CSSA Board of Directors Meeting  
March 30-31, 2009  
Atlanta, GA  

The meeting was called to order by Past President William Wiebold. Board members present were:

Kenneth H. Quesenberry, CSSA President (joined by phone for portions of the meeting)  
Joseph G. Lauer, CSSA President-Elect  
William J. Wiebold, CSSA Past President  
C. Corley Holbrook, C-1 Board Rep.  
Randy Wells, C-2 Board Rep.  
Emerson D. Nafziger, C-3 Board Rep.  
Gregory E. Welbaum, C-4 Board Rep.  
Michael D. Richardson, C-5 Board Rep.  
Lynn E. Sollenberger, C-6 Board Rep.  
Gary J. Muehlbauer, C-7 Board Rep.  
Thomas E. Carter, Jr., C-8 Board Rep.  
Michael A. Grusak, Provisional C-9 Board Rep.  
Craig A. Roberts, CSSA Editor-in-Chief, ex-officio  
Ellen Bergfeld, Chief Executive Officer, ex-officio  

Also present:  
Fran Katz, Chief Operations Officer and Director of Publications  
Wes Meixelsperger, Chief Financial Officer  
James Giese, Director of Science Communications (joined by phone for website discussion)  
Cathy Goudreau, Recorder  

C003 Board of Directors  
1. ACTION: It was moved by Mike Grusak to approve the March 3, 2009 CSSA Board of Directors conference call minutes. Seconded by Randy Wells. Carried unanimously.  

2. The next Board conference call is scheduled for May 12, 2009 at 8:00 AM Central Daylight Time.  

3. The CSSA Board of Directors will meet November 5, 2009 during the annual meeting in Pittsburgh, from 9:00-11:00 AM. An orientation session for incoming Board members and 2010 Division Chairs will be held prior to the Board meeting at 8:00 AM.  

C011.09 Division C-9 Biomedical, Health Beneficial, and Nutritionally Enhanced Plants (Provisional)  
1. Per CSSA Bylaws, Divisions may be established or terminated by a two-thirds affirmative vote of the CSSA Board of Directors and an affirmative majority vote of the valid ballots returned by the voting membership to CSSA headquarters. C-9 will be a provisional Division in 2009 and 2010 after which time a decision will be made on granting permanent status.  

2. Mike Grusak was encouraged to work with Craig Roberts and Fran Katz regarding appointment of a Technical Editor and Associate Editors for C-9 papers in Crop Science.
C201.4 Strategic Planning
1. James Giese presented an overview of the new CSSA website. The Board provided initial feedback and was encouraged to provide additional comments to James.

2. To set the stage for discussion of the 2006 Strategic Plan, the Board briefly reviewed the Strategic Focus and Strategic Assumptions. Each Board member shared what is happening at their institutions regarding budget cuts, hiring freezes in both faculty and technical support positions, and other areas of concern. Ellen Bergfeld highlighted accomplishments from 2007 and 2008, as well as expected accomplishments for 2009 for each Goal and Strategy. An overhaul of the Strategic Plan document is anticipated in 2010.

3. The Board divided into four subgroups to brainstorm new strategies for each of the four Goals identified in the Strategic Plan.

   Goal A - CSSA will be the primary resource for leading edge programs, publications, and knowledge for its members - Craig Roberts (Chair), Tommy Carter, Bill Wiebold

   Goal B - CSSA will be the powerful advocate for our sciences - Joe Lauer (Chair), Corley Holbrook, Greg Welbaum

   Goal C – CSSA will actively advance greater public awareness of the importance of crop science to human health, prosperity, and security - Emerson Nafziger (Chair), Mike Grusak, Randy Wells

   Goal D - CSSA will have a state-of-the-art infrastructure that supports and sustains its success–Gary Muehlbauer (Chair), Mike Richardson, Lynn Sollenberger

The Board reconvened and each group presented their suggestions. (See Attachment). After reviewing the strategies from each subgroup the Board identified the following priorities:

• Distinguish a distinct identity for CSSA or merge with ASA – from Goal D - 11 votes
  ACTION: It was moved by Lynn Sollenberger to appoint a task force to address current Divisional structure and more broadly, what does crop science include. Composition of the task force will include a subset of Board members and members at the discretion of the CSSA President. Initial findings of the task force will be discussed at the Spring 2010 Board meeting. Seconded by Joe Lauer. Carried unanimously.

• Capture private industry interest (Education/Private Industry/CSSA – plant breeding) – from Goal A - 10 votes

  ACTION: It was moved by Joe Lauer to appoint a committee composed of Board members to provide further detail on what was envisioned in the ‘capture private industry interest’ strategy. Seconded by Greg Welbaum. Carried unanimously.

  Suggested committee members are: Mike Richardson serving as Chair, Joe Lauer, Greg Welbaum, Tommy Carter, and/or Corley Holbrook.
• Promote the umbrella of a) societies, b) industry, c) commodity groups – from Goal B - 9 votes
  This was discussed in the context of advocacy and speaking as one voice in Washington, DC. Also addresses the integration of industry, commodity groups, trade associations so they feel they have a home.

• Host ‘targeted conferences’ (e.g. Plant Genome Meeting, Gordon Conferences, Division C-9 group) – from Goal A - 9 votes
  It was recommended that CSSA investigate the feasibility of hosting smaller, targeted meetings. Mike Grusak, Mike Richardson, and Craig Roberts provided examples of meetings they have attended and were requested to provide further background to Ellen. In addition, Ellen will email the Board asking for specific topics/suggestions for small, targeted conferences.

• Webinars on CSSA website (archived) – from Goal C - 8 votes
  Emphasis was on use of technology to reach out to members.

• Attract underserved content in publications (e.g. crop production and human health) – from Goal A - 4 votes
  It is anticipated that this will be addressed by the Board’s action at this meeting approving the general concept of moving toward enhancement of applied content in Crop Science, as well as the new task force addressing what crop science includes.

• Core Constituent Scientists – from Goal B - 4 votes
  As recommended by Karl Glasener, the Board previously approved establishment of Core Constituent Scientist Teams in conjunction with CSSA’s advocacy program.

• K-12 committee – from Goal C - 4 votes
  Per the recommendation of the Membership and Society Identity Committee, the Board took action at this meeting to establish a K-12 committee.

C211 Budget and Finance
Emerson Nafziger reported that revenues and expenses for the two months ending Feb. 28, 2009 are on target and there is no cause for concern at this point. The B&F Committee and the Board will continue to receive monthly financial statements from Headquarters.

ACS237 Membership and Society Identity
1. Per the recommendation of the Membership and Society Identity Committee the Board discussed the feasibility of establishing a K-12 committee to develop an outreach program and serve as a clearinghouse for science-based knowledge on crop science to K-12 teachers and students. A Strategic Assumption in the Strategic Plan is that there is a growing need to ensure that K-12 students and beyond have an adequate understanding of and appreciation for the crop sciences. Increased contact with teachers and K-12 students is also identified in the three to five-year envisioned future.

ACTION: It was moved by Mike Grusak to establish a K-12 Committee within CSSA. Seconded by Randy Wells. Carried unanimously.

Ken Quesenberry and Joe Lauer will develop the charge to the committee. A call for volunteers to serve on the committee will be published in an upcoming issue of CSA News.
2. Per the recommendation of the Membership and Society Identity Committee the Board discussed the feasibility of establishing an outreach program for support staff professionals, including the proposed benefits that would accompany the program.

ACTION: It was moved to Joe Lauer that CSSA establish and implement a Research Support membership category. Seconded by Lynn Sollenberger. Failed unanimously.

With the various financial stresses being experienced in many institutions as well as in CSSA, and the B&F Committee’s focus on reducing expenditures, it was the consensus of the Board that now is not the time to implement the recommended program.

3. The Board discussed the feasibility of removing the limitation on number of Divisions of interest a member can choose, which is currently four.

ACTION: It was moved by Corley Holbrook to remove the limitation on the number of Divisions of interest a member can select. Seconded by Mike Grusak. Carried unanimously.

C301 Editorial Affairs, Policies, and Practices
1. As a follow-up to discussions on previous conference calls regarding a new publication/supplement to *Crop Science* for applied papers, Craig Roberts indicated that he prefers a special section or supplement as opposed to a new journal. Following a lengthy discussion it was clarified that the intent of the proposal is to enhance the applied content of *Crop Science*.

ACTION: It was moved by Lynn Sollenberger to approve the general concept of moving toward enhancement of applied content in *Crop Science* and request Craig Roberts and Fran Katz to lead an effort to develop a specific proposal for a supplement or special section to be voted on at a future Board meeting. Seconded by Mike Grusak. Carried unanimously.

2. Tommy Carter presented a resolution on citation of cultivars, released germplasm, and other genetic materials by Society journals. The resolution was reviewed and approved by C-1, C-7, and C-8 Division Chairs, as well as the Editor of the *Journal of Plant Registrations*. Following a lengthy discussion, it was the consensus of the Board that Craig Roberts forward the proposed resolution to the *Crop Science* Editor with a request for feedback from the Editor and Technical Editors within a reasonable amount of time. The feedback will be shared with Ken Quesenberry and Tommy Carter prior to the May 12 Board conference call. It is anticipated that the Board will act on the proposed resolution on the May 12 conference call.

3. Several Board members previously expressed concern with regard to finding and citing abstracts. Fran Katz will research the possibility of including Digital Object Identifier (DOI) numbers on each abstract and will report back on the May 12 Board conference call.

4. Fran Katz reported that the *Journal of Plant Registrations* had an average of 4,210 hits per month from October 2008 to January 2009. This compares with an October 2007 to January 2008 average of 1,472 hits per month. Fran will continue to monitor the journal very carefully in the next few months as submissions are down and rejections are up. It was suggested that an article encouraging submissions to the journal be published in an upcoming issue of *CSA News*, as well as perhaps some topical Letters to the Editor.
5. Craig Roberts encouraged the Society to seriously consider publication of a crop production textbook including digital teaching tools.

C711 Program Planning
1. The Board reviewed the SSSA program enhancement funds proposal, including a recommendation for fees and allocation of enhancement funds and another recommendation to initiate a competitive grants for program enhancement funds.

It was the consensus of the Board to forward the proposal to the CSSA Annual Meetings Long Range Planning Committee for review and request a recommendation back to the Board.

2. Joe Lauer provided an update on the 2009 annual meeting. Anticipating a drop in meeting attendance due to the general economic conditions and decreased travel budgets, Headquarters has worked diligently to reduce the meeting budget by 10 percent. To date, a final decision has not been made on a speaker for the Klepper Lecture but an individual should be identified in the near future. A WEBEX meeting room will be set up for the week and Society Program Chairs will identify key sessions that qualify for WEBEX broadcast. Joe is also working on ideas for the Golden Opportunity Scholars Institute program.

Meeting adjourned.
Goal A - CSSA will be the primary resource for leading edge programs, publications, and knowledge for its members – Craig Roberts (Chair), Tommy Carter, Bill Wiebold

Publications
• Textbook (e.g. Crop Production, Statistical Methods) - 3 votes
• New Delivery Systems (e.g. Kindle) - 2 votes
• Book for the public (e.g. children and derivatives of monographs, science fair) - 2 votes
• Expand JPR (e.g. additional crops; topical letters to the editor)
• Attract underserved content (e.g. crop production and human health) – 4 votes

Web Site Service
• Link the GRIN (Genetic Resources Information Network) system to CSSA.
• Capture private industry interest (Education/Private Industry/CSSA – plant breeding) - 10 votes
  The public sector wants industry to become involved in plant breeding (e.g. internships, graduate courses, websites) but it needs to begin on the academic side. Tommy Carter will forward some ideas as well as a copy of a white paper to Headquarters.
• National Plant Breeders Coordinating Committee (website and publications) - 1 vote
  Tommy Carter indicated that white papers have been developed on various aspects of the future of plant breeding. The material needs to be archived and perhaps CSSA could serve that role.

Meetings
• Host ‘targeted conferences’ (e.g. Plant Genome Meeting, smaller meetings) - 9 votes
• Emergency Meetings (e.g. Hurricane Katrina and the LSU response) – 2 votes
• Coordinate multi-state travel course (e.g. pasture management)

Goal B - CSSA will be the powerful advocate for our sciences – Joe Lauer (Chair), Corley Holbrook, Greg Welbaum

• Core Constituent Scientists (at local level) – 4 votes
• Rapid Response Groups to work with Science Policy Office
• Crops summit on topical areas – 2 votes
• Promote the umbrella of a) societies, b) industry, c) commodity groups – 9 votes
  Discussed in context of advocacy and speaking as one voice in Washington, DC.
• Strive to set the agenda vs. always reacting
  Balance between advocating for U.S. vs. international science – ‘Plant Science for a Better World’ is CSSA’s core purpose
  What are we advocating for – balance between AFRI/ARS money vs. grant money
  Not just about dollars, but to educate people about our value and what we do is relevant – through that we will get more dollars.
• Conduct a needs assessment survey of private industry (what would attract them to be members and attend our meetings?)
Goal C – CSSA will actively advance greater public awareness of the importance of crop science to human health, prosperity, and security – Emerson Nafziger (Chair), Mike Grusak, Randy Wells

Website
• What would it take to make the CSSA website your home page?
• Media site for educational information (e.g. record experts in the field) – 1 vote
• Current crops news portal – rss feeds
• Blogs
• Email alerts for crop news
• Webinars on CSSA website (archived) – 8 votes
• K-12 committee – 4 votes

PR/Marketing/Advertising Plan
• Leadership development (e.g. ‘A Teaching Moment’/highlight careers in agriculture each month on the web) – 1 vote
• Marketing plan - to whom? Are we marketing well enough to us?
• Increase media at annual meetings (low priority) and target ag news media

Goal D - CSSA will have a state-of-the-art infrastructure that supports and sustains its success – Gary Muehlbauer (Chair), Mike Richardson, Lynn Sollenberger

How to increase membership
• Student involvement
• Industry-working group (similar to the turfgrass working group) – 1 vote
• Technical staff – what would be the value to them?
• Target new groups (e.g. genomics)

Communication
• Utilize new technologies (e.g. Twitter, Facebook, Wikipedia)
  18-21 year olds do not use email and need to capture their imagination to come into crop science

CSSA
• Distinguish a distinct identity for CSSA or merge with ASA – 11 votes
  Competing for same pool of membership, similar Divisions, journal competition, economies of scale/dropping membership numbers