

NAPB Membership Committee Report November 2017

The Membership Committee met 2nd November.

Membership currently stands at 369 members (257 Professionals, 112 Students). This increase of 53 members since August takes us to 1/3rd of the way towards our 2017-18 goal. Student numbers increased by 7 this month.

Update on Activities for 2017-18

The team has refined their goals for 2017/18 to achieve the stretching goal of increasing membership to 480 members this year:

- Drive membership by focusing on attracting students and professionals from Canada and NE USA in coordination with the Meeting Committee.
- Drive membership from the commercial sector up by 15%
- Experiment with LinkedIn as a means of recruiting in support of the above goals (i.e. target private sector plant breeders and those in the relevant geographies)
- Develop a highly selective pathway to bring in diverse undergraduate students working towards careers in / related to genetic and breeding improvement of plants

Tri Societies Meeting with ACSESS

375 leaflets were given out (soft copy available via NAPB website), and there was a successful meeting with ACSSESS (unfortunately no Membership Committee member could attend – Wayne to update).

Follow up call held with Beth Kronwall at ACSESS to iron out a couple of questions around database management etc.

Coordination with Guelph Organising Committee

Call held with Liz Lee to discuss how best to cooperate. Three topics discussed:

1. Managing membership during registration for the meeting
2. Recruiting members and meeting attendees from the Guelph “vicinity”
3. Students - travel assistance, visa letters

Next Call: 13/12/17

Chair: Hannah Senior (PBS International)

Vice Chair: Jennifer Yates (Monsanto)

Secretary: Valerio Hoyos-Villegas (Agresearch)

