

NAPB Membership Committee Annual Report 2020-2021

Chair: **David Fang**

Vice-chair: **Brian Leckie**

Secretary: **Amritpal Singh**

Members: **Donn Cummings** (Past Chair, 2017); **Valerio Hoyos-Villegas** (Past Chair, 2019); **Luis Maas, Qianni Dong**

Report on 2020-2021 Membership Goals

1. Boost membership by 10% from our July 31, 2020 of 448 total NAPB members.

As of July 31, 2021, NAPB has 475 members (324 professionals, 2 emeriti, and 149 students). This number is an increase of 6% compared to the same month of 2020. This is the second highest number since NAPB has recorded member numbers in 2015 (the highest number was 477 in June, 2021). During the entire past year, NAPB gained 26 professional and one student members. In June-July 2019 NAPB gained 56 new members and in those two months of 2020 we gained 79 new members. While in 2021, we gained 52 new members in June and July, the highest among all 12 months. These increases occurred as breeders registered for the annual meetings. Overall, the goal has been mostly met.

Goal mostly met.

2. Continue with NAPB impact stories, create 5 stories per quarter to be uploaded onto the various platforms.

This goal needs more effort going forward. Perhaps collaborate with the communications committee in helping on this goal in the coming year.

Goal not met.

3. Increase visibility of NAPB internationally.

Attendance of 12 student delegates from 4 African countries to the virtual 2020 NAPB Annual Meeting provided an excellent opportunity of increasing NAPB's visibility internationally. Our membership list includes members residing in Benin, Canada, Ghana, South Africa, Uganda and the United Kingdom.

Goal partially met, much more progress is possible.

4. Work with ACSESS to incorporate an auto-renew option.

This goal has been pursued and found to be unattainable due to limitations with retaining credit card data and accounting practices which are not advised or facilitated by ACSESS.

This goal is currently unattainable and is being dropped from future consideration in the current strategic plan timeline.

- Set up a new membership fee structure for retirees/emeritus.

A new membership fee of \$50 was established for retirees/emeritus members.

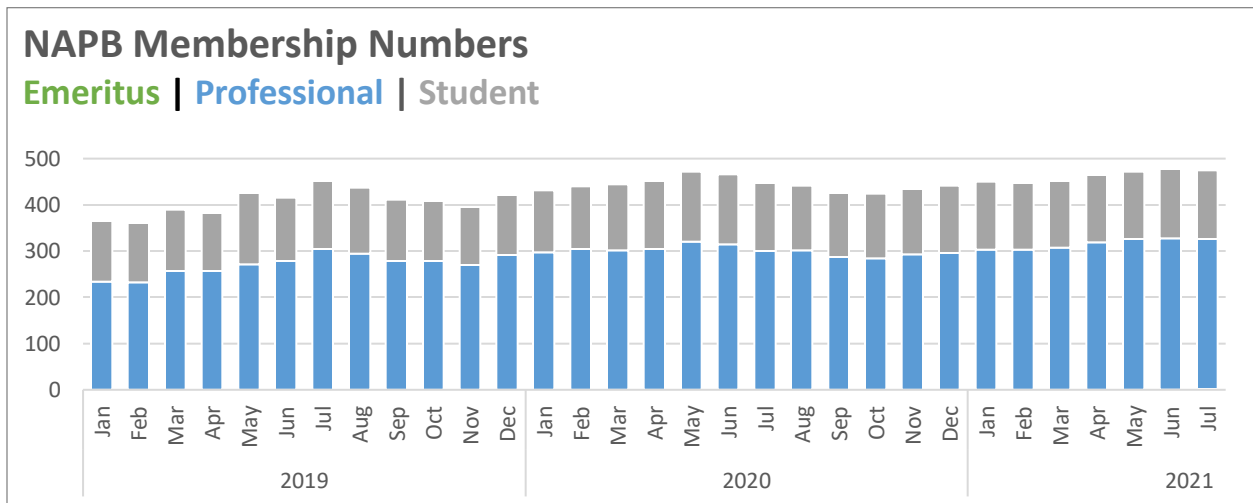
Goal accomplished.

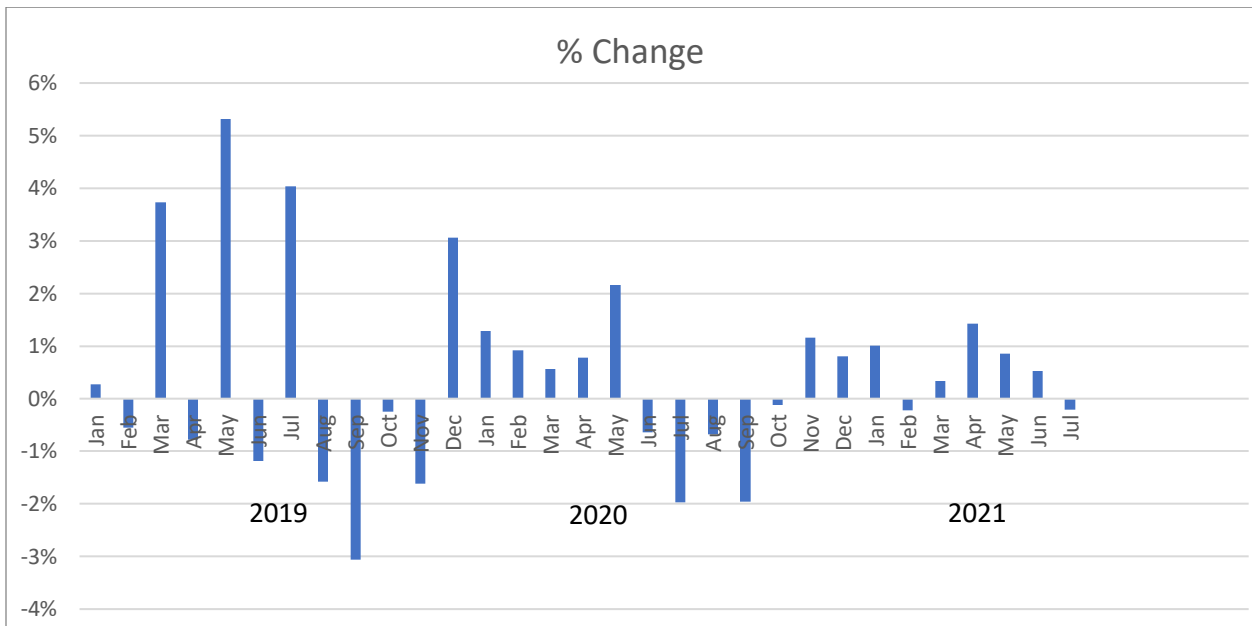
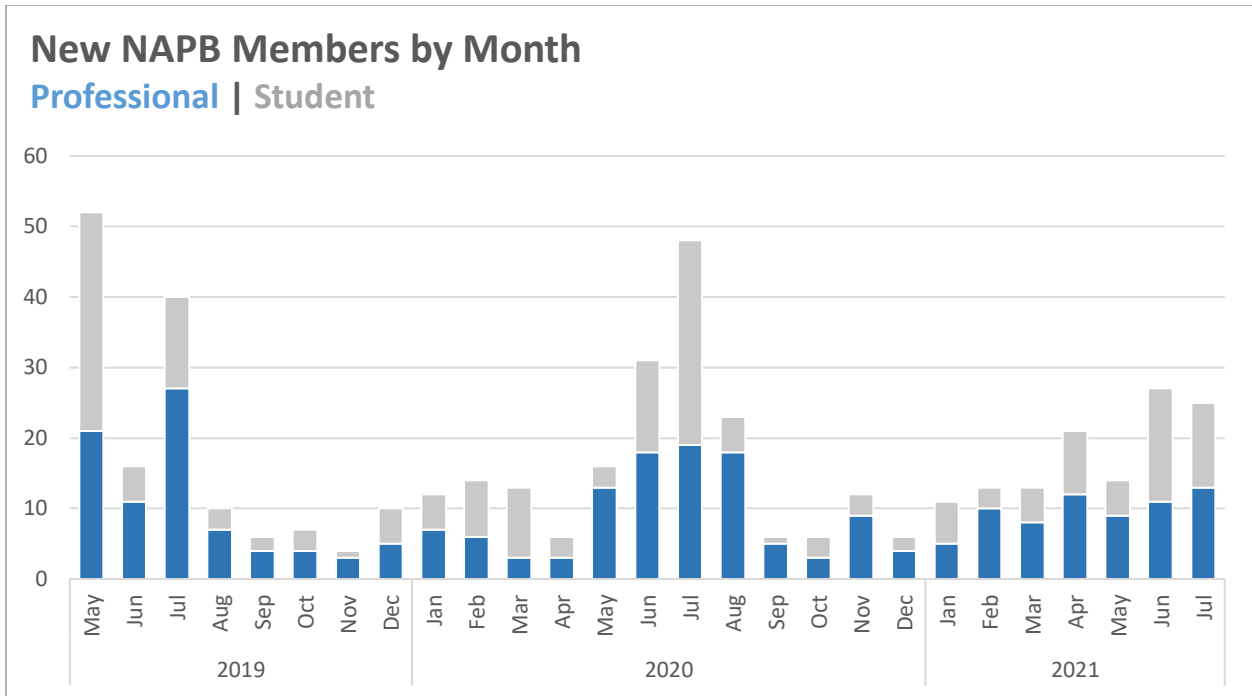
This goal needs follow-up to engage emeritus members in a coherent and purposeful manner. Seeking emeritus leaders to engage in this objective.

- Initiate a plan for recognizing long-term membership.

NAPB membership records that are verifiable started to record members in 2015 when fee-based memberships became trackable. Our longest members on record have only been six years. While many have participated prior to 2015 at no charge, those years are not readily verifiable. We propose to provide an appreciation recognition to members who have been with NAPB for more than 5 years. In the future, similar recognition should go to members with 10, 20, 30 years, etc. of uninterrupted membership.

Goal to be implemented at 2021 Annual Meetings.

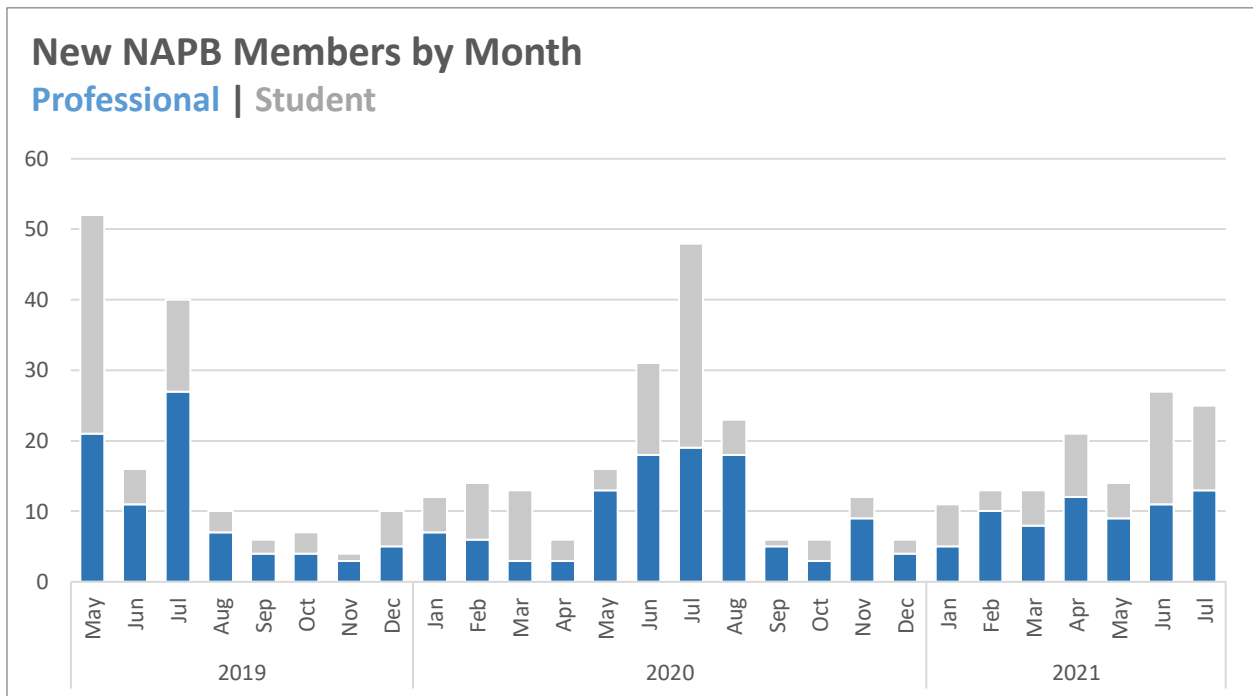




Main Results and Outlooks

- 1) NAPB Membership for the 2020-2021 period in the figures above show that our membership numbers have increased slowly. Months with declining membership have been minimized since September 2020. Maximum membership remains around 470 in our best months to date. We typically see membership number increase before the annual meetings, but often drop after. This trend has been true for the past several years. Besides the annual meeting, it is vital to provide additional value-enhancing offerings to further boost our active membership numbers.

- 2) We have found so far that placing an annual 10% growth goal is quite ambitious and challenging. Since we have started collecting data in 2015, NAPB total membership never experienced 10% annual increase in any a given year, not even in any a single month. We will need to implement strategy changes in order to get on track to meet the 650 members by Aug 2023 as stated in the current NAPB 5yr Strategic Plan.
- 3) To retain existing members is critical and challenging. Many members do not renew their memberships when it expires. As of 07/31/2021, there are 721 past members who did not renew their memberships. This is a little improvement as this number was 760 at the end of May, 2021. There were 114 new members between June 2020 and May 2021 who did not renew after their first year of membership. Fifty three were student members, the other 61 were professional members. Retention needs to be a constant focus of the membership committee. The Emeritus reduced fee for 2021 was aimed at this challenge. Converting student members to professional members also needs to be a focal point.
- 4) Another piece of information that we have started to collect is 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.
- 5) In order to impact our 10% growth goal at a higher level in 2021, we recruited 2 new members to the Membership Committee mid year: Dr. Louis Maas, Crop Breeding Manager, Enza Zaden Americas and Dr. Qianni Dong, North America Applied Pathology Testing & DCV Lead, Bayer Crop Sciences Vegetable R&D. Both now reside in California and can impact our representation in the Western US, Horticultural, and Corporate categories of our membership base



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 2021-2022 committee will be:

Brian Leckie, Chairman

Amritpal Singhs, Vice-chairman

Qianni Dong, Secretary

Goals for 2021-2022 Membership Committee

- A. Increase membership by 10% **total** members over July 31, 2021 base number.

Possible means include: 1) recruiting new members from horticultural crops, hobby breeding, professionals not directly related to breeding but to agriculture; 2) providing theme-specific seminars (workshops) in the annual meeting.

- B. Retain the current members to the level of 99%.

Currently, about 10-12 (2.5% of total) members failed to renew when their memberships expire each month. Retaining them in the NAPB will be a major task for the membership committee. Reminding emails from NAPB president are important but not enough. In addition, a personal email from committee members has been demonstrated to be valuable.

- C. Growing international members to more than 5%.

It is likely that future NAPB annual meeting may be a combination of virtual and in-person. This creates an opportunity to recruit international members. Currently, less than 5% of our members are from ex-US & Canada countries.

- D. Establishing a new membership fee for early-career breeders.

This goal has been discussed in 2021 but needs further development prior to implementation.

- E. Establishing corporate membership

This will be important for NAPB's future growth. Membership needs to collaborate with our Commercial Committee to meet the needs of our corporate members.