

NAPB Membership Committee Annual Report 2019-2020

Chair: Valerio Hoyos-Villegas

Vice-chair: David Fang

Secretary: Brian Leckie

Members:

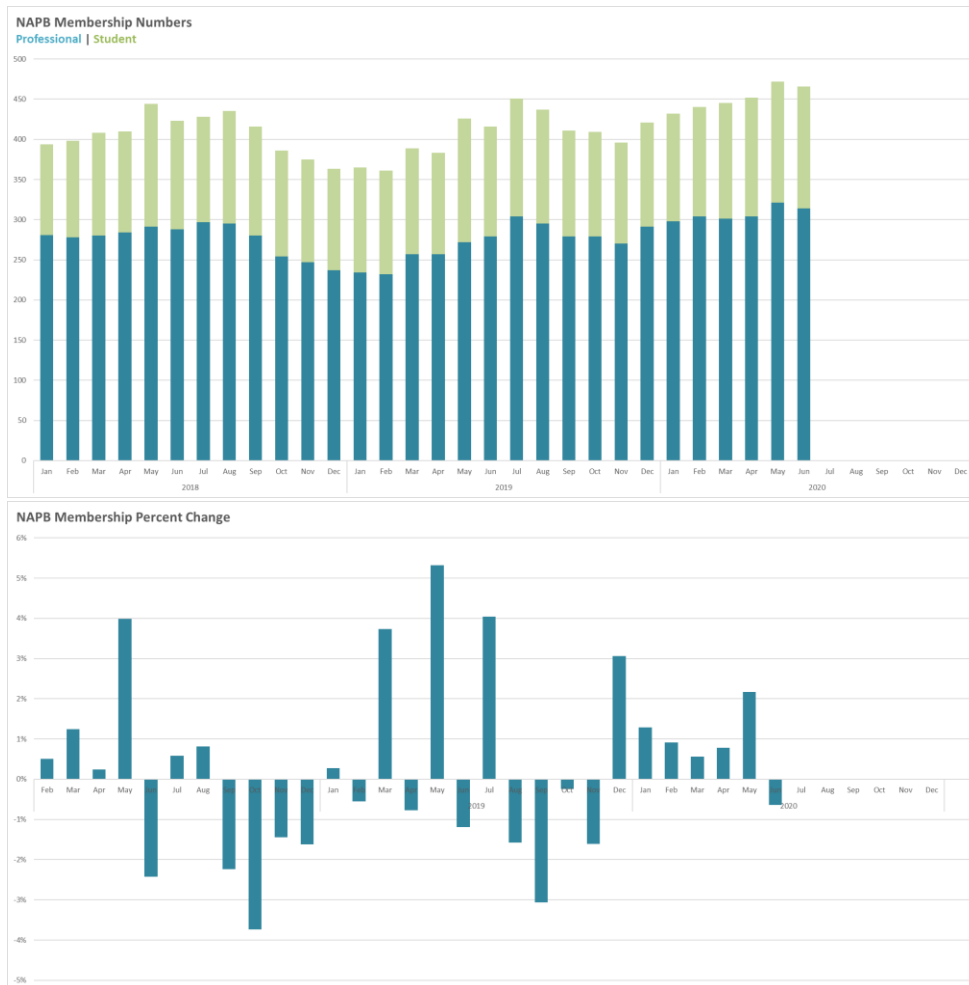
Hannah Senior (PBS International)

Jennifer Yates (Bayer)

Donn Cummings (Former chair, retired)

Report of Goals set for 2018-2019

- a. Increase membership to 500 members, by ~12%. **Not accomplished this term**
- b. Currently, membership management is managed separately through ACSESS and NAPB and it causes frequent discrepancies. Goal is to work with ACSESS to improve databasing and connectivity with NAPB website. **Accomplished this term**
- c. User friendliness of registration. **Not accomplished this term**
- d. Get a proposal to EC for rate system. One avenue would be to incorporate emeritus members to get them involved in committees. **Not accomplished this term**
- e. Work with ACSESS to Incorporate an auto-renew option. **Not accomplished this term**
- f. Merge member detail update with ACSESS, currently two separate processes for updating. **Accomplished this term**
- g. Improve social media presence NAPB Twitter/LinkedIn. Video interviews. **Accomplished this term**
- h. Initiate a plan for recognizing long-term membership. NAPB 2020 will be 15 years since the formation of the organization. **Accomplished this term**

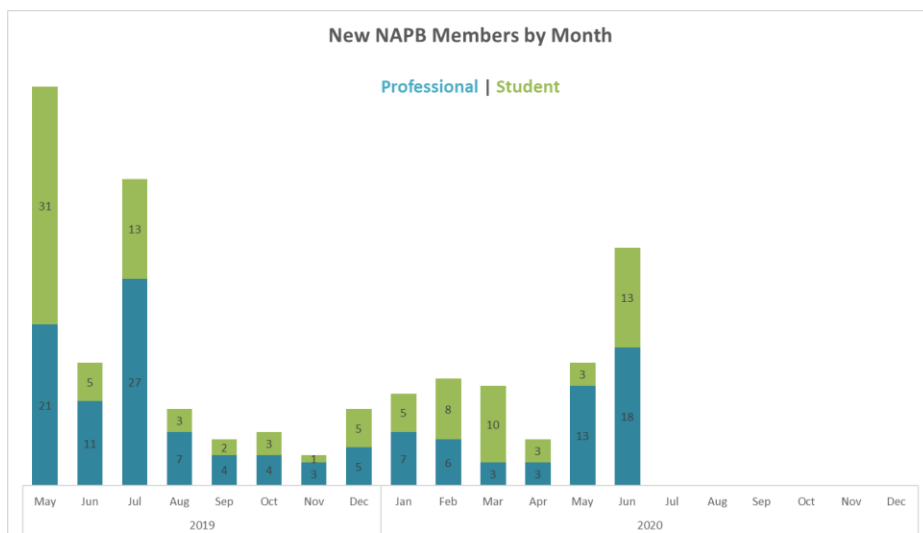


Results

NAPB Membership for the 2019-2020 period in the figures above show that although our membership numbers have continued to increase above previous years, our percent change from month to month does not show that we are continuously growing. Since we have been collecting membership data, we have been seeing a drop in membership numbers approximately between the period post-meeting until the start of the new year. This is from August/September-December/January.

We have found that placing a 12% goal with our historical growth rates is overambitious. Since we have started collecting data in 2018, NAPB total membership increased 4% from Feb-July in 2018, 3% from Aug-July in 2018-2019 and 2% from Aug-Jun in 2019-2020. However, the period between December 2019 and May 2020 has been the only year where sustained growth has occurred since membership data collection started, albeit with relatively lower numbers.

Another piece of information that we have started to collect are net new members, these are individuals that have registered as a member of NAPB but have never been in our list of current or expired members. Our performance at attracting new members is below.



We suspect that one of the primary ways that we increased renewals and new membership is through advertising aimed at reaching audiences that may be in the agricultural field, but not directly associated with plant breeding. To the best of our knowledge, this was evidenced by a new initiative that the Membership committee undertook in 2020 which was a bidding system-based Twitter campaign with a budget set at \$700 for a period of 28 days. A report on audience and engagement is included. Briefly, our audience engaged with our ads and our website at a rate of 2.8%, this is approximately 6.2k link clicks out of 174.5k impressions. In the future, we may consider increasing our investment on advertisement efforts through social media in addition to our efforts at conferences. This may indicate that for a \$700 investment, we potentially obtained \$5,750 in membership revenue. Given the increases in new membership numbers (80 net new members) that we observed after the campaign was over and assuming they are all a result of the campaign, we received revenue as follows:

New Members 2020				
	Professional Members	Student Members	Professional Membership Revenue	Student Membership Revenue
Feb	6	8	\$ 570.00	\$ 360.00
Mar	3	10	\$ 285.00	\$ 450.00
Apr	3	3	\$ 285.00	\$ 135.00
May	13	3	\$ 1,235.00	\$ 135.00
Jun	18	13	\$ 1,710.00	\$ 585.00
Total	43	37	\$ 4,085.00	\$ 1,665.00

One of the lessons learned from the Twitter campaign was the need to receive donations from individuals who may not want to become members but are interested in doing one-off donations. This has been partially set up on our website via the Borlaug Scholars program.

Regarding an auto renew option, we attempted to get this feature installed through ACSESS. ACSESS evaluated the possibility but concluded that they are unable to add this feature because it would entail

the retention of credit card/payment methods from payees, something that they are not allowed to do. One alternative would be to initiate payments through a service such as Paypal.

Future committee structure

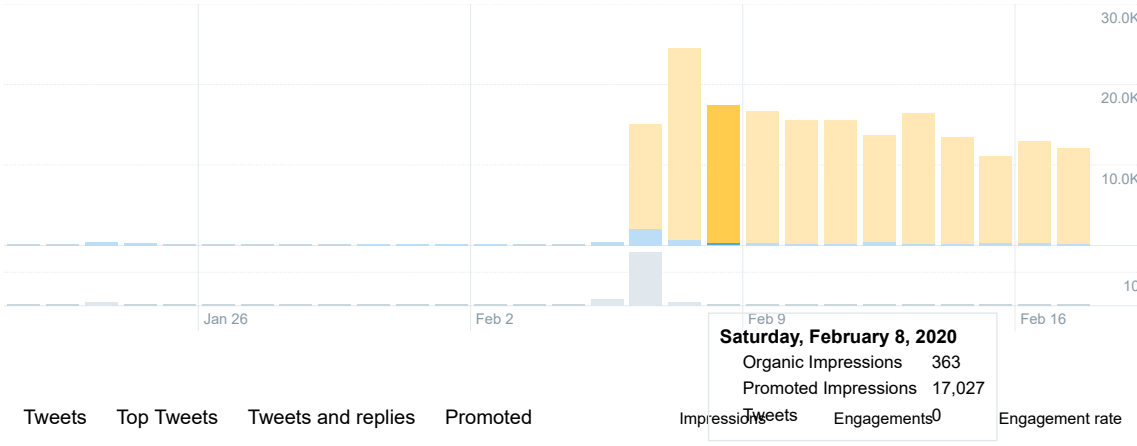
Our structure for the 2020-2021 committee will involve David Fang as chair, Brian Leckie as vice-chair, secretary position remains to be recruited.

Goals for 2020-2021 Membership committee

- a. Increase membership by 10% **new** members.
- b. Continue with NAPB impact stories, create 5 stories per quarter to be uploaded onto the various platforms.
- c. Increase visibility of NAPB internationally. Starting with Canada, multiple universities not yet involved.

Tweet activity

Your Tweets earned **174.5K impressions** over this **28 day** period



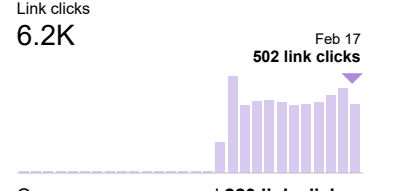
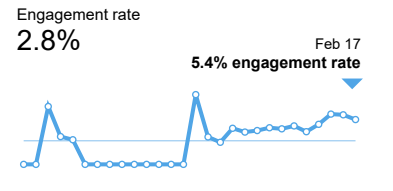
Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Tweets	Engagements	Engagement rate
	(https://twitter.com/NAPPlantBreeders)			546	6	1.1%	
<p>NAPB @NAPPlantBreeders (https://twitter.com/NAPPlantBreeders) · Feb 7 (https://twitter.com/NAPPlantBreeders/status/1225587363600048128) #plantbreeding (https://twitter.com/hashtag/plantbreeding?src=hash) is a cornerstone of agricultural development, poverty alleviation and food security. Support plant breeding! View Tweet activity</p>							
	Promoted in campaigns			61,543	2,981	4.8%	
	(https://twitter.com/NAPPlantBreeders)			432	15	3.5%	
<p>NAPB @NAPPlantBreeders (https://twitter.com/NAPPlantBreeders) · Feb 6 (https://twitter.com/NAPPlantBreeders/status/1225542158763122688) Plant breeding is key to provide food, feed and fiber to a growing population. Support plant breeding today! plantbreeding.org (https://t.co/R2QzTa7dbM) View Tweet activity</p>							
	Promoted in campaigns			53,767	2,481	4.6%	
	(https://twitter.com/NAPPlantBreeders)			757	30	4.0%	
<p>NAPB @NAPPlantBreeders (https://twitter.com/NAPPlantBreeders) · Feb 6 (https://twitter.com/NAPPlantBreeders/status/1225421434656370689) #plantbreeding (https://twitter.com/hashtag/plantbreeding?src=hash) is key to the success of agriculture and food production! support plant breeding today! Join us! plantbreeding.org (https://t.co/gFxnogM2gz) pic.twitter.com/xUHjE8Tpdw (https://t.co/xUHjE8Tpdw) View Tweet activity</p>							
	Promoted in campaigns			8,999	476	5.3%	
	(https://twitter.com/NAPPlantBreeders)			190	36	18.9%	
<p>NAPB @NAPPlantBreeders (https://twitter.com/NAPPlantBreeders) · Feb 6 (https://twitter.com/NAPPlantBreeders/status/1225421308269297664) Plant breeding is a community of professionals committed to improving agriculture with science and technology! Join</p>							

YOUR TWEETS
 During this 28 day period, you earned **6.7K impressions** per day.

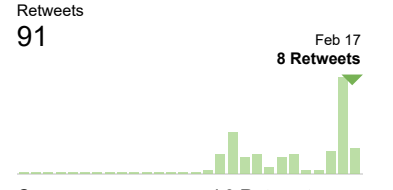


(https://ads.twitter.com/subscriptions/mobile/landing?ref=gl-me-tw-tad-ta)

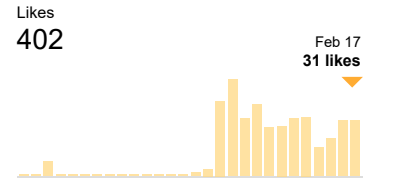
Engagements
 Showing 28 days with daily frequency



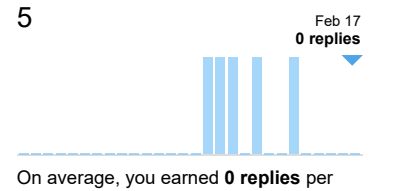
On average, you earned **220 link clicks** per day



On average, you earned **3 Retweets** per day



On average, you earned **14 likes** per day



On average, you earned **0 replies** per day

8,059 952 11.8%

(https://twitter.com/NAPlantBreeders) 200 1 0.5%



NAPB @NAPlantBreeders (https://twitter.com/NAPlantBreeders) · Feb 6
(https://twitter.com/NAPlantBreeders/status/1225420310889013249)
The future of food production depends on plant breeders. find out.

View Tweet activity

28,151 1,207 4.3%

(https://twitter.com/NAPlantBreeders) 163 2 1.2%



NAPB @NAPlantBreeders (https://twitter.com/NAPlantBreeders) · Feb 6
(https://twitter.com/NAPlantBreeders/status/1225215413107253248)
#plantbreeding (https://twitter.com/hashtag/plantbreeding?src=hash) is key to the success of agriculture and food production! support plant breeding today! Join us!
plantbreeding.org (https://t.co/gFxnogM2gz)

View Tweet activity

13,705 522 3.8%

(https://twitter.com/NAPlantBreeders) 1,693 143 8.4%



NAPB @NAPlantBreeders (https://twitter.com/NAPlantBreeders) · Feb 6
(https://twitter.com/NAPlantBreeders/status/1225208923759792128)
#plantbreeding (https://twitter.com/hashtag/plantbreeding?src=hash) is a large community of professionals committed to promote food security, quality of life, and a sustainable future. Join us! plantbreeding.org
(https://t.co/R2QzTa7dbM) pic.twitter.com/2YXwgOc10U
(https://t.co/2YXwgOc10U)

View Tweet activity

2,272 68 3.0%

(https://twitter.com/NAPlantBreeders) 1,150 64 5.6%



NAPB @NAPlantBreeders (https://twitter.com/NAPlantBreeders) · Feb 5
(https://twitter.com/NAPlantBreeders/status/1225184092892942339)
#plantbreeding (https://twitter.com/hashtag/plantbreeding?src=hash) is key to the success of agriculture and food production! support plant breeding today! Join us!
plantbreeding.org (https://t.co/sa8zPEMSX7)
pic.twitter.com/SyqKBm8i9y (https://t.co/SyqKBm8i9y)

View Tweet activity

2,195 52 2.4%

You've reached the end of Tweets for the selected date range. Change date selection to view more.

