

**ABRIDGED Minutes**  
**from the January 21, 2021**  
**APS Council Call**

**A. Call to Order (Gleason)**

Meeting called to order at 11:02 a.m. Central.

**Council present:** Mark Gleason, Amy Charkowski, Ron Walcott, Lindsey du Toit, Lawrence Datnoff, Jim Bradeen, Katy Stevenson, Courtney Gallup, Ashok Chanda, Krishna Subbarao, David Gent

**Staff:** Amy Hope, Megan Boatman, Kim Davis, Carol Ericson, Greg Grahek, Kurt Rood, Tressa Patrias, Linda Schmitt, Erik Uner

**B. Financial Health (Rood/Datnoff)**

**1. Financial Statement**

**RECEIVED** December statement.

We are halfway through our fiscal year.

The net profit from APS operations for the six months ended December 31, 2020 was \$319,112, which is \$241,339 better than budget and \$48,939 better than prior year

Total YTD revenue was \$2,562,064, which was worse than budget by \$710,807, and worse than prior year by \$710,601.

Total YTD operating expenses were \$2,242,952 which is \$952,146 lower than budget and \$759,540 lower than the prior year.

**2. Form 990**

**RECEIVED** 2019 Form 990 tax return.

**MOTION:** to accept the 2019 Form 990 tax return as recommended by FAC. *Seconded; motion passed.*

**C. Virtual Engagement**

**1. Committee Communication Technology (Uner/Ericson)**

Met with Amy C. about online community goals for APS. Main 3 goals:

- Easy platform and intuitive to learn.
- Encourage association member engagement with ongoing member to member communications.
- Support professional development.

Online Community Benefits:

- Committee and Boards can manage asynchronous conversation and document sharing throughout the year.
- Seamless integration with APS website and member database provides ease to members and efficiency to staff.
- Members can engage (respond) from their email account providing convenience.

**NOTED** SLACK and Microsoft Teams are more internal. Not meant for outside, not their primary use. More administrative work for staff.

Have narrowed down community software to Higher Logic (HL), which is widely considered one of the best platforms for association management systems and iMIS. In addition, SciSoc already uses this platform with other groups at SciSoc.

**SHARED** case studies from non-SciSoc groups that use Higher Logic Community. Overall, all saw an increase in membership revenue and retention.

**SHARED** case studies from SciSoc groups that are using Higher Logic.

### **Summary of anticipated value of Higher Logic software to APS:**

- Grow member connections.
- Engage young professionals and early career member audiences more effectively.
- Support professional development more effectively.
- Provide easier access to committee resources and tools (communication and documents).

**ACTION:** Katy to go back through annual reports and share list of committees by next week to Erik, who will then schedule a demo with Higher Logic demo for groups.

**ACTION:** Erik to work with Ashok on scheduling a Higher Logic demo for the Divisional Forum.

**ACTION:** Include Higher Logic decision on February 18 agenda.

## **2. Delivery Channels & Assessment**

### **a. Plant Health 2021 (Boatman)**

- Program update:
  - Special session review completed.
  - Annual Meeting Board (AMB) discussed workshop planning during their January call.
  - Virtual field trip also to be discussed.
- Interaction and networking update:
  - Designing interactive experiences is a top priority for AMB and Staff.
  - AMB will turn attention to improving ePoster experience after submission reviews wrap up.
  - Staff is focused on small-group conversation experiences.

**NOTED** that during this week's Office of Public Relations Outreach (OPRO) mid-year meeting they discussed e-posters and inquired about how can OPRO help AMB to assist authors in making better interactive posters?

**NOTED** that Megan will have Paul Esker connect with Nicole Donofrio from OPRO to discuss e-posters.

### **b. Virtual Division Meetings (Patrias)**

Staff has always helped divisions for their in-person meetings but are now expanding on ways to help them with virtual meetings. Katie Hamel is the Virtual Meeting Manager and is in the process of reaching out to Divisions to help with their virtual meetings.

### **c. Podcasts (Ericson)**

Overall, moving along. David Gadoury and John Bryce met last week. Have another 12 podcasts planned. One potential change, instead of every 2-week cadence of releasing episodes, is that they are considering dropping multiple episodes at the same time. Working on right content and will let us know

the cadence of episode release once finalized. They experimented with sending a specific email to APS members when a podcast dropped; they did see an increase in open and download rate for that podcast episode. Will continue to do this and keep track of these download numbers.

### **C. Office of Education (OE) and Ed Center Structure (Gleason)**

Brantlee Richter, the new EIC of the Education Center, has convened the right people to begin conversations, including Office of Education and Teaching Committee and they have had several meetings. Currently they are brainstorming with people throughout the education side of APS. Will keep Council updated as work progresses.

### **D. APS PRESS Editor-in-Chief (EIC) Approval (Subbarao/Grahek)**

**RECEIVED** CV for Rosemarie Hammond.

Rosemarie Hammond (USDA) has been nominated by current APS Press EIC Darin Eastburn to serve as Editor-in-Chief of APS PRESS (2022-2024). This nomination was supported by a unanimous vote of the APS Publications Board. If approved by Council, Dr. Hammond will shadow the current EIC for a year prior to taking over as EIC in 2022.

**MOTION:** to approve Rosemarie Hammond to serve as EIC of APS PRESS (2022-2024). *Seconded; motion passed.*

### **E. Approval of Minutes (All)**

**MOTION:** to approve the December 17, 2020 minutes. *Seconded; motion passed.*

#### **1. Updates on Outstanding Action Items (All)**

- CALs and Jim are working on updates to the committee annual report form changes.

*Meeting adjourned at 12:08 p.m. Central.*

**NEXT CALL:** February 18, 2021 at 11:00 a.m. Central.