

NAPB Membership Committee Report February 2018

As at Feb 2nd, Membership stands at 394 members of whom 28% are students. Membership is still growing but the growth rate has slowed. (Overall goal by Aug 18 = 480 members)

Activity since last report

Membership Committee met 8th February

SIPA Collaboration

First newsletters have gone to respective memberships with cross-promotion.

Promotion at Plant Breeding Events

Leaflets, posters and business-card sized cards promoting NAPB and the meeting have been created.

- Taken to PAG (but poster could not be displayed).
- Liaison with Graduate Students to ensure these are taken to the Dow DuPont symposia is working well (via liaison with Karla promotion of NAPB will be tied in at 6 universities so far).
- Preparations in place for Soybean Breeders Workshop & Texas A&M Plant Breeding Symposium

Question for Exec Committee – is anyone attending any events in March they'd be willing to take along posters / leaflets / cards to? Can we make a check in for this a routine 2-minute agenda item for the Exec Committee meeting?

NAPB LinkedIn

Page is live – please will you all follow? <https://www.linkedin.com/company/napb-national-association-of-plant-breeders/>. We now need to get more followers for the page; this has a multiplier effect on how many people see our posts.

Next steps are to post relevant content and start to experiment with targeted advertising

Collaboration with Guelph Meeting Committee

Valerio will be liaising with the Guelph committee about a) ensuring people who register as members are actually members, b) coordinating efforts to attract geographically relevant participants.

This is probably the single most important factor to focus on to drive membership over the next few months.

Next Meeting 14 March

Chair: Hannah Senior (PBS International)

Vice Chair: Jennifer Yates (Monsanto)

Secretary: Valerio Hoyos-Villegas (Agresearch)