

**APS Council Midyear
Friday, February 20, 2004
3:30 – 5:00 PM**

In attendance: Carol Ishimaru, Danise Beadle, Rose Gergerich, Mike Ellis, Jacque Fletcher, Erik Stromberg, Richard Belanger, Don Mathre, Chris Mundt, Arv Grybauskas, Albert Culbreath, Gary Grove, Tim Murray, Ray Martyn, Margery Daughtrey, John Andrews, Jim MacDonald, Allison Tally, Gary Bergstrom, Greg Shaner, Meg McGrath, Gail Schumann

Staff: S. Nelson, M. Bjerckness, M. Wimer, M. Smith, G. Grahek, A. Hope, K. Flanagan

1. Call to Order
2. Welcome and Introductions
3. Parliamentarian: Jacque Fletcher
4. Meeting procedures: Jacque Fletcher - Discussion of knowledge based governance system. Council to operate under “committee of the whole” during most of agenda.
5. Approval of Agenda
6. Approval of Minutes: Revisions incorporated and posted, MOTION to approve 2nd – APPROVED.
7. President’s Report: Gary Bergstrom[7.PresRpt] – “Doing Business Differently”. Implementing continuous strategic planning for APS and setting strategic priorities for 2004. Challenges for APS governance.
8. FAC report: Erik Stromberg, current financial statement ahead of budget, cash flow continues to be positive, FAC recommends FY 05 budget at essentially breakeven [attachment’s presented in Exec, EF.III:a, EF.III:b, EF.III:c, EF.III.d].
**look into legal requirements on liability issue of fun run in Anaheim (staff)*

Focus Topic I: Members’ satisfaction, needs, and desires for APS: (Dick Rogers/Readex[C.FTII]), Membership is saying “don’t do major surgery”, increasing number of members are unfamiliar with some of products and services, continue to raise their awareness, long-term demographics has serious implications for APS, long-term planning is needed to deal with trends.

**Saturday, February 21, 2004
8:00 AM – Noon**

Focus Topic II: Strategic Plan Update and 04 Priorities

Reviewed SP proposed changes submitted by committee chairs [Attachment C.FTII:a]
Suggestions to develop CD-Rom on use of e-communities
Reviewed 04 top priority objectives [Attachment C.FTII:b] [editsMB]
Regulations of movement of pathogens
APS Strategic Issues [C.FTII:c]
Emphasis on (7)

Focus Topic III: Strategic Financial Plan [see III:d from EF]

FY08 Strategic Financial Goals [C.FTIII:a]
Review of proposed Budget [see attachment III:a from EF 2/20/04]
-discussions on PPB budget, costs of representation (need to educate membership on value)
-recommendation to reduce deficit of Phyto News to (50K)[line 26, III:d]
-recommendation to reduce Ann Mtg 08 Goal to 50,000 [line 42, III:d]

Focus Topic IV: Journal Issues

Greg Shaner, Adhoc Journals Committee [C.FTIV]

- Scientists are coming to expect free online access to journals through their institutional libraries
- Failure to make APS journals available online through institutional libraries will lead to loss of readers, citations, and ultimately—authors

- APS must negotiate online subscription rates to Phytopathology, Plant Disease, and MPMI for libraries
 - Institutional, online subscriptions will likely result in loss of many individual subscriptions from APS members at those institutions
- Can we encourage APS members to publish more in our journals? (many journals cited, some more than Phyto)
- Why don't they? Should we survey focused on this topic?
- Can we encourage more non-Aps members to publish in our journals?
- Make journals more author-friendly (instructions to authors, templates w/macros)

John Andrews, Journal Operations Working Group [C.FTII:a]
 (Expedite transition to electronic delivery while maintaining financial integrity)
 How do we compensate for lost revenue from drop in individual online and print subscriptions?

Possible Strategies:

- Get libraries to convert from print to online
 - Staff has begun this work
 - Advocacy from Ind. Members
- Digitize back issues
- Open-access for back issues at some level
- Exploit online institutional licensees to direct reader traffic to APS products/services
- Ensure that major search engines are referring scientists to journals
 - Staff has begun work on this
- Provide authors with PDF reprints for add'l charge (in process)
- Bundling opportunities
- Arrange with author when manuscript is accepted to provide, for an additional fee, the article open-access
- Web-based advertising of goods/services
- Provide print/CD-Rom edition of journal/article w/or w/out added features/content
- Online enhancements: add'l data; links;3-D; video
- Provide subscribers with personalized, automated lit searches, article retrieval, and other electronic, value-added services
- Consider dues surcharge in transition period
- Consider grant proposals to federal agencies
- Form collaborative association with large research libraries
- Form marketing collaborations
- Brand APS electronic journals
- Facilitate downloading purchase of journal articles via credit card

Recommendations

- Actively bring libraries online
 - Proceed with digitizing back issues (Univ of Wisconsin collaboration - have offered to digitize all our journals from 1996 to inception at no charge with the caveat that they remain open access); our costs would include programming expenses to convert the data from UW to our servers and to create a "reader" for our audience, 40-60,000 dollars? Articles?estimated
- *Suggestion from Pubs that a non-current Editor-in-Chief serve as chair (staying on one extra year)

Brief implementation updates

- PMN, *Wimer* [newsletter, attachment 14.a]
- CEU's
- working on Gov. partnership(s)
- launch 4th journal (*Applied Turfgrass Science*) in early spring

- add new partners and institutional subscriptions (other areas of interest at Univ's./non plant-path)
- effort to get user info indexed and available
- add training and agrosecurity sections

Society Publishing, *Grahek* [attachments 14.b]

- www.nonprofitjournals.org
- group to meet in Chicago, March 4, 2004

Tag line development, *Bjerkness*

- based on recommendations from the committee, and subsequently staff development with input from various boards, Exec brought forth the 1st option to Council: "Leading the fight against plant diseases for a healthier world" - **approved**

Nat'l Crop Biosecurity Center Proposal, *Fletcher*

- over 60 responses to the proposal with many good comments and questions

Cont'd discussion on Focus Topics

FT II: Strategic Plan Updates

1E:

2D:

4E: add "Develop and execute a comprehensive awards and honors program that encourages and recognizes excellence in member contributions to plant pathology and APS."

5F: remove PPB from *responsibilities*

MOTION: Moved to approve changes, seconded and carried. APPROVED

FT III: Strategic Financial Plan

Revised Budget [attachment C.FTIII:], page 4, line 173 – reduce surplus to 6,364 (registration fees increase by \$10)

Focus Topic V. Society Communication

Presidential duties are evolving and being shared among the presidential lineage

Secretary as facilitator of communications:

What has changed:

-annual and midyear reports have evolved into bulleted updates to objectives within the strategic plan

-facelift to the Annual Report of the society as published in Phytopathology

What more can be done: (how to track progress and provide feedback)

-evaluate reporting and facilitate communication between various groups/committees; emphasis on "interpreting"

-work w/Staff to develop e-communities for the office, boards, committees

-provide feedback to committees on actions taken from the SP reports

Comments:

-reminders of deadlines (*use tasks to prompt officers/secretary*)

-how many hits online to the Annual Report?

Councilor's Forum: [Attachment, 20:a1] DeBary Bowl

Propose that Don proceed with change for this year and follow-up with survey targeted at students, diagnosticians, and young professionals to assess it's continuation

Pubs Board:

Embargo on information requiring special license, specifically from Iran, Iraq, Lybia, and Cuba

-looking into licensing procedures

- could this be conveyed to Marty Apple at CSSP
- Chris to draft article on procedures for authors and communicate to other EIC's
- Manuscript tracking software (Scholar One)
- cost per article (for all three journals) is about \$19 per article plus initial start up fee and then an annual licensing fee
- recoup costs via fees to authors
- pubs board to evaluate the best way to absorb costs; processing fee or page charges (survey to authors)

**Sunday, February 22, 2004
8:00 – 10:00 AM**

Exec Committee Recommendations

Awards and Honors Committee Report

Received; Gary contacting recipients

Appointments:

Phyto News Exec Committee moved to Re-appoint Margery Daughtrey as EIC of Phytopathology News from August 2004-July 2007

Motion[M.20.a.1.appts:1] Passed

PPB Moved to re-appoint John Sherwood as chair of PPB, for an additional year, from Aug 2004-July 2005

Motion[M.20.a.1.appts:2] Passed

SPB Moved to re-appoint Erin Roskopf as Director of SPB, for a second three-year term, from Aug 2004-July 2007

Motion[M.20.a.1.appts:3] Passed

OIP Names brought forward from board and exec. Nominees were ranked and will be contacted in ranked order.

**In communication, Gary B. approach George Abawi and the OIP with the proposal of bringing in a new office member who would spearhead the new emphasis on the Office's charge of developing activities and interactions with other countries of the developed world (Europe, Japan, Australia, New Zealand, etc.). That Pres. Bergstrom indicate Council's suggestion and enthusiasm for Gareth Hughes as a person to do that.*

OIR Names brought forward from board and exec. Nominees were ranked and will be contacted in ranked order

Certification Issue: no critical mass

*GB, write a memo to adhoc one month prior to annual meeting requesting report with specified date.

CAST Representation: looking at names

FAC, 4 motions

Council accept the Strategic Financial Plan to support the society in its mission outlined in the society Strategic Plan, with revisions proposed yesterday.

Motion[M.20.c.Fac:1] Carried

Council accept FY05 budget that includes \$5,000 increase for the Ed Center and \$8,000 for OIP.

Motion[M.20.c.Fac:2] Carried

Council accept the registration fee of \$360 (\$10 increase and proportionally in other registration categories) for the 2004 national meeting at Anaheim, CA.

Motion[M.20.c.Fac:3] Carried

Council, Beginning in FY05 appropriate annually \$5,000 out of operating cash for Centennial programming at the 2008 national meeting.

Motion[M.20.c.Fac:4] Carried

Pubs/APS Press

Developing partnership for publishing with other societies that have approached the societies.

Scholarly Publishing rates: Start-up fee \$1,600 per journal, plus annual subscription rates

Total 1st year 28,000 for the three APS Journals, then to \$17,000 in following years

Motion[M.20.b.Pubs:1] Authorize staff to purchase “Scholar 1” manuscript processing software; staff will work with pubs board to assess financial models for recouping costs & present options to council at Anaheim for approval. - Motion Carried

-council requested a bulleted list of how this will reduce operational costs and where the costs can be allocated with several models for review

Digitized Journals: Motion[M.20.b.Pubs:2] Council charges staff with due diligence to: 1) proactively and systematically negotiate electronic rate licenses for APS journals with institutions; 2) enter into an agreement with the US Madison Library system to digitize back issues (prior to 1997) of APS journals, which would be available on an open-access, electronic basis.- Motion Carried

Councilor’s Forum

Division Dues: Motion[M.20.a/a.CF] CF recommends including the divisional dues to all membership renewals with the option of declining or striking the divisional dues on a volunteer basis. This should result in a general increase of all APS division membership. Council continues to monitor division membership renewals to determine the effectiveness of this practice. Motion Carried

-Mike to convey this change to Judy Brown and other the Division officers

-Councilor’s will report back to their Divisions on this change

-Bundle this with other items for a write up in Phyto News

Lapsed Member Campaign: CF continuing this campaign

New Initiative: Adhoc Int’l Committee, Mike, Judy, and Ray

Site Selection: 09 Portland, July 30- August 6

10 Nashville, August 5-12

-Mike will contact MSA about meeting with us in Portland in addition to Quebec (06) as they have inquired about (CC: Carol Stiles)

Officer Nominations: Vice President, John Sherwood

CAL, Barb Christ

2nd candidates ranked and will be contact to assess their willingness to run. (Ellis)

Presidential Travel to Division Meetings:

Recommendations (to be communicated through Division Councilors, publish in Phyto News)

-President may not be able to attend due to scheduling conflicts but alternative from Exec Committee will attend

-Representative will attend banquet and or business meeting

-Any talk be limited to 15 minutes and should focus on state of the society

Proposed Focus Topics for Leadership Forum in Anaheim:

*-International Issues; directed at developed countries

-Society Communications

*-Plant Path Priorities

-How we handle nomination processes, all levels of appointments

** -How do we involve standing committees to be more active beyond the annual meeting; how do we foster development and interaction of these and other small groups

**group to develop ideas to facilitate this topic for discussion at the annual meeting

(Mike, Allison, Carol, Richard, Marci and Michelle) (1 hour session in Anaheim), Mike to Chair

Ann Mtg Items:

Dept Head Breakfast -notice to Dept heads, no admittance without ticket (Ray), Mike Stanghellin, Charing this meeting

Meeting adjourned at 10:27 AM

ATTACHMENTS:

Agendas:	A.CM	APS Council Agenda
	A.EF	APS Exec/Fac Agenda
	A.CF	Councilor's Forum
[7.PresRpt]		President's Report
EF.III:a		APS 2005 Proposed Budget
EF.III:b		APS CashFlow
EF.III:c		APS Balance Sheet- Unaudited
EF.III.d		APS Financial Strategic Plan
[C.FTI]		Readex Survey Pwpt.
[Attachment C.FTII:a]		St. Plan Updates/proposed changes
[Attachment C.FTII:b]		
[editsMB]		Priorities
[C.FTII:c]		FY08 Strategic Financial Goals
[C.FTIV]		Shaner Report (Journals)
[C.FTII:a]		Andrews Report (Journals Working Group)
14.a		
14.b		
Revised C.FTIII (EFIII.a)		
C.FTIII:AnMtg		Preliminary 04 Ann Meeting budget
20:a1		deBary proposal

Motions:

[M.20.a.1.appts:1]
[M.20.a.1.appts:2]
[M.20.a.1.appts:3]
[M.20.c.Fac:1]
[M.20.c.Fac:2]
[M.20.c.Fac:3]
[M.20.c.Fac:4]
[M.20.b.Pubs:1]
[M.20.b.Pubs:2]
[M.20.a/a.CF]