The meeting was called to order by CSSA President Jeff Volenec. Board members present were:

Jeffrey J. Volenec, CSSA President  
Mark A. Brick, CSSA President-Elect  
Maria Gallo, CSSA Past President (joined by phone the morning of the 16\textsuperscript{th})  
Mohamed Mergoum, C-1 Board Rep. (joined by phone the morning of the 15\textsuperscript{th}))  
Larry C. Purcell, C-2 Board Rep.  
Emerson D. Nafziger, C-3 Board Rep.  
Mary Beth Kirkham, C-4 Board Rep.  
Eric Watkins, C-5 Board Rep.  
Daniel J. Undersander, C-6 Board Rep.  
Henry T. Nguyen, C-7 Board Rep.  
David B. Baltensperger, C-8 Board Rep.  
Michael A. Grusak, C-9 Board Rep.  
E. Charles Brummer, CSSA Editor-in-Chief, ex-officio  
Ellen Bergfeld, Chief Executive Officer, ex-officio  

Board members unable to attend:  
James G. Coors, ASF Rep., ex-officio  

Also attending:  
Wes Meixelsperger, Chief Financial Officer  
Karl Anderson, Director of Government Relations  
Susan Chapman, Director of Member Services  
Karl Glasener, Director of Science Policy  
Mark Mandelbaum, Director of Publications  
Ian Popkewitz, Director of IT and Operations  
Keith Schlesinger, Director of Meetings and Conventions  
Luther Smith, Director of Certification and Licensing Programs  
Cathy Goudreau, Recorder

**C003 Board of Directors**

1. ACTION: Moved by Mike Grusak to approve the meeting agenda. Seconded by Larry Purcell. Carried unanimously.

2. ACTION: Moved by Eric Watkins to approve the May 1, 2012 Board conference call minutes. Seconded by Henry Nguyen. Carried unanimously.

3. The Board discussed the pros and cons of the six logos designed by staff artist Pat Scullion.  

ACTION: Moved by Emerson Nafziger to adopt logo design number 3. Seconded by David Baltensperger. Carried unanimously.

4. The next Board conference call will be held on June 5, 8:00 AM CDT.

**C201.4 Strategic Planning**

Jeff provided an overview of the Strategic Plan goals, highlighting accomplishments and future activities. See Attachment 1 for detailed presentation. Several of the items under Goals/Strategies are addressed elsewhere in these minutes.
C211 Budget & Finance
Wes reported a net income from operations for the three months ending March 31, 2012. Revenues and expenses are consistent with last year. The B&F Committee will discuss the Reinvest CSSA concept at their August meeting and report back to the Board.

2011 actuals were reported for the following cost centers – publications, annual meeting, member services, support services, governance, gain on sale of former headquarters building.

A statement of revenues and expenses for *Crop Science* for the 12 months ending December 31, 2011 was presented to brief the Board for their discussion on reducing/eliminating page charges.

C290 Headquarters
1. Wes and Ellen presented a proposal to expand/remodel the Headquarters building at a cost of $285,000. CSSA, ASA and SSSA are co-owners of the building, thus CSSA’s share would be $95,000.

ACTION: Moved by Dan Undersander to approve expenditure of $95,000 to expand the Headquarters building. Seconded by Mary Beth Kirkham. Carried unanimously.

2. Former graduate students who studied under Professors Robert A. Olson of the University of Nebraska, and/or John Pesek of Iowa State University, are interested in naming and endowing the training room at the Headquarters building. They will endeavor to raise $25,000 to equip the room with state-of-the-art equipment and other amenities. The ACSESS Committee on Naming Facilities recommends approval of the proposal to name the Headquarters training room the “Olson-Pesek Training Room” for a 10-year timeframe. Details of the proposal will be included in a formal agreement to be developed, following the ACSESS naming policy guidelines.

ACTION: Moved by David Baltensperger to approve the Olson-Pesek Training Room proposal. Seconded by Larry Purcell. Carried unanimously.

Alliance of Crop, Soil and Environmental Science Societies (ACSESS)
Jeff provided an overview of ACSESS, highlighting the following:
- Vision - Leaders in creating solutions to advance science
- Mission - Global provider of superior services for scientific societies
- Values
  - Transparency, inclusiveness, and integrity in everything we do
  - Superior service to member societies
  - Excellent stewardship of members’ interests
- ACSESS Priorities
  - Develop a suite of products to offer ACSESS clientele
  - Position ACSESS as the technological leader in scientific publications amongst peers
  - Increase revenue

C301 Editorial Affairs, Policies and Practices
1. Mark Mandelbaum gave an in-depth demo of the Digital Library which is about 75 percent complete – contains approximately 65,000 articles; 50 percent of books have been digitized down to chapter. Following a question/answer session on the demo, Mark presented the Digital Library Business Plan highlighting the following:
Components of the Digital Library
  ◦ Existing Journals and their archives
  ◦ New Journal content
  ◦ Magazines
  ◦ Books
  ◦ Meeting abstracts
  ◦ Certification content
  ▪ Value of each of the Components - $19,780 total
  ▪ DL List Price - $12,000
  ▪ Consortia Discounts for institutions
  ▪ Rationale for Books Frontlist and Backlist
  ▪ Book Purchase Options for Libraries and Individuals
  ▪ Sources of DL Revenue
  ▪ Attendance at 2012 and 2013 conferences to promote DL
  ▪ DL Revenue and Expense for 2012, 2013, 2014

Financial details of the impact on the Societies will be presented to the respective Budget and Finance Committees and will then be discussed with each Society Board of Directors.

2. Per previous Board discussions, a final decision on dropping *Crop Science* print version and reducing/eliminating page charges is to be made at the May Board meeting. The recommendation is that *Crop Science* cease print publication as of December 2012 and become an on-line only journal beginning January 2013; and to use the savings realized to support a reduction in the publishing page charges of 50% across the board. Board members engaged in a lengthy discussion of the pros and cons associated with the recommendation. It was clarified that a cost recovery print option (print-on-demand) will be available for those members wanting a print journal.

**ACTION:** Moved by Dan Undersander to add a $75 differential between hard copy and electronic version of *Crop Science* to incentivize movement toward electronic starting in 2013. Seconded by Larry Purcell. Motion failed.

**ACTION:** Moved by David Baltensperger to take *Crop Science* 100 percent electronic without page charges for the first 7 pages and $50 per page beyond that, beginning January 2013. Seconded by Larry Purcell. Carried.

A decision on eliminating page charges for *Journal of Plant Registrations* and *The Plant Genome* will be made on the June 5 conference call.

Jeff complimented the Board on the healthy, respectful conversation.

3. The VI International Conference on Legume Genetics and Genomics will be held October 2-7, 2012 in Hyderabad, India. Henry requested that papers from the conference be published in a future issue of *The Plant Genome* at a reduced publication fee or waive the fee for some of the papers. A decision on this request will be made on the June 5 conference call, following the decision on eliminating page charges for *The Plant Genome*.

4. An ad hoc committee largely populated by modelers has requested the Society look at data management. A committee chaired by ASA Editor-in-Chief Warren Dick is investigating this. In addition, a special symposium at the 2012 Annual Meeting will explore the issue further.
5. The Board discussed the Society’s role in the Plant Management Network (PMN), including the PMN Joint Executive Committee. Content from the PMN journals would be an asset to the Digital Library.

ACTION: Moved by Dan Undersander that CSSA would like to include the content of the Plant Management Network journals (*Crop Management, Forage and Grazinglands, Applied Turfgrass Science*) in the Digital Library. Seconded by Mary Beth Kirkham. Carried unanimously.

C402 Honorary Membership
The Honorary Membership Committee recommends Darrell Hanavan for Honorary Membership. It was clarified that Honorary Membership is conferred upon individuals who are not members of CSSA but who have made outstanding contributions and/or service to crop science. Selection for Honorary Membership requires a two-thirds affirmative vote of the voting members of the Board of Directors.

ACTION: Moved by David Baltensperger to approve Darrell Hanavan for Honorary Membership. Seconded by Larry Purcell. Carried unanimously.

ACS466 Golden Opportunity Scholars Institute (GOSI)
The Board requested Headquarters conduct an evaluation, including metrics, of the GOSI program to help determine its success and value.

C500 Profession Advancement
1. Maria explained her concept of a Crop Scientist Career Corp. The Corp would consist of CSSA scientists from each state that are good communicators, or willing to be trained, to deliver powerful stories and promote the crop science profession to middle and high school students. Jeff, Mike and Maria will sort out a way to facilitate the proposal including strategies, goals, and a budget. This will be an agenda item for a future conference call.

2. Although CSSA does not have a certification program, there is opportunity to contribute to CEU development targeting CCA professionals. The Board discussed potential involvement in education efforts using web-delivered courses, webinars, and self study CEU articles. Jeff will work with Luther and Bruce Erickson to develop a more detailed recommendation for discussion on a future Board conference call.

C537 Science Policy
Karl Anderson provided an overview of science policy activities, highlighting the following:
- New Science Policy Staff – Kenley Farmer, Policy Associate and Rachel Jankowski, Administrative Assistant
- Educating Policy and Science Communities
  - Climate Science Education Day
  - Jeff Volenec’s DC Visit
  - 2nd Annual Congressional Visits Day
  - June White House and Federal Agency Visits
  - Next Generation Science Standards
- Advocating for Crop Science Funding
  - Senate Agriculture Appropriations
    - AFRI - $298 million ($34 million increase)
    - Hatch Act - $236 million
    - ARS - $1.101 billion
The Board recommended a transparent process be developed for selecting individuals to participate in the Congressional Visits Day. It was suggested that Divisions discuss this at their annual business meetings and be requested to forward 1-3 names. Members of the Executive Committee and Science Policy Committee should be encouraged to participate as well.

The Board discussed the process for developing position papers relative to timeliness, efficiency, intended audience, and end product. David clarified that the Science Policy Committee has focused on Society-wide position papers, not the 1-2 pagers which are for a different audience. Jeff requested the Science Policy Office define their needs and provide a recommendation for possible revision of the process taking into account the audience and purpose of the product to be developed. This will be an agenda item for a future conference call.

ACS732 Annual Meetings Planning Committee
ACTION: Moved by Mike Grusak to accept the Annual Meetings Planning Committee recommendation for Baltimore to host the Annual Meeting in November 2018 and November 2022, and for Salt Lake City to host the Annual Meeting in November 2021 and November 2025. Seconded by David Baltensperger. Carried unanimously.

C733 CSSA Conferences Committee
One of the tactics/strategies in the Strategic Plan is to create a process by which members, working with Headquarters, can convene special-interest meetings in a timely fashion. The goal is to create a special topic meeting to be convened in 2013.

ACTION: Moved by Mike Grusak to approve the C733 CSSA Conferences Committee description, as revised, and the Conference RFP. Seconded by David Baltensperger. Carried unanimously.

The committee description will be revised to reflect that the CSSA Program Planning Officer will serve as Chair. Jeff will formally appoint the committee.
C800 Scientific Affairs

1. CSSA sponsored a very successful translational genomics workshop at the 2012 Plant Animal Genome meeting: *The Plant Genome* booth and the poster contest between post docs and grad students were well attended and successful. The Division C-7 Past Chair will take the lead on organizing future workshops at the PAG meetings if the Board approves continued participation. Henry and Maria will prepare a budget for participation in the 2013 PAG meeting for discussion on the June 5 Board conference call.

2. In an effort to prioritize and identify expenditures, Headquarters is in the process of compiling a list of meetings and trade show conferences that the Society participates in. A tab will be added to the spreadsheet to identify other potential partnerships. The Board offered to review the list and provide additional information. When complete, the spreadsheet will be posted to the Board website.

3. Jeff has been invited to attend the 6th International Crop Science Congress, August 6-10 in Brazil. Mike and Henry also plan to attend the Congress.

4. The Society has been invited to send a representative to the SOMEFI (Sociedad Mexicana de Fitogenetica) meeting, September 24-29 in Monterrey, Mexico. Jeff will attempt to find a Society representative.

ACTION: Moved by Mike Grusak to adjourn. Seconded by Henry Nguyen. Carried unanimously.
CSSA Strategic Plan for 2012

Goal 1: CSSA will be the primary resource for leading edge programs, publications and knowledge

• A1: Add more international institutions as subscribers to our journals
• A2: Enhance and expand electronic availability of content and information.
• A3: Increase the scientific impact of Crop Science (eg, publishing policy papers, high profile symposia and review papers, possibly folding PGJ back into CS, increasing papers from food and nutritional community, etc.)
• A4: Incorporate virtual posters into national meetings.
• A5: Host special-topic meetings, (e.g., food safety, kernel rot, parasite plants).
• A6: Increase graduate student involvement in CSSA and its meetings.
• A7: Recruit and engage more CSSA members working in industry.

Goal 1 Plans/Accomplishments

• Keep Div. webpages updated; Add CSANews & JNRLSE to Mark Logic.
• Digital Library plan in progress, anticipate discussions with EiCs, B&Fs and Boards, with implementation starting later this fall. On track for June 1 release. Ongoing marketing via agents in S. America, Gulf States/Middle East, Asia, & domestically
• Data: By the end of 2012 develop a process for data archiving, storage, and re-use including a business model. Under investigation by Committee headed by W. Dick.
• *Crop Science*: paper publication to cease in Dec. (decide at this meeting); publish Grand Challenge/position papers; post accepted manuscripts upon receipt; increase the freq./quality of review papers; re-apply for inclusion in PubMed.
• *The Plant Genome*: publish 30 manuscripts in 2012 and 40 manuscripts in 2013; publish at least one special topics issue in 2012, and one/two in 2013.
• Explore the need for new books and journals.
• Meetings: Create a process by which members, working with HQ, can convene special-interest meetings in a timely fashion. With ASA/SSSA leadership work with HQ staff to create two special topic meetings to be convened no later than mid-2013.
• Graduate Students: Early career registration rate available at annual meeting for first time in 2012. Return to the PAG meeting 2013 to engage graduate students; Strategically assign graduate student members to CSSA committees; Listening session at 2012 annual meeting.
• Industry Members: Engage industry members in discussions regarding CSSA programming. Empower these members to work with CSSA Leadership to identify and implement solutions that make CSSA more relevant to their careers. Strategically assign industry-based members to CSSA committees.

**Goal 2: CSSA will be the powerful advocate for our sciences**

• B1: Increase competitive grant funding from federal agencies for crop science research in program areas that are of concern to Society members.

• B2: Engage in more face-to-face personal contacts with the under-secretary of Ag, NIFA, NSF, and DOE, OSTP and Congress.

• B3: Invite NIFA/NSF and other agencies to attend CSSA meetings for:
  (i) grant writing workshops at annual meetings/town hall meetings
  (ii) focused session discussions/review panels

• B4: Develop strategies to get PIs (of competitive grants) to attend CSSA meetings (e.g., work with NSF, USDA).

• B5: Develop Society policy positions on hot issues.

• B6: Develop an accreditation process for crop science programs at universities.

**Goal 2 Plans/Accomplishments**

• CSSA coalition activity resulted in a 2.5% increase in NSF and 2.4% increase in DOE Office of Science funding in FY 2012. AFRI funding stayed flat, but should be viewed as a success given the very difficult budgetary environment. Member-wide action alerts to build support for USDA REE funding, submitted testimony in support of USDA, NSF, and DOE Office of Science programs focused on crop science in FY 2013

• Congressional Visits Day with 24 grad. students/scientists advocated for FY 2013 funding ($325 million). CSSA President Jeff Volenec conducted Congressional/White House/federal agency visits; participated in the NAS-BANR meeting. CSSA Execs to meet with White House/agencies in June.

• Crop Adaptation to Climate Change and Climate Change Position papers completed. Position statement on biofuels and germplasm currently under development. Crop Adaptation paper and Climate Change position papers continue to be picked up by farm trade press, ongoing media outreach.
Goal 3: CSSA will actively advance greater public awareness of the importance of crop science to human health, prosperity, and security

• C1: Increase the Golden Opportunity Scholars program by increasing endowment support for the program and broadening the background of student participants (outside traditional Agronomy, Crops, Soils majors and outside US).

• C2: Develop an informational outreach program, including press releases/media information on “Plant Science for a Better World” for the public and journalists.

• C3: Develop K-12 web-based learning modules for teachers to promote crop science and related science issues.

• C4: Increase awareness of crop science as a career choice (e.g., guidance/career counselors), including opportunities to assist the education departments in marketing crop science as a career.

• C5: Develop sources of funding for all of the strategies listed under Goal C, including grants.

• C6: Develop continuing educational materials for professionals (e.g., turf management for certified professionals)

Goal 3 Plans/Accomplishments

• Expanded Ambassador Program (18 new Ambassadors in 2011). Concept approved by ASF to support an undergraduate student video contest on why students are entering agronomy, crop, soil and environmental science professions - with monetary awards. The contest will launch at the Annual Meetings, 2012. Investigating a more robust Career Placement site

• Revised GO committee structure to create the ACS committee (from the original CSSA committee). Plans to gather GO scholar video testimonials at the 2012 Annual Meetings. Fundraising ongoing.

• Professional Education: Working with Luther Smith, Bruce Erickson, and others on the CCA Board (e.g. Fred Vocasek), determine the value of re-creating a CSSA-based certification program. Draft outline prepared for board to discuss May 2012

• Education: Participate with ACHIEVE, AAAS, NSTA, and the NRC and others involved in creating the "Next Generation Science Standards" to incorporate the science of crop plants into the national science curriculum.

• K-12 Committee:
  o a) developing defined program at annual meeting
  o b) expand teacher outreach, e.g. Teacher Day in Washington, DC (participation and sponsorship confirmed for 2012),
c) develop webpage for K-12 teachers and lesson plans;

- d) inventory existing learning modules and create new ones for key topics of interest to K-12 teachers and students. Graduate Student sub-committee has developed activities at Annual Meetings Participated in 2012 USA Science and Engineering Festival, April 27-29, 2012, Washington, DC.

- Support Maria's "Crops Scientist Career Corp" concept.
- Work with Teri Barr and others at HQ to develop press releases. YahooEducation.com mis-information on value of ag degrees

**Goal 4: CSSA will develop collaborative relationships with other groups**

- **D1:** Develop contact lists and host workshops for NSF (e.g., BREAD) and USDA (e.g., AFRI) programs at the annual meeting.

- **D2:** Develop and maintain collaborative relationships with ASA and SSSA by:
  - creating a taskforce to talk about synergies and unified activities;
  - identifying joint income streams such as online offerings (e.g., online educational offerings of interest like turf management);
  - develop turf certification.

- **D3:** Develop collaborative activities with other organizations (e.g., PAG, ASTA and the Agricultural Education associations).

- **D4:** Seek alternative, non-dues revenue opportunities to provide services for allied organizations (e.g., meetings, management services, publications services).

- **D5:** Host joint meetings with cross-disciplinary organizations.

**Goal 4 Plans/Accomplishments**

- Contact CEOs and Presidents of ASPB, ESE, and other relevant societies. Determine the potential for leveraging our activities, finding complementarity, and synergies in all aspects of CSSA's strategic plan.

- Develop and maintain collaborative relationships with ASA and SSSA. Create a Task Force to evaluate current collaborative efforts and explore increasing these where appropriate. This Task Force the will report to CSSA Exec. Comm., Board, and others by Dec. 2012.