American Fisheries Society Governing Board Meeting

Quebec City, Quebec
Saturday 16 August 2014
8:00 AM to 5:00 PM
Hilton Quebec, Beauport

Minutes

1. Call to Order
   - Roll Call: Members and Other Attendees
     Bob Hughes, President
     Donna Parrish, President-elect
     Ron Essig, 1st Vice President
     Joe Margraf, 2nd Vice President
     Steve McMullin, 2nd Vice President
     John Boreman, Immediate Past President
     Doug Austen, Executive Director, AFS
     Jessica Mistak, Constitutional Consultant
     Jim Armstrong, President, Northeastern Division
     John E. Cooper, President-elect, Northeastern Division
     Phil Moy, President, North Central Division
     Vince Travnichek, President-Elect, North Central Division
     John Jackson, President, Southern Division
     Dave Ward, President, Western Division
     Hilda Sexauer, President-Elect, Western Division
     Laura Wildman, Bioengineering Section
     Caleb Hasler (proxy), Canadian Aquatic Resources Section
     Catriona Clemmesen-Bockelmann, President, Early Life History Section
     Craig Paukert, Education Section
     Marybeth Brey, President-elect, Equal Opportunities Section
     Abigail Franklin Archer, President, Estuaries Section
     Jesse Trushenski, President, Fish Culture Section
     John Sweka, President, Fish Habitat Section
     Doug Munson, Vice-President, Fish Health Section
     Mike Stone, President, Fisheries Administration Section
     Thom Litts, Fisheries Information & Technology Section
     Brian Graeb, President, Fisheries Management Section
     Meredith Bartron, President, Genetics Section
     Carl Burger, President, International Fisheries Section
     Scott Bonar, President,Introduced Fish Section
Doug Vaughan, President, Marine Fisheries Section
Mark Shrimpton, President, Physiology Section
Tom Lang, President, Socioeconomics Section
Andrew Carlson, President-Elect, Student Subsection
Margaret H. Murphy, President, Water Quality Section

- **Emerging leaders**
  Patrick Cooney, Emerging leader
  Cari-Ann Hayer, Emerging leader
  Justin Davis, Emerging leader
  Steve Midway, Emerging leader

- **Guests**
  Jasmine Sewell, Units coordinator
  Beth Beard, Digital content and engagement strategist
  Beverley Pike, Director of Student & Professional Development
  Tomas Bigford, Policy Director

2. **Announcement of Proxies**
   - Caleb Hasler (proxy), Canadian Aquatic Resources Section
   - Marybeth Brey- Equal Opportunities Section
   - Doug munson-Fisheries History Section
   - Dave Coughlan-Southern Division
   - Dale ward-Western Division

3. **Determination of Quorum**
   - Quorum declared

5. **Approval of Agenda**
   Maker: Carl Burger
   Second: Margret Murphy
   Motion to Approve Agenda Approved

6. **Approve the Rules revisions as recommended by the Special Committee to Revise the Constitution**
   - Motion passed

7. **Review of Reports that Contain Motions and Proposed Changes to Procedures Manual**
   a. Rules revisions by Joe Margraf
   - Special committee convened by Bob Hughes
   - Electronic ballot – Approved by Governing Board and going to membership for vote
   - Standing committee ops moved to Rules, which now need to be approved
   - CC: Rules are easier to amend, so only keeping crucial items in Constitution
   - Motion passed
b. Approve the HaMAR guidelines
   • Read by Jesse Trushenski
   • Motion comes from committee
   • They are guidance documents, not prescriptive
   • Going back to approve PFIRM documents, not officially approved 10 years ago
   • Current guidance relies heavily on previous guidance
   • Bob Hughes – Finds FSBI guidelines very useful, so referred to HAMAR committee
   • Minor technical edits but some changes to what was seen before. The changes are mostly bibliography and not substantive such as the appendix and new publications
   • Bob Hughes will make additions to bibliography
   • Jesse Trushenski - Additional supplementary information, message already part of considerations
   • Possibility of interactions between hatchery and wild fish now has more documentation
   • Motion passed

8. Approve the minutes of the 15 August 2014 Management Committee meeting
   • Dave Ward’s budget plan: Accommodations, socials, promotions, science, banners, registration, communication, tourism, travel, and scheduling
   • Every committee will be audited for all of their responsibilities
   • Approved $430.00 as the registration fee and not the $425.00 that the budget plan was originally devised from
   • Doesn’t need motion approved because this motion was approved yesterday

9. Executive Director’s Report
a. Report on Society Activities
   • Report stands as written
   • Challenges with Shawn not being here, and other staff
   • Some contractors were not allowed through Canada’s border
   • Went to Portland - Meeting in Portland should be profitable, also KC and Tampa
   • We have a joint meeting with The Wildlife Society but we will reconsider for the annual meeting in 2019
   • We have 2018 meeting bids from Atlantic City and Boston
   • Introduced Tom Bigford as new Policy Director of American Fisheries Society
   • Policy fellowship program, lot of interest. Fun, dynamic, valuable programs.
   • Beverly Pike is the new Director of Student & Professional Development, CE for Gannett; adds a lot of value and making headway with the Hutton program. Please chat with her about needs and ideas such as programs and delivery methods.
   • Committee redefined position and helped with interview process
   • Investments – Units investment policy. Plan to allow units to pool with AFS investments
   • Big changes to membership with Imis- upgraded membership database and accounting software
• Sarah Gilbert-Fox working on Wordpress multi sites - New website rebuilt. Sarah is working with units on their websites, and new multisite capability coming which will provide a more powerful and open system
• MSU and FAO international fisheries conference in Rome – managing registration.
• Workshop on large landscape conservation
• Policy work with partners
• AFS absent from DC for a number of years – good developments and new opportunities
• 300 new members this year
• New marketing and communications
• Phil Moy – We bring in State chapter members but not society members – how do we bring society members into the fold?
• Doug Austen – Key opportunities, we should focus on lapsed members, chapter members, and the fact that majority of members are only chapter members. Why aren’t they AFS members too? We will work with chapters to get the list of people and input that list into Imis to send out materials to them specifically, to get them back into the fold- submit to Eva and use in marketing program designed specifically for chapter members. It would be most effective for the chapter president to contact members personally. Work with committee to develop.
• The postcard had positive feedback
• There are people in the fisheries profession who are not AFS members, what do those people need?

10. Governing Board Photo Op

11. Closed Door Session

12. Communications Retreat

   a. Presentation on web site by Sarah Gilbert-Fox

• Tom Lang – Much work done by AFS members for employer. Should have clippings showing what AFS members are doing
• SGF – Would like to have some integrated guidelines, should be more cross-posting.
• There should be a standardized system so when units turn over, it’s easier to pick up
• Student Subsection – They have been increasing posting on the web and communication. There should be links to the section from AFS! We are using social media to add new members and links
• John Boreman – Have a donate button…. Add a donate page so people can choose where they want their money to go and have it be a separate page.
• John Boreman-There should be oversight of content – Wikipedia, is it solid information? Science org – how to separate opinion from fact
• SGF – Dave Hewitt, Julie, and others on content committee will help choose, find, oversee content
• Abigail Franklin Archer – prioritization – role of educating general public – not our role, but more targeted outreach to environmentally aware audiences (such as those interested in Pebble Mine)
• Julie – We can use social media for more controversial content
• Donna Parrish– Hard to agree on issues, We should see what other scientific societies do
• John – Glad to recognize the diversity of communication. Some Southern Division units have abandoned their websites and email – Facebook pages are becoming popular, especially among the student subunits. Nowadays people want information that is daily. The society website is becoming static and obsolete, we should include different technologies
• JOG – hard to find historic activities on Facebook, mission statement, etc.
• Donna Parrish– Members want to be able to find information on the website including journal information. The websites primary function is to store information that members have easy access too
• We need the right content for the right audience
• We need to know what type of content to use to reach our audience
• We need to have content that is specific to fisheries, We should have content looked over by fisheries people
• Should members run the blogs…. Blogs are good but we are a science organization how do we separate opinion from fact?
• Have Sarah spotlight things the units send in on the fisheries website, we need to encourage units to send in interesting things
• Have the units decide what goes on there personal site!
• AFS will host the websites, we can build them for free and help units with the content that is featured
• Tom Lang- Many individuals personal work has benefited from the society even if they did not work for or under the society to start with, A lot of work has been lost from AFS members and units
• Tom Lang-We should have a specific way content is run, such as what goes in the newsletter and magazine or what should be on our social sites
• Student subsection- is in the process of adding stuff to their site. There should be links to every sections website, getting more information from students and using more social sites
• There is a lot of over sited content, is the information were reading good solid information or someone’s opinion. If it is someone’s opinion we should state that so that viewers can separate factual information from just talk
• Have a committee help oversee finding content written by everyone and what the guidelines are
• We should have peer reviews to feel up the extra pages in the magazine
• Abigail Lynch- What role should AFS have in educating the general public, we can’t educate everyone. We can target people who are environmentally aware, so if they see an issue and they want to know what AFS opinion is on the issue they can go to the site and see a summary, article or link towards more information. We could have a top ten what’s going on in the world of fisheries on website
• Use social media to get more conservational topics out there but watch for things that may be too controversial for the society
b. Emerging Leadership Presentations

- Presentation by Steve Midway
  - Julie – what is the main purpose for our website? To provide information for members or is there a broader scope?
  - Steve – It’s hard to find unbiased information, societies didn’t have data to help
  - Process & risks? Aren’t there concerns for not doing anything to the website?
  - Steve – Potential members are everywhere, with no presence or strategy we lose efficiency in appealing to potential members
  - Doug – audiences? Information is for public but also other partners with vehicles with wider audience – provide them content and they provide us access and links back
  - Emerging audiences – Risk of pacu in Norway picked up everywhere, demand and interest in fish, the void was filled by less accurate sources of information, environmental science writers
  - Steve – Fisheries blog has had ½ million visitors, emails from people outside sphere of fish, people read this every week and they can’t get it from anywhere else
  - Mike – How should we develop content strategy?
  - Joe Margraf – Attention to member needs vs. public needs, we need to take care of members first then bring along the non-fisheries side
  - Patrick Cooney – We can use members as a tool to get information to the public – the public wants to contribute
  - What do other professional science societies do?, how do they address these issues and documents on their sites
  - Should personal blogs stay off the fisheries website?
  - Patrick Cooney – Units category – Is very non-descriptive; people who are not AFS members may not know what “Units” mean or how to navigate it once there on the fisheries website. No one outside AFS knows what “Units” means we need a label that is clearer
  - Increase communication among chapters and subunits
  - Subunits have many abandoned websites; many are currently using sites such as Facebook. After 24 hours new news is old news, many social sites work because information is always current. This generation thinks websites are boring and outdated. We should listen to those needs and how different units use technology
  - Have links to Facebook pages instead of websites, for those units and chapters not using websites
  - Facebook obtains information so quickly, that retrieving older information from Facebook is timely because you have to go through the entire feed
  - The websites are still relevant because the governing board uses them
  - We have the fear of overwhelming viewers by trying to meet everyone’s needs
  - Have a comments section so people can post their opinions
  - Our goal should be to help people figure out who we are as a society and what we do
  - Is the main objective for the website to have information to be easier to find for our members?
- Having information on the site that everyone can understand even if there is not a fisheries scientist
- We need to take care of members first and bring in the public (the non-fisheries scientist) because we are the largest and the oldest society
- Members want to receive information and see how they can contribute to the society
- Do we utilize our scientist the way that we should be?

**Presentation by Patrick Cooney**
- Carl Burger – Why aren’t we working on the Hill anymore?
  - EPA came out with a policy before we did, we need to redesign the way that we were putting out policies
- Doug – Trying to be more strategic
  - Having someone local like the Potomac chapter to push on issues
- JOG – Took four years of contact to get OR leg to work with us, even just as a provider of expertise
- It takes weekly contact to get feedback for legislation. What do the fisheries people have to say about this? When we have committee meetings there should be fisheries people that come in and lay the groundwork for what they think about the issue. Not necessarily for legislation but to have someone conveniently there to give their input.

**Presentation by Justin Davis**
- Scott – Need to convince agency administrators with tools that show the importance in employees being members
- John – Needs vary and progress from student to professional – need more input from younger professionals
- Patrick Cooney – Agencies even asking how to promote membership
- Nonmembers are still getting some materials from AFS for free but aren’t committed to rejoining the society
- Membership renewal was complicated so members never renewed but things are better now… so how do we retrieve those customers back?
- People are upset they can’t just pay one fee and be able to receive all of the journals!
- Why should employees be part of AFS? Should your boss encourage you to join, what makes AFS makes valuable for employees? There should be bullet points on the website stating the benefits!
- Students join AFS for the books and materials
- Newer members don’t necessarily benefit from everything all at once… especially if you don’t know what to do with the information when you’re given it!
- We need more information pushed out more regularly

**Presentation by Cari-Ann Hayer**
- Bob Hughes – All Sections can develop educational resources for web site
- Donna Parrish – Never even focused on fisheries undergraduates, ESA has materials on how to teach ecology
Scott Bonar– This is what a society provides – standard teaching methods – another clear reason for agencies to promote memberships

Abigail Franklin Archer– there is a number of books that would be good for teaching but we need to figure out how to get that information to the teachers who don’t necessarily know that there available. We need to have better educational resources on the websites that are easier to find

Julie – Some PowerPoint lectures are developed around books, can also do YouTube

Donna Parrish– can put in member portal

Craig Paukert– don’t go to AFS for teaching info, people enjoy Wildlife Professional, teacher requested info on Asian carp so Section considering how to fill that need
  ▪ People aren’t using the AFS website for teaching and mentoring what can we do to change that

SGF – just need to find people to call and to write for AFS

Donna Parrish– Lots of suggestions and ideas
  ▪ We should have videos of field techniques? Prioritizing and how to pay for stumbling blocks.

Doug – Agencies willing to put money on table to have AFS do things like this. Need a few to grab onto and run with

Laura Wildman– Underutilization of youth in our organization, few seasonal staff with Go Pro and enthusiasm can get more involved

Subsection – develop how-to series of PDFs on how to apply to grad school, how to get job, etc.

Have updated websites and keep up with people updating the websites

It is hard to find information to give to students and getting students to events for awards and scholarships is getting harder

Chapters should have videos that are accessible to the members to show them videos of people actually doing valuable stuff

13. Lunch break

14. Continuing communication retreat
  ▪ Donna Parrish Governing Board survey
    o Members’ portal – Directory, Fisheries, educational videos, Governing Board materials
    o Jobs on homepage – yes or doesn’t matter
    o Blog on homepage – yes
    o Should blog content be posted by staff only – no but need oversight
    o Content for blog – highlight peer-reviewed content, policy developments
    o Member profiles – professional achievements
    o Highlight blogging members – yes, if monitored
    o Remove inappropriate blogs – yes
    o Should AFS hire science writers – maybe if good return on investment
    o Fisheries content – more like Wildlife Professional – No or maybe
    o Fisheries columns – should be so much space – divided evenly
    o Fisheries – put more non-peer-reviewed content online – Yes
• Fisheries – change to high-profile journal – evenly divided
• Social media – who should monitor
• Newsletter – what should be content
• Listserv – yes/maybe
• Ratio of member vs. outreach communications? 75:25

• Goal to get committee to write communications plan
  • Julie – New Content Editors, process, call for science writers – good response from all levels, editorial team for non-peer-reviewed content, not free-for-all
    ▪ People just want ease of access on the website it doesn’t really matter where the information is located on the website
    ▪ Having AFS review everything that is going onto the website
    ▪ Quality control- not allowing amenity, when people have to put their names on it people will be less likely to post dumb things
    ▪ Personal stories about any members
    ▪ If we just use professional content on the website then who are the people were trying to reach
    ▪ Too much space in the paper for comments
    ▪ More guest in fisheries and less of executive director and president
    ▪ Using listserv again to help individuals get information quick, clearly and from a reliable source
    ▪ How do we share the website to others and ourselves
    ▪ Who would provide the content that would be on the website? How is the non-peer reviewed content going to be reviewed, can we have science writers for AFS that check over hot topics, something on policy or for publications.

• Laura Wildman – plea for listservs, section founded on this, losing members, what brought me to AFS, nothing as direct or clear cut or simple, really hurting us, manageable number of technical questions and jobs
  ▪ Plea for listserv the bioengineering section used this and it was there primary form of education. It was clear-cut and simple. They lost members when they got rid of listserv. There’s a manageable amount and technical questions very specific to that group no added posts or extra discussions. Other things have not been as successful. It was a major resource. Listserv expense is a factor, listserv is a big business, the free listserv is very inexpensive, it’s cheaper to build one ourselves
• SGF – pay a fee for each listserv and rent each year, .19 cents per email
• John – Southern Division has listserv and it’s working fine – Email Dodo, $100/year
• Abigail Franklin Archer- Estuaries LinkedIn forum – not sure if it’s good because it collects data shows ads, etc.
  ▪ Abigail …Estuary section misses there listserv they have linked in currently. The free listserv has advertisements and there collecting data on!
• SGF – better have our own
• If we had our own tool in the long run it would save us money we would actually own the contacts and data
  o Tom Lang - Texas Fishing Forum, nice member portal to add and also for member content
  o Joe Margraf – Fisheries has evolved, mishmash of news, opinions, scientific articles, usually synthesis, jack-of-all-trades, originally newsletter with everything ED thought interesting, time to decide what Fisheries is going to be, do we need synthesis journal? Would have higher impact. Fisheries too slow for news. Opinion pieces not open to everyone.
    ▪ People want to know what the leaders of the society think
  o Craig Paukert– like opinion and broader papers, would like to have Wildlife Professional-type and Fisheries
    ▪ How do we engage middle school and high school student in the fisheries profession
  o Abigail Franklin Archer– didn’t notice repeating in magazines, important topics should be repeated
  o Carl Burger– got complaints? Like article and hearing what leaders are saying? Maybe shorter pieces.
    ▪ More guest in fisheries and less of the executive director and president
  o Doug – redesigning look and feel, thematic issues developing, maybe don’t need to have columns every month.
    ▪ Here is what we know about the topic, can we use what we know to go somewhere else with that information. It’s hard to write about something now that won’t come out for another three months
  o Donna Parrish– 8 obituaries in one issue, maybe fisheries isn’t the right place to post obituaries, maybe some of the other stuff in fisheries needs to be moved somewhere else.
  o Donna Parrish– Is there content on the website we want to use to reach the broader science community and not just the people on the site
  o Jesse Trushenski– if you build it they will come. Dependent on content that we get. Who is going to bring those synthesis papers? How to solicit and work with teams from other AFS journals.
    ▪ We may want certain things in the magazine but who is putting those things in, where are we getting this content from
  o Julie – AFS is a family with many personal relationships. People read Conservation Magazine from cover to cover, it’s science based with great writing and issue oriented
    ▪ Should we keep fisheries as a newsletter?
  o Dave Ward– Make the magazine better for fish we shouldn’t rely on grad students or volunteers it will be hard to maintain the component of news, hire a science writer, there is a who profession dedicated to do this
  o Donna Parrish– There are people who are trained to do this
    ▪ We publish our own research but there is a whole set of individuals whose jobs are to do this
  o Craig Paukert– could have an editor to direct to different journals
Student subsection – need to keep student voice
- Current aspect of fisheries student angle is important to have in magazine because students are our future (maintain that student voice)

Margaret Murphy – synthesis articles could be more concise, would reach more people and stay cross-disciplinary
- Leadership articles, short articles if some of the synthesize article were shorter we’d reach more people. People want their information quick... is the magazine useful?

Jessica Mistak – how are thematic issues selected and developed?

SGF – can reach out to sections and other people identified

Donna Parrish – can also do with symposia. How to make sure there are equal opportunities for everyone to write things?

Doug – using group of science editors, can identify people and persuade to write
- We publish our own research but there is a whole set of individuals whose jobs are to do this

SGF – fire issue and career education

Donna Parrish – currently membership magazine

Abigail Franklin Archer – need to keep broad, even themed issues, topics not normally exposed to
- When we read the magazine we look to learn Topically and geographically things about the society

Ron Essig – some articles in gap between synthesis

Craig Paukert – climate science issue, takes time and money

Donna Parrish – identify 3-4 priorities for committee plans
- Donna wants to form a committee to try to have three or four priorities; we need to direct the committee in the direction where we should go with the magazine.

Julie – recruiting new members or keeping members – what says that’s my home?

Phil Moy – target audience – new members and new kids to profession, young people don’t read Fisheries, will look at videos on web site, also policy makers, can engage a lot of other people
- A young person will not pick up a magazine, so how do we use the website to engage all these different target audiences
- Who is the target audience for fisheries (scientists, students, teachers or the general public) it is originally for our members
- How do we engage middle school and high school student in the fisheries profession

Cari Ann Hayer – switched to fisheries because of an advisor and because of going to meetings – get students to meetings and then they get hooked

Scott Bonar – agency constraints – AFS should help support agency heads who want to encourage staff to go to meeting because, If you can’t attend the meeting then why are you going to join

Jesse Trushenski – SGF to send message to remind about cool things units can contribute to web site
o Julie – social media – other societies and journals are very active, that’s what people are seeing online, important to have voice there
o Donna Parrish— promoting journals
o John – students go to chapter meetings, half the attendees are students, there’s your audience

15. Break

16. Round-Robin Review of Other Reports (Divisions, Sections, Committees, Liaisons)

Division Reports

- Northeastern Division – having business meeting at Quebec instead of NEAFW, might meet with chapter next year, have two bids for next AM in NED
- North Central Division – SD and MO Chapters 50th anniversary
- Southern Division – nice to visit other divisions meetings
- Western Division – Mazatlan meeting successful, great learning experience, 440 attendees, $33k in travel awards but still made money, $13k for Mexico Chapter
- Bioengineering Section – wrong report in book, joint committee with civil engineers, took management. of fish passage conference, first international conference in Netherlands, fish passage database, technology design review
- Canadian Aquatic Res Section – Legends of Can Fisheries Science and Management. Reads list.
- Early Life History Section – 38th Larval Fish Conference, lifetime achievement award to Bill Leggett, banquet Thurs., next year in Vienna, $5k in travel grants
- Education Section – Best Student Paper & Poster – 33 oral and 7 posters, need more posters
- Equal Opportunities Section – 4 travel awards, Facebook page, series of articles for Fisheries on ethnic fisheries groups
- Estuaries Section – 20th anniversary, will review major accomplishments
- Fish Culture Section – thanks to sections contributing to aquaculture special issue
- Fish Habitat Section – polled membership, identified future symposia topics, new website, student paper award
- Fish Health Section – international symposium over Labor Day weekend, accreditation for labs being developed
- Fisheries Administration Section – SFR awards, given on site, met at NAFWC/NFHAP, symposium in Portland on angler recruitment/retention
- Fisheries Information and Technology Section – co-sponsored two symposium on Emerging Tech and Data Exchange Standards, FAS software update
- Fisheries Management Section– Hall of Excellence plan to create multimedia for each candidate, starting with Dave Willis
- Genetics Section– four members inducted into new Hall of Excellence, social Tuesday night
- International Fish Section – Doug sorted out International endowment fund, funded symposium at Mazatlan, and 3 in Quebec, in better shape than we thought, student exchange w FSBI – Zach Penny, Nez Perce tribal member, Dan Jeffries in exchange, 7th WFC – International Prize, $5k
prize, European Inland Fisheries Commission – Lillehammer, will help spread word, Bob Hughes
president- elect of section
• Introduced Fish section – symposium on control methods, working with HAMAR committee, Pam Fuller new president
• Marine Fisheries Section – 5 symposia, 3 travel awards, Sette Award – Mary Fabrizio, meeting jointly with Estuaries Section
• Physiology Section – met in Edinburgh, 470 attendees, Steve McCormick won Excellence award, 32 students travel grants
• Socioeconomics Section – 30th anniversary, 100 members, Bonnie McCay won Award of Excellence, symposium with FITS, partner next year with FAS on angler recruitment symposium, also partner with MO Chapter in KC on Weithman Award retrospective
• Water Quality – dam impact symposium, travel funds from all three sections, articles in Fisheries every other month, poster award – 14 posters this year, upgrading website
• Student Subsection – recruitment and retention, undergrad travel award – 2 this year, social media – Facebook, student colloquium combined with Future of Fisheries symposium, student angle columns, communication and website on agenda, advancing student education, develop brochure and mentoring program, YPs – exploring YP subsection

17. Brief President’s comments
• None

18. Other Business
• Minutes of yesterday’s Management Committee meeting
• Bob Hughes reviews motions
• Incoming president to appoint committee to create new format for Governing Board reports
• Dave Ward - $430 registration fee approved for Portland. Hoping for 2,000 – 4,500 attendees, should be money making meeting. Expenses range from $100 - $400,000
• Audited for social and environmental responsibility

19. Adjourn
Maker: Bob Hughes
Second:
Motion Passed Unanimous