

Entomological Society of America

Minutes of the Governing Board Meeting – Zoom teleconference September 23, 2021 (1:00 – 5:00 p.m. ET)

Participants.

Michelle Smith, BCE, President

Jessica Ware, Vice President

Alvin Simmons, Past President

Marianne Alleyne, Vice President Elect

Faith Oi, Treasurer

John Ruberson, North Central Branch Representative

Karla Adesso, Southeastern Branch Representative

Jesus Esquivel, Southwestern Branch Representative

Tracy Leskey, Eastern Branch Representative

Jennifer Henke, Pacific Branch Representative

Julien Saguez, International Branch Representative

Mustapha Debboun, BCE, Medical, Urban & Veterinary Entomology Section Representative

Richard Mankin, Physiology, Biochemistry & Toxicology Section Representative

Andrew Short, Systematics, Evolution & Biodiversity Section Representative

Melissa Willrich Siebert, Plant-Insect Ecosystems Section Representative

Sallqa-Tuwa Stephanita BondocGawa Mafla-Mills, Student Representative

Chris Stelzig, Executive Director

Staff

Rosina Romano, Director of Meetings and Membership

Erin Cadwalader, Director of Strategic Initiatives

Neil Willoughby, Director of Finance

Matt Hudson, Director of Publications, Communications, and Marketing

Stacie East, Director of Diversity, Equity, and Inclusion

Guests

Peggy Hoffman – Principal, Mariner Management

Peter Houstle – Principal, Mariner Management

1. **Welcome, Introductions, and Agenda Review** – President Smith convened the meeting at 1:00 p.m. and welcomed the attendees. Quorum was established and the agenda

was reviewed and approved.

2. **Consent Agenda** – The Consent Agenda may contain minutes, motions, and other reports that the Governing Board can approve as a single agenda. Smith reviewed the Consent Agenda and asked if members would like to pull any items for discussion. One item was pulled for later consideration: the August 2021 Executive Committee meeting minutes. Following that, the board approved the remaining items of the consent agenda via the following motion: Move that we adopt the Sept 2021 consent agenda as modified.

As such, the following reports were approved:

Consent Agenda Item	Motion?
Common Names of Insects proposal	Yes
Insect Systematics and Diversity Editor in Chief Search Recommendation	Yes
Cyber minutes year-to-date for 2021	No
July 2021 Executive Committee meeting minutes	No

3. **Headquarters Update** – Stelzig presented updates on various initiatives underway at the headquarters office. These included financial projections for the year, a review of the Strategic Initiatives Department's primary activities, several communications updates, a recommendation that ESA's parliamentary rules be updated, and similar items. Discussion included engaging the ESA Committee on Ethics and Rules in the parliamentary discussion.
4. **Annual Meeting** – Romano presented updates on the annual meeting. The continued effects of the pandemic and the slower-than-anticipated pace of national vaccines have made it so that registration will not meet budget targets and the meeting will operate in the red for the year, though a cancellation would result in a dramatically higher loss. Staff are working hard on expense mitigation. Several program elements have cancelled or transitioned to virtual. The board extended great appreciation for the meetings department for all of the extra work required to prepare for this year's hybrid meeting.
5. **CDC Grant** – East detailed the \$500,000 grant from the U.S. Centers for Disease Control and Prevention (CDC) that was recently announced. The purpose of the grant is to identify strategies to expand the potential pool of entomologists from minority-serving institutions (MSI) to help meet the public health entomology workforce needs at a range of levels. Major elements of the program include outreach to MSIs, organizing

and funding two fellowships and six internships at CDC, and a marketing campaign to promote entomology to a wider audience.

6. **Board Survey Results** – Continuing a discussion from the March meeting, the board considered the results of two recent surveys that the board members participated in that sought to analyze current skills of board members and ways that the board could best serve membership through development. The discussion focused on trying to determine what skills and attributes would best serve the society and whether board members should be trained on desired skills or recruited because they possess those skills. There was consensus that more discussion on the topic is needed.

7. **Regional Member Needs Assessment Report** – The consultants for this project, Hoffman and Houstle, joined the board at this point. They led the board in a discussion of the report they submitted, which was based on outcomes from various focus groups, task forces, individual conversations, and the summer strategy day held earlier this year. The report made five primary recommendations for ESA regarding engaging members on a regional basis: (1) Focus on a flexible matrix of interest and proximity, (2) Capture and archive content, (3) Centralize association management functions, (4) Build and leverage relationships, and (5) Ramp up support for volunteers.

Discussion ensued and after a time the focus shifted to whether or not the time was right for implementation of some (or all) of the recommendations or more dialogue. The board agreed to continue exploring the issues by presenting some of the report's elements later this year and using both the 2022 Branch meetings and strategic planning process to continue the conversation. The board passed the following motion: *Move to produce a set of communication materials regarding the Branch strategy session for Branch leaders to use with the membership to start to lay the groundwork for listening sessions in 2022.*

As the motion passed, Hoffman and Houstle departed the call.

8. **Break** – The board took a 15-minute break

9. **Honorary Membership (HM) Task Force Recommendations** – Following previous discussions of the board, President Smith requested the Honorary Member Judging Panel review the recommendations from the Honorary Member Task Force and the opinions of the Governing Board and make recommendations on improving the program. The board discussed the report received by the panel and agreed to take action. A motion to improve the program was made and then a friendly amendment was accepted. The following motion passed: *Move to form a task force to develop a new*

rubric and call for Honorary Member Award for Governing Board approval, acting upon recommendations from the Judging Panel and Task Force, with a deadline of December 2021.

10. **Revenue Diversification** – The board continued the discussion that the Society has a compelling need to diversify revenue as the forecast of budgetary shortfalls in the years to come draws near. Staff presented a business opportunity that was initially reviewed by the Executive Committee. The following motion was approved. Move to approve the investment of up to \$100,000 from strategic reserves to secure analysts capable of making a prompt analysis and recommendation as to whether or not ESA should consider purchasing BioQuip Products as a business opportunity.
11. **Branch Financial Processing** – Willoughby informed the Board of a new opportunity made available to Branch treasurers and discussed the fact that some of the Branches have asked ESA Headquarters to take over some of the bookkeeping responsibilities for the Branch as a streamlining opportunity.

At this point Short departed the meeting.

12. **Guiding Principles** – Oi presented a set of guidelines which would establish expected protocols for participation in future board meetings. The principles were created by a colleague and discussed by the ESA Committee on Ethics and Rules. After brief discussion, the following motion was passed: Move to adopt the guiding principles for the ESA Governing Board with minor grammatical edits to follow.
13. **Consent Agenda** – The day's discussion answered the concern regarding the item which had been pulled from the consent agenda. It was approved without discussion by passing the following motion: Move to accept the Executive Committee minutes of August 26th.
14. **Adjourn for Day** – Smith called for any new business. Hearing none, the Board adjourned for the day at 4:39 ET.