliance was established, APS had agreed to host the Phytobiomes Alliance website for a set amount of time. In return, APS has been a contributing sponsor of the Phytobiomes Alliance and provided a seat on the Coordinating Committee. The Phytobiomes Alliance has commissioned a new website and removed the website from the APS hosting site. At this time, they enquired whether APS would like to continue to be a

sponsor of the Phytobiomes Alliance and retain a seat on the Coordinating Committee. The annual sponsor fee for a scientific society is \$5,000.

NOTED that we need input from someone who has been active on the coordinating committee before we make the vote. Amy Charkowski agreed to talk with Jan Leach for her recommendation.

TABLE Phytobiomes Alliance discussion moved to September agenda.

Meeting adjourned 3:10 p.m. CDT.

The following e-vote was passed on July 30, 2020:

MOTION to appeal for a third time in the Chinese courts to try to gain registered trademark for *Phytopathology*. The vote was split with six yays to approve and five nays to not approve.

Noted that Greg Grahek has contacted our attorney to let him know to proceed with the contingency arrangement and he confirmed back that we were in time to proceed. We should know the result by early 2021.