

American Fisheries Society Governing Board Meeting

February 28 – March 1, 2017

Mystic, Connecticut

Minutes of the Meeting

Participants

Governing Board Members

Joe Margraf – President

Steve McMullin – President-Elect

Jesse Trushenski – First Vice President

Scott Bonar – Second Vice President

Ron Essig – Immediate Past President

Jason Vokoun – President, Northeastern Division

Justin Davis – President-elect, Northeastern Division

Wes Porak - President Southern Division

Craig Bonds – President-elect, Southern Division

Cleve Steward – President Western Division

Laura Wildman – Bio-engineering Section, Past President (Proxy for Mike Garelo)

* Mark Fincel, President-elect, Education Section

Zach Penney – President, Equal Opportunities Section

Lee Benaka – Past President, Estuaries Section (Proxy for Karin Limburg)

Carl Kittel – President Fish Culture Section

Tom Bigford - President, Fish Habitat Section

Dave Groman – President, Fish Health Section

Ken Kurzawski – President, Fisheries Administration Section

* Bill Stewart – President, Introduced Fish Section

* Cynthia Jones, President, Marine Fisheries Section

Steve McCormicks – Past President, Physiology Section (Proxy for Susan Edwards)

Julie Defilippi Simpson– Past President Fisheries Information and Technology Section

Randy Schultz – President, Fisheries Management Section

Julie Claussen – President, International Fisheries Section

Keith Criddle – President, Socioeconomics Section

Clint Lloyd – President, Student subsection of the Fisheries Education Section

Syma Ebbin – President-elect, Socioeconomic Section

* John Boreman – Constitutional Consultant (non-voting)

Doug Austen – Executive Director (non-voting)

Emerging Leaders

- * Patrick Shirey

Guests

Donna Parrish, AFS Past-President

- * Joel Hoffman, Co-Chair, Membership Committee (only during committee presentation)

AFS Staff:

Dan Cassidy, Jessica Mosley, Eva Przygodzki, Martha Wilson, Shawn Johnston, Katrina Dunn, Aaron Lerner

- * Indicates remote participant via conference line and GoToMeeting

Minutes of the Meeting

(Note that the meeting was digitally recorded and some sections have a time stamp associated with the recording to allow for note development)

- 1. Quorum confirmed by Boreman and called to order at 8:00 a.m. on March 1, 2017, by Margraf.**
- 2. Announcement of Proxies**
 - a. Laura Wildman – Bio-engineering Section, Past President (Proxy for Mike Garello)
 - b. Steve McCormicks – Past President, Physiology Section (Proxy for Susan Edwards)
 - c. Lee Benaka – Past President, Estuaries Section (Proxy for Karin Limburg)
- 3. Approval of Agenda**

Approved by unanimous consent
- 4. Approval of Minutes** – August 2016 Governing Board Meeting, Kansas City, MO
Approved by unanimous consent
- 5. AFS publications workshop – Governing Board input on future of AFS publications**
([Attachment 1](#))

AFS Publications Director Aaron Lerner described the reasons for holding a facilitated publications workshop, to be held May 16-17, 2017 in Reno, NV. About 26 participants have been invited, including representatives from the Publications Overview Committee, journal editorial boards, officers, staff, and other AFS members (including early career members).

A planning team has been formed to help gather data, coordinate the workshop design, propose issues to be discussed, and design a survey of members regarding AFS publications.

The preliminary list of issues to be discussed at the workshop include the overall role of AFS journals, importance (or unimportance) of journal impact factors, shortening journal time to publication, establishing a joint AFS/Wildlife Society journal, establishing an online open-access journal for the lay audience, possible co-publishing of two Federal agency publications, challenges and opportunities of the AFS books program, and implementing a Federal/State gray literature database.

Various discussions on the proposed topics of the workshop ensued. Key points included:

- There is a need to engage with NOAA about possible joint publication of their journals (Marine Fisheries Review and Fisheries Bulletin). AFS has approached NOAA in the past (7-8 years ago) and should engage in discussions with them again to assess interest in possible collaboration.
- Grey literature database and member access was widely seen as a positive activity for AFS that would address the needs of agency biologist. Suggestion to link with Canadian fisheries literature which is widely available through an open web site. Some states (e.g. Texas) do already have reports available and a link to their material from the AFS web site would be helpful. Some sections (e.g., Bioengineering) have a literature database in place and have worked with university partners to make their information available.

6. Membership challenges and programs for 2017 – report from AFS Membership Committee and staff ([Attachment 2](#))

AFS Membership Committee (co-chairs by Doug Workman and Joel Hoffman) work closely with the AFS staff work team on membership issues. The membership renewal cycle was reviewed and includes about six contacts from AFS officers to members starting in early October and running through the first several months of the next year. Key points:

- Retention rates are increasing which is an improvement for AFS, whereas national trends are lower.
- Membership numbers frequently reflect that size of attendance at the annual meeting.
- Joel Hoffman reviewed the membership PowerPoint presentation developed by Jim Bowker (with assistance from a various AFS members). The presentation has been given at a number of Division and Chapter meetings with good success. Comments on presentation included:
 - Good presentation but can be improved with more visuals, less text and delivered in an exciting and engaging way. Too U.S. centric and need to include Canadian and Mexican membership options. Timing of presentation

is also important. Stay away from business meeting where most participants are already members and find a time during the meeting where a more complete audience is available.

- Possibly video companion would be very well received.
- Should create a student presentation, possibly by students, to be delivered at student subunit meetings. Need to add student representation to the Membership committee
- Information on Section meetings should be shared with audience during presentations of PowerPoint
- Need to explore membership renewal dates for students. The academic year starts in September and first meetings of student units are often about that time. It would be helpful to have new memberships linked to the academic year for particularly undergraduate students.
- AFS should explore reaching out to non-tradition but aquatic-related organizations to explore expanding membership opportunities.
- Making the Fish Health Section affiliate membership easier to access on the AFS web site would be helpful. There are many veterinarians and others who are interested in FHS membership but have a hard time finding the membership information.
- Remote access to AFS meetings was also suggested for further exploration. The real challenge of travel approval, particularly out-of-state, will continue to be problematic and AFS should examine if remote participation is viable.

7. Draft Plan-of-work by Steve McMullin and Diversity Discussion ([Attachment 3](#))

McMullin

- a. McMullin reviewed his proposed plan of work and noted that item #3 addressed the need to start thinking about the next AFS strategic plan. The current plan expires in 2010 which suggests that work on the plan should start in 2018. McMullin will establish a special committee for strategic planning and is seeking interested members to participate.
- b. Student involvement in as many committees as possible will also be a focus for McMullin as he establishes new committees for the 2017-2018 year.
- c. Communication of science to a broader public will be an area of interest. The focus will be on how we communicate to a non-technical audience and policy-makers.
- d. Diversity in the fisheries profession will be a key aspect of McMullin's plan of work. This will, by necessity, be a multiyear approach and look at building a better pipeline for carrying young people through initial engagement at the high school or earlier level, through college and graduate school and to employment. This clearly includes expansion of the Hutton program but much more needs to be done.
- e. AFS involvement with the Diversity Joint Venture (DJV) will be continued and will be helpful in the expanded diversity effort.

Zach Penney

- a. The AFS Equal Opportunity Section is actively engaged in this effort and the incoming EOS president, April Croxton, is on the DJV board.
- b. AFS has held regularly held workshops or symposia on diversity and inclusion going back to at least the Seattle AFS meeting.
- c. EOS is working on a workshop for the Tampa meeting on “Unintentional Bias” to better understand promote diversity in AFS. The overall goal is to promote ethical and generational diversity in the profession.
- d. A regular symposium will also be held at the Tampa meeting titled, “Harnessing the power of diversity and inclusion.” Also, it was noted that the Oregon chapter annual meeting in 2017 will be focused on diversity.
- e. AFS needs to work on developing better data on membership diversity. Current AFS membership data is self-reporting and voluntary and is likely inaccurate and incomplete.

Comments

- a. AFS should emphasize the value and need of good demographics information on the membership renewal web page in order to support more complete data collection. If members recognize that the information will be used to better understand AFS membership and support diversity efforts, it was suggested that the user may be more likely to complete the information on race and gender.
- b. Engaging student units as a vehicle for reaching out to minority schools or to youth in general would be a good opportunity.
- c. Next mid-year Governing Board meeting has options for locating with the Southern Division in San Juan, PR, or with the Western Division in Anchorage (May 2018), or January 28-31, 2018, in Milwaukee, WI.

8. Section and Division engagement in Policy and Communications support (recording time stamp 4:53)

- a. The AFS Policy Director (Tom Bigford), jointly with the AFS Communications Director (Martha Wilson), led a GB discussion about administrative revisions to the AFS Procedures Manual and website to reflect decisions on AFS policy at the Kansas City meeting in 2016. (Attachment 4). The changes were needed to ensure our guidance and procedures mirrored our intentions. The Management Committee approved the following motion on March 17, voting to recommend that the GB approve the proposed changes:

Motion: Approve the changes to the AFS Procedures Manual proposed by AFS staff that will align the procedures with the policy program priorities approved by the Governing Board in Kansas City in 2016. (Summary of changes and links to full documents is found in Attachment 5)

Background: The AFS Policy Director and Resource Policy Committee have been guided by past Governing Board directions to revise the entire AFS policy process. This has resulted in a series of significant updates to the various documents that guide the AFS policy process. At its most recent meeting on 17 February 2017, the Management Committee voted to recommend that the Governing Board approve the proposed changes.

Motion made by Bigford; 2nd by Trushenski. Motion adopted by unanimous consent.

- b. As AFS shifts into policy implementation, one immediate need is the technical capacity to enable AFS to engage on its priority policy issue (Attachment 6). The AFS Policy Staff focused on identifying representatives from most if not all AFS sections and each division to serve as the new Resource Policy Committee. With those delegates to our regional structure and topical expertise, the RPC will be positioned to provide technical expertise on AFS priorities. That plan was approved and is being implemented. Tom will work with Martha to communicate our needs to AFS sections and divisions.

9. WOTUS and AFS policy – Developing an action plan for addressing federal administration actions (Attachment 7) (recording time stamp 5:28)

Austen presentation reviewed the various institutions and conservation groups who are involved in the development of policy recommendations. This led to an open discussion of the Governing Board on how to best position AFS to be effective in conveying science and policy to elected officials, partners, and the public. General comments includes:

- a. Steward initiated a discussion of the need for AFS to be engaged in the nations' discussions on fisheries and environmental policy. To be effective, AFS needs to be focused, find champions in the legislative body, not stray into areas where emotion drives the discussion. Challenge is to find the best means to describe and support science conclusions, particularly on the WOTUS rule challenge by the White House administration.
- b. Working with effective partners will be critical to ensuring that messages have greater likelihood to be received.
- c. Trushenski - AFS needs to engage effectively with Congressional members but a key message is through their constituents. A key part of this is providing compelling, science-based information on the value of resources such as clean water.

- d. Bonar – Noted the need for scientists to be more vocal about the importance of science to society and the fundamental economic contribution of science. Would AFS be willing and able to more regularly provide these messages to its members?
- e. Question was asked whether or not AFS would ever be more involved in legal challenges. Not necessarily as a lead plaintiff but in some ways to provide support, assistance, or otherwise provide science counsel. It was noted that the Society for Wetland Science did develop an amicus brief on WOTUS. Possibly, AFS could position itself to be a provider of expert science counsel to others working on legal efforts.
- f. AFS and others should revisit the advertising approaches used back during the original clean water act campaigns with compelling visuals of polluted waters and dead and dying fish.
- g. AFS needs to be careful to not respond irrationally or in a knee-jerk manner. We should be deliberative and thoughtful in taking positions.
- h. AFS should reach out and engage more traditional angler groups to assist in conveying the message of the value of clean water. They recognize the importance and have the ability to access an immense audience of motivated members.

10. Governing Board Reporting Tool (recording time 6:35)

- a. Trushenski provided an online overview of the features of the Governing Board Reporting Tool (GBRT) that is on track to be in use for submission of reports for the AFS Tampa meeting. One of the primary values of the GBRT will be to more accurately compile the society's totality of programs and value that members receive including statistics like the number of meetings and attendance, continuing education course presented and other activities.
- b. The Governing Board engaged in a wide ranging discussion of the GBRT including the following points:
 - i. Request for an outline of the type of information that units should be collecting in order to successfully complete the report. This should be available in the instructions that will be developed for the GBRT.
 - ii. GBRT is intended for all AFS units – Divisions, Chapters, and Sections. Currently access will be made only for the unit leader but additional access may be explored in the future. Some discussion revolved around the need or desire to have individual chapter reports and this will be further explored. It was also noted that some chapters meet jointly and even with chapters in multiple Divisions.
 - iii. Discussion explored the use of the GBRT as a tool for storage of historic documents for the units. While this wasn't the original intent of the tool, it may be a possible option for future development of the tool. Storage issues would need to be addressed but likely would not be a major obstacle.

- iv. Issue was raised of the need to create a better system of compiling all historic records such as Management Committee, Governing Board, records of Division and others. The GBRT was not designed for that but AFS does keep electronic records of all society level meetings. NCD keeps all documents on a Google drive. Developing a more common system across AFS would be helpful. However, the GBRT was primarily designed to address collection, storage, summary and analysis of more quantitative information that pertains to tracking progress relative to the AFS Strategic Plan.
- v. Przygodzki provided an overview of the AFS “Dashboard” which summarizes and presents critical AFS data from iMIS. This includes membership statistics, annual meeting registration, and other data. Currently this is only available to staff but will be provided to AFS leaders and Governing Board members in the future.

11. AFS Development plan, upcoming activities and responsibilities of the GB (Attachment 8)

(recording time approximately 7:32)

- a. AFS Development Director, Katrina Dunn, provided an overview of the AFS fundraising program. Several individual fundraising appeals have been deployed, AFS is a part of the Combined Federal Appeal, enrolled in Amazon Smile and other programs.
- b. The AFS website has been improved to allow easier access to donation options and descriptions of the various programs for members and others to donate.
- c. Dunn led the Governing Board through a series of exercises to engage them in development activities. Question #1 focused on potential funding priority areas include:
 - i. Hutton program
 - ii. Student travel to AFS meetings at all levels (National, Division, Section, Chapters). National office could offer matching funds to units who offer travel funding scholarships
 - iii. Support AFS policy efforts to convey science to decision-makers (elected officials, staff, key public)
 - iv. Resources to assist units with web site content management and posting of materials.
 - v. Grand challenges in fisheries events (Jason Vokoun) – Create forum or events to bring together key groups of people to focus attention on grand challenge issues. Example is the National Socio Environmental Synthesis Center (<https://www.sesync.org/>)

- vi. Support mentorship opportunities
 - vii. Support professionally done online webinars and other training opportunities.
- d. Dunn posed a second question on the role of Governing Boards in fundraising. Board Source provides a list of 10 Basic Responsibilities of Non-Profit Boards (see Attachment 9 for additional information and web link). One of these 10 fundamental roles is fundraising. Question is what would AFS GB members provide funds
- i. Support for science conveyance to policy-makers, elected officials, etc. Example is AAAS embarking upon an aggressive fundraising campaign to support their science policy efforts.
 - ii. AFS could explore a levy or additional charge to members to support critical programs.
 - iii. The Combined Federal Appeal needs to be more actively marketed to members and others.
- e. Dunn reviewed the fundraising cycle -
- i. Developing a list of fundraising contacts is a critical need. Dunn asked the Governing Board members to each consider identifying three people who they would be willing to identify to approach for fundraising.
 - ii. Cultivation – is being willing to build a relationship with a potential donor and even be willing to host them for a discussion, field tour, or other activity that will lead them toward potential future donations. One suggestion was that AFS could work on a commission basis to fundraise for units who are wanting to host events (example was Fish Health meeting by Dave Groman). It was also noted that AFS needs to better market itself as an organization that accomplishes work that people want to support.
 - iii. Planned giving needs to be expanded.
 - iv. We tend to hit the same groups time and again (e.g. Bass Pro Shops) and need to find new sources and local and regional corporations. Also need to develop more consistent funding partnerships where this an annual expectation of giving.
 - v. AFS should be more effective and telling a story of return on investment to possible funders.
 - vi. Trushenski asked about the AFS fundraising policy and any limitations or guidance on limitations. The policy does engage the Management Committee to provide boundaries and is a source for approval as defined in the policy.

12. Staff updates: (Attachment 9) (recording time stamp 8:26)

- a. Hutton, Certification, and Continuing Education (Jessica Mosely, presenter) – simple and quick update provide from PowerPoint in Attachment 10. Key issues included:
 - i. Finding more stable Hutton funding solutions – Hutton program has no endowment and relies solely upon annual funding or some multi-year cooperative agreements for funding.
 - ii. Need to better estimate AFS Hutton staff costs (including basic administrative costs such as financial tracking) to reduce the current overhead. Current total Hutton cost is \$6,680 with \$4,000 of that for the scholar summer salary.
 - iii. Would like to build a Hutton reserve fund to reduce the cyclical nature of Hutton funds. One option is to seek more regional sources of funds (e.g., Power companies) where Hutton Scholars could be targeted to be located in those service areas.
 - iv. Hutton needs include recruiting Hutton scholars through identifying schools and lead teacher contacts. Hutton mentors are needed and AFS leadership is requested to help find mentors.
 - v. Suggestion was made to essentially run a “capital campaign” to support Hutton and create, in essence, an endowment. Options may include contacting every university with fisheries program to solicit donation.
 - vi. Hutton in Canada and Mexico may provide opportunity for growth. Suggestion was that Quebec Hydro could be approached to support Hutton.
- b. Unit support – web, financial and meeting planning – simple and quick update provide from PowerPoint in Attachment 10

13. Report of the Constitutional Consultant - Motions for consideration

- a. Science Communications Section

Motion: Approve the bylaws and send the proposal for a new Science Communications Section out for AFS membership vote.

Background: The Management Committee approved the bylaws for the proposed Science Communication Section, and AFS staff is currently clearing the associated petition signed by at least 100 AFS members. Once the petition is cleared, the package will be ready to send out to AFS members for approval, which is necessary because establishing a new section requires an amendment to the AFS Rules.

Motion made by Boreman; 2nd by Simpson. Motion adopted by unanimous consent pending confirmation of petition submitted to AFS.

b. AFS Fellows Committee as Standing Committee

Motion: Support amending the AFS Rules to establish the AFS Fellows Selection Committee as an AFS standing committee.

Background: The American Fisheries Society Fellows program was established by the American Fisheries Society in 2015 to honor AFS members who are recognized by their peers as distinguished for their outstanding and/or sustained contributions to the discipline, to help make outstanding AFS members more competitive for awards and honors when they are being compared with colleagues from other disciplines, and to support the advancement of AFS members to leadership positions in their own institutions and in the broader society.

When the program was established, a Fellows Selection Committee was also established to receive nomination packets and elect deserving nominees as new Fellows. This committee was established as a Special Committee as the program got started, but given the anticipated permanence of this program, the Fellows Selection Committee should transition to a standing committee.

Motion made by Boreman; 2nd by McCormicks. Motion adopted by unanimous consent.

c. Election timing modification

Motion: The AFS Management Committee recommends that the AFS Governing Board suspend the AFS Rules and Procedures for the 2017 Officer election and temporarily replace them with a new election timeline that reduces the time period between distribution of the ballot and the annual meeting in Rules Section 3.b.i from 90 days to 60 days and the AFS Procedures section on the AFS Nominating Committee reducing the time from publication of the candidate statement in *Fisheries* to the ballot distribution from 60 days to 45 days.

Background: The AFS Rules state that, “On or about April 1st of each year, but at least 90 days before an annual Society meeting, the Executive Director shall provide all Active Members a printed or electronic ballot bearing nominations for President-elect, First Vice-president, and Second Vice-president”. Furthermore, AFS Procedures state that the slate of candidates must be announced at least 60 days before the election ballots are mailed. With our annual meeting set for August 20 that means

that ballots have to be distributed by May 20 and the candidates should be announced by about March 20. Due to unforeseen delays, the Nominating Committee will not be able to get the candidate statements published until the April issue of *Fisheries*, which is out of compliance with the AFS Rules and Procedures. The shortening of the time frame detailed in the motion will ensure that the election is in compliance with AFS Rules and Procedures and will not, in any way, diminish the legitimacy of the election.

Motion made by Boreman; 2nd by Essig. Motion adopted by unanimous consent.

- d. Boreman reported that the Publications Overview Committee will have some language changes to their ethics guidelines. These will be handled by an electronic vote.

14. Report by the President – none provided due to time limitations

15. Report by the Executive Director – none provided due to time limitations

16. Additional old business – none

17. New Business –

- a. Dave Groman provided a very brief PowerPoint on the **International Symposium on Aquatic Health** scheduled for September 2-6, 2018, in Charlottetown, PEI, Canada (<https://isaah2018.com/>)
- b. Laura Wildman noted the next **International Conference on Engineering and Ecohydrology for Fish Passage** set for June 19-21, 2017, in Corvallis, OR (<https://fishpassage.umass.edu/>)
- c. **2018 International Conference on Engineering and Ecohydrology for Fish Passage** is set for December 10-14, 2018, in New South Wales, Australia at the Albury Convention and Performing Arts Center.
- d. Southern Division Meeting in 2018 will be held in San Juan, Puerto Rico

18. Adjourn – Meeting was adjourned at approximately 5:15 p.m.

Attachment 1



AFS Publications Workshop Plan

Aaron Lerner
Director of Publications



WHY HOLD A PUBLICATIONS WORKSHOP?

- ✓ Discuss strategies to assure continued viability and excellence of our publications
- ✓ Identify opportunities to improve publications-related products, services, and policies
- ✓ Produce a plan identifying key targets and measurable actions

FACILITATION AND PLANNING



Workshop facilitator is Ben West, Director of the University of Tennessee Extension/Conference Center. Ben will:

- ✓ Design a process for information collection and discussion prior to the Workshop.
- ✓ Produce a draft agenda and framework
- ✓ Facilitate and conduct the Workshop
- ✓ Provide AFS with a written summary of Workshop discussions and decisions

AFS Workshop Planning Committee (Steve McMullin, Joe Margraf, Jeff Schaeffer, Doug Austen, and Aaron Lerner) will work closely with Ben West

PARTICIPANTS



About 25 participants will attend, representing:

- ✓ Publications Overview Committee (POC)
- ✓ Journal editorial boards
- ✓ AFS officers
- ✓ AFS staff
- ✓ other AFS members (including early career members)



VENUE

- ✓ Workshop to be held at the Peppermill Resort in Reno NV, May 16-18, 2017.
- ✓ Cost for accommodations, food, and meeting rooms covered by a hotel credit. AFS will reimburse invitee travel expenses.

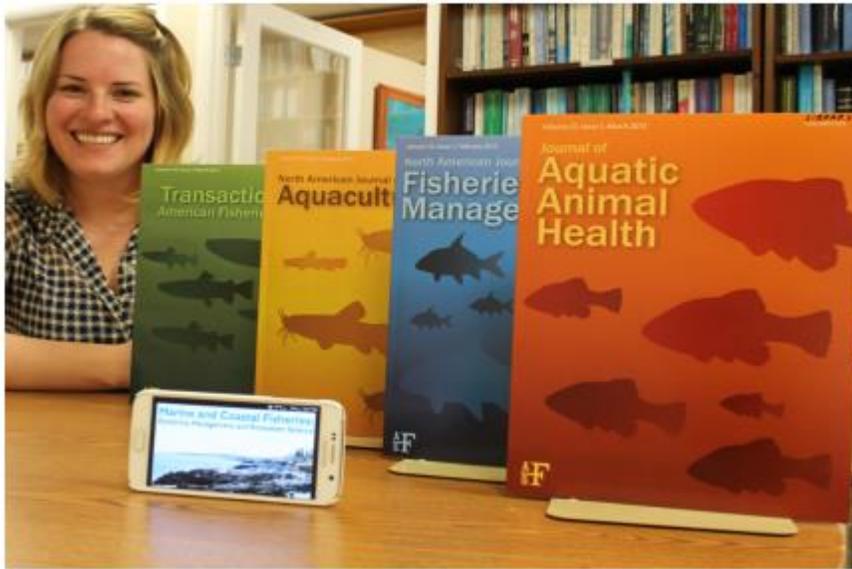


ISSUES TO BE DISCUSSED

Possible issues are being coordinated by the Planning Committee, and include the following areas:

1. Journals (impact factors, time to publication, role of journals, AFS/TWS joint journal, new journal for lay audience, co-publishing Federal agency publications)
2. Books (soliciting more proposals, partnering with commercial providers, co-publishing arrangements)
3. State agency fisheries reports (gray literature)

JOURNALS



JOURNAL IMPACT FACTORS



✓ Current AFS journal impact factors (IFs) are relatively low:

Fisheries 2.42 (8 out of 52)

TAFS 1.46 (21 out of 52)

MCF 1.44 (23 out of 52)

NAJFM 1.01 (30 out of 52)

JAAH .85 (35 out of 52)

NAJA .76 (39 out of 52)

✓ Disagreement over IF importance

✓ Strategies for improving IFs

Workshop Goal: Should we focus on improving AFS journal impact factors (or other metrics)?

TIME TO PUBLICATION



✓ Current journal time to publication:

TAFS - 37 weeks

MCF - 41 weeks

NAJFM - 41 weeks

JAAH - 40 weeks

NAJA - 31 weeks

✓ Efforts to improve time to publication:

Limit author revision time

Implement article rapid online publication

Streamline copyeditor guidelines

Working with publisher to reduce production time

Workshop Goal: What additional measures can be implemented to reduce time to publication?

ROLE OF JOURNALS



Lack of clarity about fundamental role of AFS journals
(is *Transactions* the “flagship” journal?, hybrid nature
of *Fisheries*, etc.)

Workshop Goals:

✓ Are our journals serving the needs of their intended audiences?

✓ Are there areas for which AFS should consider a new journal?



JOINT AFS/TWS JOURNAL

- ✓ Proposed open-access journal jointly published by AFS and The Wildlife Society. Would cover topics spanning fish and wildlife disciplines.
- ✓ Proposal also being reviewed by POC.

Workshop Goal: Should AFS continue discussions with TWS for a joint journal?



NEW JOURNAL FOR LAY AUDIENCE

- ✓ A proposed online-only open-access product for a lay audience.
- ✓ Would contain fisheries and aquatic conservation papers.
- ✓ Targets a much larger readership than our traditional journals.

Workshop Goal: Evaluate the pros and cons of this proposal (and alternatives).

CO-PUBLISH FEDERAL AGENCY JOURNALS

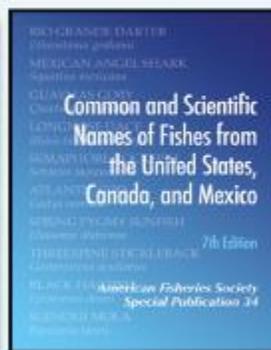
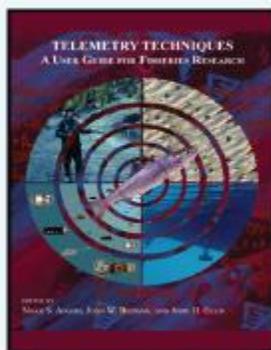


- ✓ NMFS *Fisheries Bulletin*
- ✓ U.S. Fish and Wildlife Service *Journal of Fish and Wildlife Management*

Workshop Goals:

- ✓ Evaluate merits of partnering on these publications with NMFS and/or FWS.
- ✓ Decide whether AFS should initiate discussions with one or both of the agencies regarding a joint publishing arrangement.

BOOKS



BOOKS PROGRAM



Decrease in book proposals, number of books published, and sales.

Workshop Goals:

- ✓ How can AFS solicit more proposals?
- ✓ How can AFS better market our books?
- ✓ Should AFS partner with a commercial provider to run the books program?
- ✓ Should AFS establish co-publishing arrangements with other societies?

AGENCY REPORTS



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LATEST POST

Assessment of Change in Commercial Size Limit of Channel Catfish

ARCHIVE

MARCH 15, 2012

1977-1979 Assessment of Change in Commercial Size Limit of Channel Catfish Channel catfish harvest and population statistics were described for pools 9, 11, 13, and 18 in the Mississippi River to assess the effectiveness of changing the minimum commercial legal length from 13 inches to 15 inches. The change in minimum length was deemed necessary to prevent overexploitation and reduce fluctuating harvests. The project was terminated when legislation necessary to increase the minimum length of commercially harvested catfish was not enacted. A length limit increase was necessary if project objectives were to be attained. Channel catfish harvest by Iowa commercial fishermen totaled over 538,000 lbs in 1977 and 623,000 lbs in 1979. Eighty-five percent of the catch was marketed by 24% of the fishermen. Length and weight information was obtained from 6,624 channel catfish, of which 4,443 were commercially harvested and 1,181 were experimentally sampled. Age and growth statistics were compiled on 858 fish obtained from the commercial catch and 521 fish obtained from the experimental sample. Eighty-two percent of the commercial harvest was comprised of catfish ages 3-5 and about 12% of the harvest were illegal length fish. Ninety percent of the experimental catch was made up of 1-3 year old fish. Mortality estimates were 51% and 77% for the commercial and experimental catches, respectively. Trends for Iowa channel catfish was

Welcome to the AFS Fisheries Reports Database

ARCHIVES

- March 2012
- February 2012
- January 2012
- November 2012
- October 2012
- August 2012
- July 2012
- June 2012
- May 2012
- April 2012
- March 2012
- February 2012
- January 2012

RECENT REPORTS

- Assessment of Change in Commercial Size Limit of Channel Catfish
- Evaluation of Engaging walleye stockings among inland Iowa rivers
- Western Alaska Salmon Stock Identification Project Technical Document 12: Tests of Tagging and Goodnews Reporting Groups for Sockeye Salmon
- Pasaghat River Salmon Weir Operational Plan, 2012
- A Program for Improving Fisheries Management and Research in the Anishinabe-Kuskotam (AK) Region

AGENCY REPORTS



AFS “Fisheries Reports,” a searchable database of agency “gray literature” (active from 2011-2013)

Workshop Goals:

- ✓ Should a gray literature database be restarted?
- ✓ Include grant program performance reports (e.g., Sport Fish Restoration)?

Attachment 2



Membership Challenges and Programs for 2017

AFS Membership Committee
AFS Staff

AFS Mid-Year Governing Board Meeting, Mystic, CT
March 1, 2017



Topics

- Membership Trends
- Chapter Incentive Program
- Near-term Future Discussion



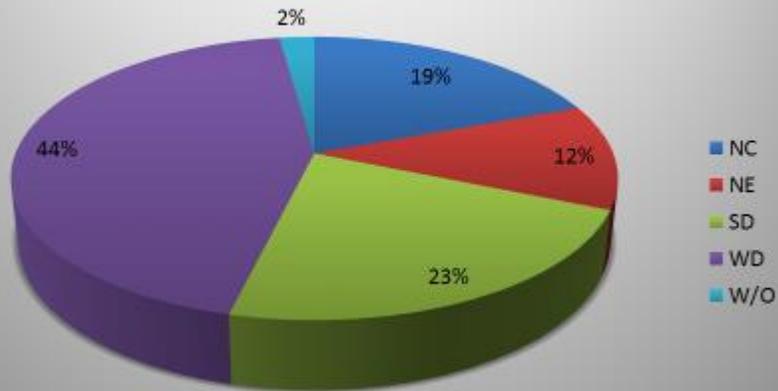
Membership Trends

2016 edition

Membership Renewal cycle

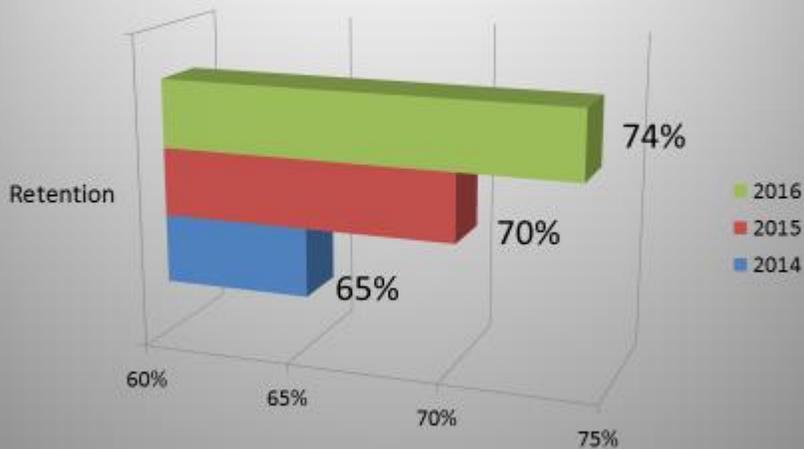
- Starting in October all eligible for renewal receive:
 - Six personalized reminders with invoice attached via email
 - One print renewal invoice via snail mail
 - Bi-weekly reminders using all social media, newsletter, and website
 - Frequency of reminders increases closer to the end of grace period

2017 Renewals by Division

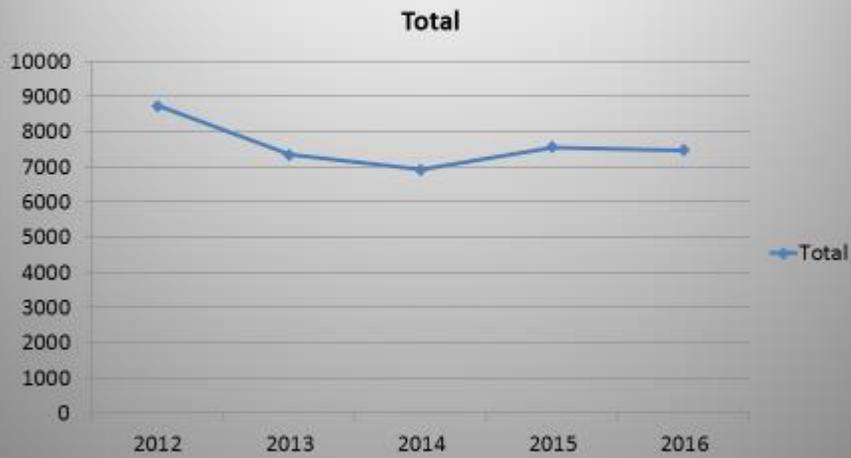


69% of those eligible paid 2017 dues in comparison with 68% same time in 2016

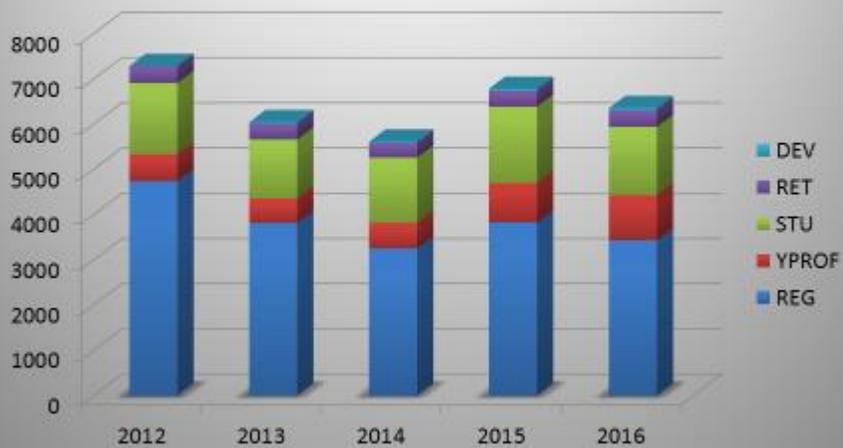
What are our Retention Rates? For years ending



Membership Trends 2012 - 2016

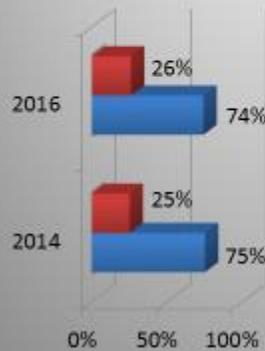


2012-2016 comparison by type

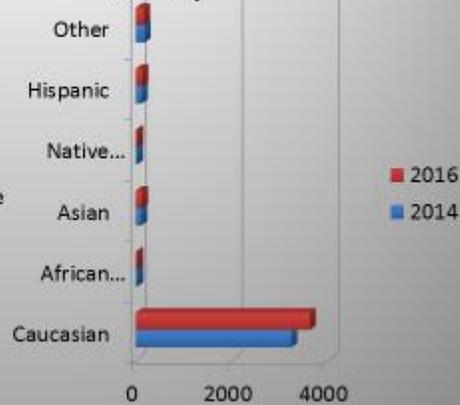


Demographic Data 2014 vs. 2016

Gender



Ethnicity



Chapter Incentive Program

- Began January 2017 (through 2019)
- Three program components
 - Financial incentives (awards) to encourage Chapters to increase the percent of Chapter members who are AFS members
 - Traveling display (one per Division) and brochures to promote AFS membership
 - Powerpoint presentation (developed by Jim Bowker, Jesse Trushenski, and Scott Bonar) to promote AFS membership

Chapter Rebate Incentive Program

What's in it for me?

- Less than 50% - no bonus
- 50 – 69% - \$250.00
- 70 – 89% - \$350.00
- 90 -99% - \$450.00
- 100% - \$550.00

Participating Chapters

- Nebraska
- Colorado-Wyoming
- Southern New England
- Illinois
- North Carolina
- Minnesota
- All chapters requiring AFS membership

Incentives are provided for increasing AFS membership only. This is in addition to the Chapter membership rebate (3% of AFS membership)

Traveling Display



Brochure (front)



THE AMERICAN FISHERIES SOCIETY...

- Includes 6,000+ members from around the world, including fisheries managers, biologists, professors, ecologists, aquaculturists, economists, engineers, geneticists, and social scientists.
- Includes 4 regional Divisions, nearly 50 Chapters, and 23 special interest Sections.
- Promotes scientific research and sustainable management of fisheries resources.
- Publishes five of the world's leading fisheries journals, 2 industry magazines, and bi-annual reference books.
- Organizes scientific meetings where new results are reported and discussed.
- Encourages comprehensive education and professional development for fisheries professionals.



Encourage the students to join AFS because it connects fisheries professionals and applying a better to enhance fisheries and aquatic resources in our time.
—Loren Mackay, University of Colorado



Thinking about the fisheries and concerned if they aren't there? If not, and consider and find to AFS, that's a really exciting career of fisheries resources.
—Bob Clouston, University of Illinois

TYPES OF MEMBERSHIP

Category	Includes	Dues (2017)
Regular Working professionals	Fisheries + entire journals	\$80
Student University students	Fisheries + entire journals	\$20
Young Professional 3 years post-graduates	Fisheries	\$40
Retired Not fully employed	Fisheries	\$40
Life Member I	Fisheries + one journal	\$1,117
Life Member II	Fisheries	\$1,000
Developing Country All world by life	Fisheries	\$10

Notes: Retiree Individuals who are members of only their local Chapter are not considered to be full Society members.

Visit FISHERIES.ORG/MEMBERSHIP for more information



AMERICAN FISHERIES SOCIETY
ESTABLISHED 1970
Take Your Career Further

Brochure (back)

PROFESSIONAL DEVELOPMENT

Go further with your education and your career. Take our continuing education (CE) courses, have your research funded, share your best practices, and get guidance from AFS members.



Get certified as an AFS-recognized fisheries professional and expand your job opportunities. Keep up with the latest science in Fisheries, our AFS journals, and books.

Enhance your network with leaders in the fisheries science field and develop leadership skills. Contribute to the development of industry standards in areas such as sampling of Aquatic Insects.



Being a part of the AFS community means having access to the professional network, ideas, and knowledge needed to advance the sustainable use of fisheries resources.
—Kara Thompson, Idaho Dept. of Fish & Game

NETWORKING

Experience local, regional, and international meetings—attending international conferences, current studies, and while making new connections at networking events and through industry career opportunities.



Learn from other states, regions, and countries about the latest fisheries science that impacts you and share best practices. Collaborate with your peers and help make your profession become a part of a supportive community and job site of our 23 special interest Sections.

Have more influence over the direction and application of fisheries science. "Go global" not just local, by actively supporting AFS fisheries policy initiatives on Capitol Hill and beyond. Your voice is important.



AFS is all about fisheries. We are a diverse community and work global. Working our members with peers and leaders in the field is very satisfying.
—Tom Rappold, Policy Director

FINANCIAL BENEFITS

Membership levels are tiered to career levels: students and young professionals enjoy special discounts. Students enjoy free online journals and heavily discounted meeting registration fees and CE courses.



Students can also get funded to travel to the Annual Meeting and other conferences with AFS travel grants.

Professionals save money on AFS journals, books, meeting registration, and publications fees. AFS membership allows your commitment to the profession and helps you get hired by employers. Access our job listings, too, learn from AFS members.



We can compete for work as a group and as individuals, with open resources.
—Laura Hester, Alaska Chapter

Roll-Out and Reactions

- Traveling Display and Brochures
 - NCD received its traveling display earlier this month
 - SD received its display at its meeting in early February. The display next went out to the VA chapter.
 - NCD display is being delivered this week at the joint meeting with SNEC
 - The WD display has been shipped
- Powerpoint Presentation
 - Doug Austen has presented it
 - Joel Hoffman presented at the MN Chapter meeting (Feb 21-23, 2017)
- Reactions (Joel)
 - No confusion about Chapter vs AFS membership
 - Some AFS members are hard to track
 - Major benefit of AFS membership is meetings and CE, but can not travel

Near-term Future

- What is the next step(s) for the Membership Committee?
- Affiliate membership – creating a tiered AFS membership program based on access to exclusive content
- Prepare a comprehensive membership development plan
 - Assess trends in AFS individual and institutional members
 - Review survey and focus group data
 - Develop marketing campaigns geared to specific groups
 - Link these efforts with the AFS communications plan and new development function
 - Recommend programs to address changing demographics, professional needs, new opportunities (i.e. AFS now has a higher percentage of student and young-profs)

Attachment 3

**Draft Plan of Work
President-Elect Steve McMullin
August 2017-August 2018**

**Presented to AFS Governing Board
Mid-year Meeting 2017
Mystic, CT**

I have identified three high-priority areas of focus for my term as president of AFS:

1. Increasing diversity within the fisheries profession
2. Communication of fisheries science to professionals, policy makers and the public
3. Revision of the AFS Strategic Plan

These three focus areas cross over several of the goal areas in the existing AFS Strategic Plan (2015-19). I discuss each focus area in more detail below.

1. Increasing diversity within the fisheries profession

Although gender diversity has increased substantially in AFS during my career, women still represent only about 25% of AFS members. Underrepresented racial and ethnic groups are even less well represented in our membership and the profession in general. Through the Hutton Program, efforts of the AFS Equal Opportunity Section, and the Society's recent participation in the Diversity Joint Venture, we have recognized the need for increasing diversity, but progress has come in small increments. Increasing diversity in the fisheries profession is more than a desirable goal—it is necessary if the fisheries profession is going to remain relevant to future generations. AFS is uniquely positioned to lead in diversity efforts because members of the Society cross over all employment sectors of the fisheries profession.

Specific action proposed—Appoint a Special Committee for Workforce Diversity in Fisheries to develop a plan for “moving the needle” on diversity in the profession. Goals of the plan will include significantly increasing recruitment of students and funding support for the Hutton program, working with university fisheries programs and potential funding sources to increase minority representation in fisheries programs at academic institutions, and working with employers to develop more effective programs for hiring more diverse fisheries professionals.

2. Communicating fisheries science to professional and nontechnical audiences

This area of focus will continue to build upon the work in progress during President Joe Margraf's term (and those of several previous presidents). During my presidential term, we will begin implementing strategies for increasing relevance of AFS publications that will be identified during a special workshop scheduled for May 2017. In addition, we must address the larger problem of ensuring that fisheries policy and management are informed by good science in an era of increasing disregard for science when it provides information that is not consistent with the desired outcomes of policy makers.

Specific actions proposed—Implement strategies identified at the publications workshop. Actively disseminate science information needed to inform policy and management through the AFS Policy Program. Note that this does not mean that AFS will take sides in policy debates. It means we will work to ensure that the science underlying policy and management decisions is shared publicly and widely to policy makers and the public.

3. Revise the existing AFS Strategic Plan for the period 2020-24

The existing AFS Strategic Plan covers the period 2015-19. The process of developing a new plan is lengthy and we need to start soon to allow adequate time to draft a new plan, secure member input and adopt new plan for 2020-24.

Specific action proposed—Appoint a Special Committee for Strategic Planning charged with reviewing progress in achieving goals and objectives of the current plan, securing member input into developing and drafting a new strategic plan and presenting the draft plan to the AFS Governing Board no later than the 2019 annual meeting in Reno, NV.

Attachment 4

AFS



**ALIGNING PROCESS WITH ACTION:
IMPLEMENTING THE “NEW” AFS
POLICY PROGRAM**

MID-YEAR GB
MEETING, MYSTIC, CT

March 1, 2017

AFS

THE ADMINISTRATIVE CHALLENGE

Clear direction from the GB to shift efforts:

Move away from our traditional model (emphasis on background documents supporting policy statements; very reactive and slow)

Move toward a more strategic and proactive approach driven by opportunities to share our knowledge

But we must address the administrative details:

We must reconcile the GB decision with out-of-date AFS guidance



WHAT DOES THIS MEAN TO AFS?

- ✓ Opening paragraph of Policy page on AFS website:

"The AFS strives to be the objective voice for fisheries science, with its statements reflecting the most current knowledge available for decision-making. The AFS is careful to follow strict guidelines to ensure its advocacy is ethically and professionally sound, as well as supported widely across Society membership."

- ✓ We are not living up to that ideal = our policy work does not reflect our guidelines.
- ✓ We need to address that gap.
- ✓ Approved procedures will provide capacity, direction, priorities, and more. We'll be positioned to pursue issues and partnerships.



WHY IS NOW THE TIME TO ACT?

Key decisions will be made. Key actions can be taken:

- ✓ 2017 is a pivotal year:
 - ✓ Trump Administration
 - ✓ AFS "Future of the Nation's Aquatic Resources" with 12 priorities
 - ✓ Unprecedented opportunities to engage with all sectors
 - ✓ Staff transition





SPECIAL EFFORTS

Key Challenges:

- ✓ Approve motion to revise guidance documents
- ✓ Revamp RPC as a major source of technical expertise
- ✓ Reflect changes on AFS website
- ✓ Prepare for anticipated issues

Schedule:

- ✓ Present to MC on February 17 and GB on March 1
- ✓ By June 1, identify members; priorities by July 1
- ✓ By May 1, change web content to reflect revisions
- ✓ Continue to work on current priorities



THE AFS
POLICY TEAM
MARCH 1, 2017

Tom Bigford, Tracy
Wendt, Leanne Roulson,
Patrick Shirey, and the
new RPC

Attachment 5

AFS Website Changes to Reflect Policy Program Approach as Approved by Governing Board in 2016

	File information Document	Web location	Major changes	TrackChanges file	Clean file
1	Advocacy Guidelines	http://fisheries.org/policy-media/advocacy-guidelines/	Edits throughout to reflect shift away from policy statements and to other products and activities.	AFS Policy Process – Advocacy Guidelines 111516 TrackChanges CCRcv	AFS Policy Process – Advocacy Guidelines 111516 Clean
2	Resource Policy Committee	https://fisheries.org/about/committees/resource-policy-committee/	Added vice-chair position; listed AFS sections expected to identify a delegate to RPC.	AFS Policy Process – Resource Policy Committee members 012917 Track Changes.CCRcv	AFS Policy Process – Resource Policy Committee members 012917 Clean
3	Committees – Standing and Special Committees ...	http://fisheries.org/about/governance/procedures/standing-and-special-committee/	Revised short piece on RPC to reflect new policy direction.	AFS Policy Process – Committees 012917 Track Changes CCRcv	AFS Policy Process – Committees 012917 Clean
4	AFS Procedures – Standing and Special Committees – RPC	https://fisheries.org/about/governance/procedures/standing-and-special-committee/	Clarified purpose, composition, and membership to reflect new policy directions.	AFS Policy Process – Procedures – Standing and Special Committees 013117 TrackChanges CCRcv	AFS Policy Process – Procedures – Standing and Special Committees 020217

5	AFS Procedures – Operational Policies and Procedures	https://fisheries.org/about/governance/procedures/operational-policies-and-procedures/	Many changes to this guidance on developing policy products. NOTE: <i>This document might need revisions elsewhere re “Society Advocacy and Unit Procedures”</i>	AFS Policy Process – Procedures – Operational Policies and Procedures 020117 TrackChanges	AFS Policy Process – Procedures – Operational Policies and Procedures 020217
6	Policy Statements	http://fisheries.org/policy-media/policy-statements	Update to clarify all policy statements are archived, with only Mining remaining valid.	AFS Policy Process – Policy Statements 012917 TrackChanges CCRv	AFS Policy Process – Policy Statements 012917 Clean

- ✓ Files in TrackChanges column have been reviewed and approved by John Boreman as AFS Constitutional Consultant. Hence the “CCRv” tail to some file names.

Attachment 6



**RE-STOCKING THE AFS
RESOURCE POLICY COMMITTEE**

MID-YEAR GB
MEETING, MYSTIC,
CT

March 1, 2017



THE TECHNICAL CHALLENGE

Need to develop a network of experts so AFS is positioned to move promptly when an opportunity arises:

- Move away from our traditional approach of identifying members.
- Move toward a more strategic approach with one delegate from each division and section. Those delegates will serve as primary conduits between section membership and our policy activities.
- Supplement RPC membership with select other members.

Need to act swiftly to support AFS activities:

- Identify delegates by June 1.



NEXT STEPS?

- ✓ Ideally, each division and section would identify a delegate to the RPC.
- ✓ The RPC would start with delegates from these sections:

✓ Water Quality	Marine Fisheries
✓ Socio-economics	Fish Habitat
✓ Fisheries Management	Bioengineering
✓ Fish Culture	Fisheries Management
✓ Fish Health	Imperiled Aquatic Species
✓ Introduced Fish	Canadian Aquatic Resources

Supplemented by other members as needed.

Total of about 20; each expected to be asked to contribute about ~5 times/year.



TO SUMMARIZE . . .

- ✓ Expect to receive separate emails regarding communications (Martha) and policy (me) to identify division and section contacts:
 - ✓ Policy in March
 - ✓ Communications in April
- ✓ Intent is to have new processes in place by the time we meet in Tampa.
- ✓ Thanks!

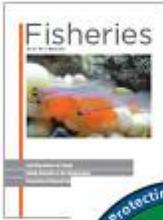
Attachment 7

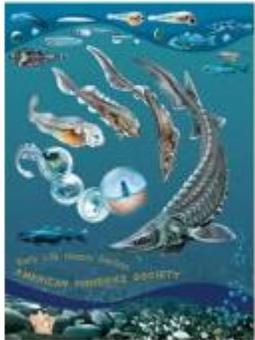
AFS Policy Program

Natural and social science knowledge is applied in fisheries management as the basis for new policy.



American Fisheries Society
journals



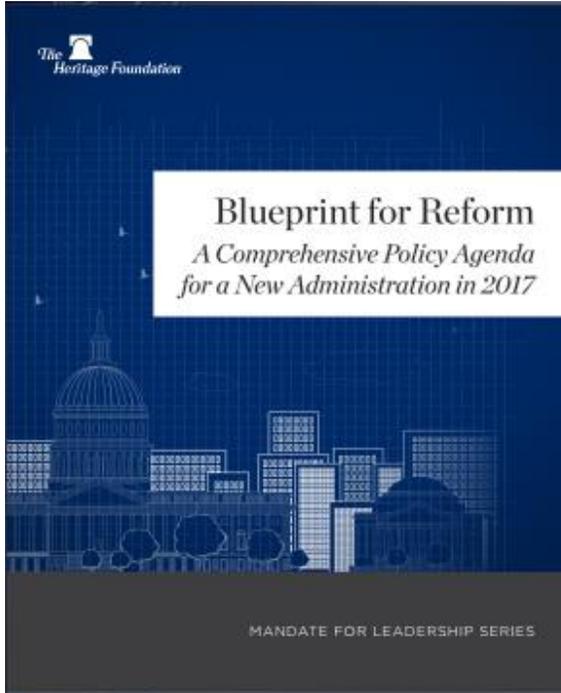




theory, social, Social, Research, methodology, studies, everyday, life, HIV, ethnography, ethics, methods, SEX, social, theory, random, theory, methodology, studies, everyday, life, HIV, ethnography, ethics, methods, SEX, social, theory, random



Protecting Our Fishery
Great Lakes Fishery Commission
SERVICE • SEA LAMPREY CONTROL • PARTNERSHIP



The Heritage Foundation
Blueprint for Reform
A Comprehensive Policy Agenda for a New Administration in 2017
MANDATE FOR LEADERSHIP SERIES

Department of Interior Recommendations

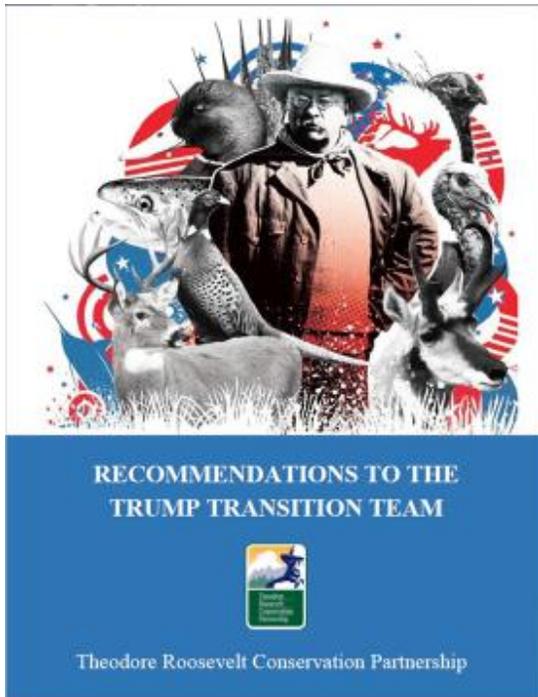
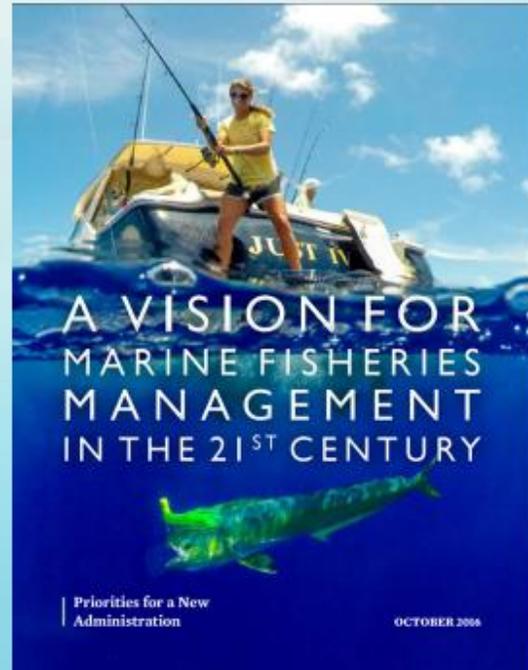
- Eliminate Coastal Climate Resilience Programs.
- Eliminate America's Great Outdoors Initiative.
- Privatize the U.S. Geological Survey
- Eliminate the Bureau of Reclamation
- Eliminate the Land and Water Conservation Fund
- Prohibit Land Acquisition
- Eliminate the Endangered Species Conservation Fund and Endangered Species Management





Key Focus Areas

- Economic importance of recreational fisheries
- Evolve MSA to properly address recreational fisheries
- Support access to fisheries
- Reauthorize PR/DJ
- Expand NFHP
- Fund federal hatcheries
- Create a recreational fishing council to Commerce Secretary



Top Priorities for 2017

- Conservation Funding
- Farm Bill
- Infrastructure & the Outdoor Economy
- Magnuson-Stevens Act Reauthorization
- Public Lands Access
- Sage Grouse





ASSOCIATION of
FISH & WILDLIFE
AGENCIES

Key Priorities

- Appointments
- Strengthen State-Federal Relationships
- Funding support and improvement
 - Blue Ribbon Panel
 - LWCF
 - Key programs (CFWRU, Health and Disease)



Future of the Nation's Fisheries and Aquatic Resources The Challenges We Face in 2017 and Beyond



Presented by the American Fisheries Society

2016

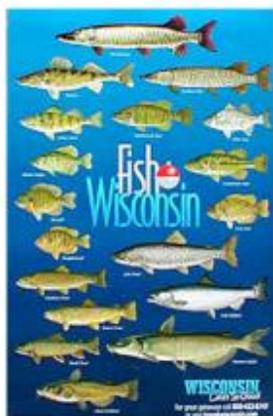


Key Fisheries Themes

- Economic impact of angling
- Importance of conservation science
- Climate impact on coastal, marine and inland systems
- Habitat protection and restoration
- Hydroconnectivity
- Invasive species
- others



AFS Policy Program (cont'd)



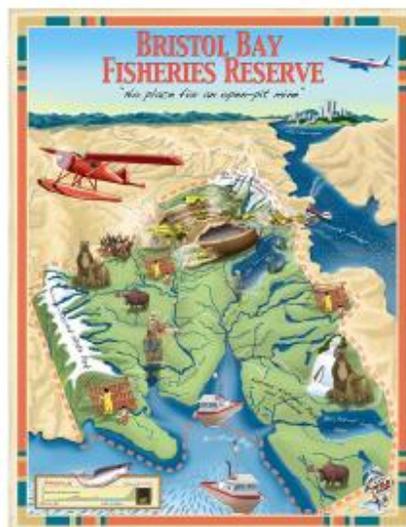
AFS engages on policy issues, including legislative matters and contentious projects

- State issue: Wrote April 2015 letter to Wisconsin governor against proposed budget cuts to fish and wildlife research and training programs

AFS Policy Program (cont'd)

AFS engages on policy issues, including legislative matters and contentious projects

- State and National Issue: Wrote to the U.S. Environmental Protection Agency to provide fisheries information and argue for ecosystem safeguards to conserve valuable Alaska sockeye salmon populations.



AFS Policy Program (cont'd)



AFS engages on policy issues, including legislative matters and contentious projects

- National Issue: Signed on several letters from TRCP and CASS to support the Administration's effort to strengthen and clarify Clean Water Act regulations.



AFS Policy Program (cont'd)

Goal

Use congressional briefings, policy recommendations, partnerships, technical support, and more to benefit AFS units and fisheries, all while bridging science, management, and education.



The White House

Office of the Press Secretary

For Immediate Release

February 28, 2017

Presidential Executive Order on Restoring the Rule of Law, Federalism, and Economic Growth by Reviewing the "Waters of the United States" Rule

EXECUTIVE ORDER

RESTORING THE RULE OF LAW, FEDERALISM, AND ECONOMIC GROWTH
BY REVIEWING THE "WATERS OF THE UNITED STATES" RULE

By the authority vested in me as President by the Constitution and the laws of

Section 1. Policy. It is in the national interest to ensure that the Nation's navigable waters are kept free from pollution, while at the same time promoting economic growth, minimizing regulatory uncertainty, and showing due regard for the roles of the Congress and the States under the Constitution.

Section 2shall review the final rule entitled "Clean Water Rule: Definition of "Waters of the United States," 80 Fed. Reg. 37054 (June 29, 2015), for consistency with the policy set forth in section 1 of this order and publish for notice and comment a proposed rule rescinding or revising the rule, as appropriate and consistent with law.

Section 3.....the Administrator and the Assistant Secretary shall consider interpreting the term "navigable waters," as defined in 33 U.S.C. 1362(7), in a manner consistent with the opinion of Justice Antonin Scalia in *Rapanos v. United States*, 547 U.S. 715 (2006).

AFS and Partners Strong Position on Clean Water Rule



November 2, 2015

Scientists Strongly Oppose Senate Joint Resolution 22 Involving the Final Clean Water Rule

Dear Senator:

We are writing today on behalf of CASS (Consortium of Aquatic Science Societies), a group of five scientific societies that include the American Fisheries Society, the Association for the Sciences of Limnology and Oceanography, the Physiological Society of America, the Society for Freshwater Science, and the Society of Wetland Scientists. Our member societies represent more than 12,000 professional aquatic and wetland scientists from academic, government agencies, private industry, NGOs, and elsewhere. Most of the leading freshwater and wetland scientists in the United States belong to at least one of our societies.



AMERICAN FISHERIES SOCIETY - AMERICAN FLY FISHING TRADE ASSOCIATION - BACKCOUNTRY HUNTERS AND ANGLERS - INTERNATIONAL FEDERATION OF FLY FISHERS - IZAAK WALTON LEAGUE OF AMERICA - NATIONAL WILDLIFE FEDERATION - THEODORE ROOSEVELT CONSERVATION PARTNERSHIP - TROUT UNLIMITED

November 2, 2015

Re: Hunters and Anglers Strongly Oppose S.1140, Legislation Blocking the Clean Water Rule

Dear Senator:

The undersigned sportsmen organizations strongly oppose S.1140, the "Federal Water Quality Protection Act." S.1140 would derail a final rule which clarifies the jurisdiction of the Clean Water Act. Produced by EPA and the Army Corps of Engineers (the Agencies), the Clean Water Rule centers longstanding protection for millions of wetlands and headwater streams. These

Attachment 8



DEVELOPMENT PROGRAM | Update March 2017
Mystic, CT



WHY IS FUNDRAISING IMPORTANT?

Helps us support fisheries scientists and professionals

Provides resources for programs that advance our mission

Tackles problems that impact our field

- Diversity Joint Venture
- Building Continuing Education



PROGRAM UPDATES

Member of the **Conservation & Preservation Charities of America (CPCA)**, a federation of America's national organizations working to protect and restore the Earth's natural environment and history treasures.

- Membership of CPCA through enrollment in **Combined Federal Campaign (CFC)**
- Continuing to participate in CFC for 2017-2018
- **The AFS Combined Federal Campaign number is 11080.**

Approved Charity –

- PayPal Giving Fund
- eBay for Charity
- AmazonSmile



PROGRAM UPDATES CONT'D

Making it easier for donations to be made through website



Building fundraising dashboard as part of Governing Board Reporting Tool

- Access to donor and gift records and reports, enhanced view of network and opportunities

Convening the Development Advisory Committee

- Defining the committee's role within AFS development efforts



CONTINUING FUNDING WITH KEY PARTNERS

Active agreements with partners in government and academia

- National Oceanic and Atmosphere Administration (NOAA)
- U.S. Forest Service
- U.S. Fish and Wildlife Service
- Cornell University
- Michigan State University

Restoring Agreements and Partnerships that have ended

- Bureau of Land Management
- United States Geological Survey
- National Fish and Wildlife Foundation



SEEKING TO BUILD RELATIONSHIP WITH NEW PARTNERS

Meeting with The Doris Duke Charitable Foundation in March 2017



Leveraging partnerships with like organizations, e.g. The Wildlife Society

Finding foundations and other entities who share mission or stakeholders with AFS



Identifying funding priorities—integration with programs



INTEGRATING DEVELOPMENT INTO FUNCTIONAL AREAS

Donations and sponsorship activities for 147th Annual Meeting in Tampa

Evolving relationships with exhibitors and/or vendors into strategic corporate partnerships

Developing an inventory of current assets and opportunities

Reframing Challenges as opportunities



EXERCISE

Please list three priorities you'd like to see AFS address, if resources were unlimited.



PROGRAMS IN NEED OF FUNDING

Funding still need for *Investigation and Monetary Values of Fish and Freshwater Mussel Kills*

Building programs on the *Future of the Nation's Aquatic Resources*

Strengthening the Hutton Junior Fisheries Biology Program



THE ROLE OF THE GOVERNING BOARD



RESPONSIBILITIES OF A “BOARD”

Determine mission and purpose, and advocate for them

Ensure effective planning

Monitor and strengthen programs and services

Ensure adequate (financial) resources

Enhance the organizations public standing

Source: *Ten Basic Responsibilities of Nonprofit Boards*, Third Edition by Richard T. Ingram, a publication of BoardSource.

<https://boardsource.org/wp-content/uploads/2016/10/GS-Ten-Basics-TOC.pdf>



LEADERSHIP IS KEY

Gifts from Board-level leadership set an example for volunteers and prospective donors about board commitment.

Most foundations want to know the board is fully invested in our mission before making a contribution.

Few are as familiar with an organization as its Board. If a Board member doesn't feel compelled to give, why should others.



EXERCISE

Do you give to the American Fisheries Society and/or a unit of AFS?

• What compelled you to give when you did? Did you give more than once?

Have you fundraised on behalf of AFS, its programs, or units?

If you do not currently give to AFS, what would it take for AFS to earn your donation?

What groups do you give to annually, and why?



THE FUNDRAISING CYCLE





IDENTIFICATION

Your professional and personal contacts could be prospective donors

Who is in your Network?



EXERCISE

Identify three people and/or organizations you can introduce to AFS

For each of those three people, think about how you would make that introduction



CULTIVATION

Building relationships, engaging the prospect in preparation to make an ask.

Popular cultivation activities:

- Hosting events, tours, or other experiences
- Setting-up and participating in meetings



EXERCISE

How can AFS help Governing Board members facilitate cultivation?

What current assets exist within AFS that a Governing Board member could use in cultivation?



IDEAS FOR CULTIVATION

AFS relaunched the Give a Gift of Membership program

Organizing an in-person opportunity to connect Governing Board members with potential donors

Allowing each Governing Board member one complimentary membership or annual meeting registration

- Governing Board member would give this gift to prospective donor and/or member

"Forward to Five"

- Forwarding on communications from AFS HQ to five prospects with a personal note



SOLICITATION

Solicitation is the stage where the "ask" is made.

Peer-to-Peer is a powerful asking tool



STEWARDSHIP

Maintaining and evolving the long-term relationship with donors.
Stewardship is about making the donor feel valued and engaged
Stewardship is the fun part of fundraising!



QUESTIONS AND CONTINUED DISCUSSION

Katrina Dunn
Director of Development
kdunn@fisheries.org
(301) 897-8616 ext. 213
www.fisheries.org/donate

Attachment 9



HUTTON JUNIOR FISHERIES BIOLOGIST PROGRAM

2017 & Beyond



HUTTON 2016 SUMMARY

- 210 Applications
 - 68% of applicants identified as minorities
 - 68% of applicants were females
- 38 Scholars
 - Minority males: 13 (34%)
 - Minority females: 15 (39%)
 - Non-minority females: 6 (16%)
 - Non-minority males: 4 (11%)



HUTTON 2017 UPDATE

- Student Application Deadline was February 15, 2017.
 - Earlier deadline this year, so that notification happens earlier and the timeline matches similar summer programs.
 - Applications are still being processed, but we are on pace to be close to last year's application numbers.
- Mentor Application Deadline was February 28, 2017.
 - Also earlier deadline and slower application rate than previous years, but we still have a strong base of mentors so far.



HUTTON FUNDING

2016

- NOAA – \$71,500
- USFS – \$33,400
- Joint AFS/BLM NFWF Grant – \$45,000
- NFWF Grant – \$60,000
- Wisconsin DNR – \$5,000
- Wisconsin AFS Chapter – \$4,000
- Minnesota Chapter - \$300
- **TOTAL FUNDING: \$219,200**

2017

- NOAA – \$78,650
- USFS – \$33,400
- BLM – \$24,000
- Wisconsin DNR – \$5,000
- **TOTAL FUNDING: \$141,050**



SUSTAINABLE SOLUTIONS

- **Ensuring Long-Term Sustainability of Hutton Funds?**
 - **Diversify Funding Sources**
 - Rely less on Government Agency funding
 - Cultivate Relationships with other Funders
 - Empower Units and AFS Members to “Adopt-a-Scholar”
 - **Re-evaluate Program Costs**
 - Currently each Hutton Scholar Costs \$6,680
 - \$4,000 is Scholarship Directly to Student
 - AFS Staff Evaluating Historic Budgets and Formulas to find Cost Savings
 - Increase Number of Scholars Funded for Same Amount of Money
 - **Build Hutton Fund Reserves**
 - Currently Hutton operates on a net-zero budget
 - Set aside some funds to serve as “safety net” for future years when funding is leaner.



HOW CAN YOU HELP?

- **RECRUIT**
 - We need students from your communities!
 - Provide AFS staff with lists of schools in your area
 - Visit with science teachers at your local schools and take them Hutton materials
- **MENTOR**
 - We need willing mentors across the country!
 - If you can't mentor yourself, talk to your colleagues and peers about mentoring a Hutton scholar.
- **FUNDING**
 - Do you know someone who might be able to help fund the Hutton Program?
 - The AFS Team is always looking for contacts with potential funders.
 - Can your Division, Chapter or Unit fund a Hutton Scholar?
 - Even if you can't afford to fully fund a student, every donation helps.



CERTIFICATION



CERTIFICATION UPDATE

- 2016 Summary
 - Approved 40 Certification Applications (New and Renewal)
 - Only processed 3 batches of Applications in 2016
 - Staffing changes at HQ presented some challenges
 - Providing waivers for Certifications that expired at end of 2016, as long as recertification applications are included in first batch of 2017.
- Focus for Certification in 2017:
 - Improved Customer Service for Certified Members and Certification Applicants
 - Streamlined Certification Application Process
 - Online Application and Payment
 - Improved Explanations and FAQs Document to help Applicants navigate the process



CONTINUING EDUCATION | 2017 & Beyond



ANNUAL MEETING

Saturday, August 19

- Bayesian I: Intro to Bayesian Inference Using Gibbs Sampling (BUGS) for Fish Biologists
- Beginning/Intermediate GIS for Fisheries Scientists
- NEW! Fish Ageing
- NEW! Facilitation Training: Tips and Tools for Effective Stakeholder Engagement and Collaboration – DAY 1
- NEW! Science Communication: Distilling Your Message



ANNUAL MEETING

Saturday, August 19

- Age and Growth Analysis with R
- Bayesian II: Intermediate Bayesian Inference Using Gibbs Sampling (BUGS) for Fish Biologists
- NEW! Facilitation Training: Tips and Tools for Effective Stakeholder Engagement and Collaboration – DAY 2
- NEW! Fort DeSoto Dune Habitat Rehabilitation and Overview of Tampa Bay Estuary Restoration Efforts
- Human Dimensions
- NEW! Through a Fish's Eye: The 2015 NFHP Habitat Assessment for Freshwater and Marine
- Leading at All Levels in AFS (FREE)
- NEW! Uncomfortable Conversations: Addressing Unintentional Bias in the Fisheries Profession (FREE)



WEBINARS & DISTANCE LEARNING

- **Future of the Nation's Fisheries: A Webinar Series**
 - 6 part webinar series
 - Habitat Protection and Restoration, Management within an Ecosystems Context
 - Effective Fisheries Management, Angling and Fisheries Conservation
 - Climate-Related Impacts on Coastal and Marine Systems and Climate-Related Resiliency for Inland Aquatic Systems
 - Imperiled Species and Hydroconnectivity
 - Conservation Science Funding and Invasive Species
 - The Need for Advancements in Aquaculture and Medications for Aquaculture Programs
- **Distance Learning Update**
 - RFP Sent (and Resent) to Learning Management System Vendors
 - Reviewing Proposals for Technical Specifications and Compatibility with iMIS
 - Review Top 3 with AFS Staff and CEC Representatives
 - Launch at 2017 Annual Meeting!!!



2017 Mid-Year Governing Board Meeting
Mystic, Connecticut

OTHER PROGRAM UPDATES

AFS Staff

PROGRAM UPDATES

- Web Services
- Unit Support
- Annual Meeting Status



2017 Mid-Year Governing Board Meeting
Mystic, Connecticut

WEB SERVICES

Beth Beard



AFS MAIN WEBSITE

2017 Renovations:

- ✓ FEEDBACK from FITS and ESAB will be crucial
- ✓ Continue work to better integrate IMIS database with WordPress
- ✓ REPLACE Mission Statement with news feed
- ✓ REPLACE lengthy, text-heavy journal summaries with more appealing grid format



UNIT WEBSITES

9 Units have joined the AFS multi-site, which provides:

- ✓ SSL security certificate
- ✓ Redundant back-ups
- ✓ AFS HQ access in case of emergency or webmaster transition
- ✓ Premium forms useful for abstract submission or awards nominations
- ✓ Archival cloud storage for Unit documents
- ✓ Customizable but unified look
- ✓ Tech support
- ✓ Coming soon: Meeting registration





2017 Mid-Year Governing Board Meeting
Mystic, Connecticut

UNIT SERVICES | Dan Cassidy



UNIT SERVICES

- *Inaugural "Leader Line" newsletter*
- *Topical publication*
 - *News and announcements*
 - *Specifically for unit leaders*

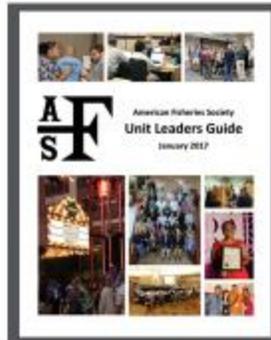


UNIT SERVICES

- *Newly Revised Survival Guide is now*

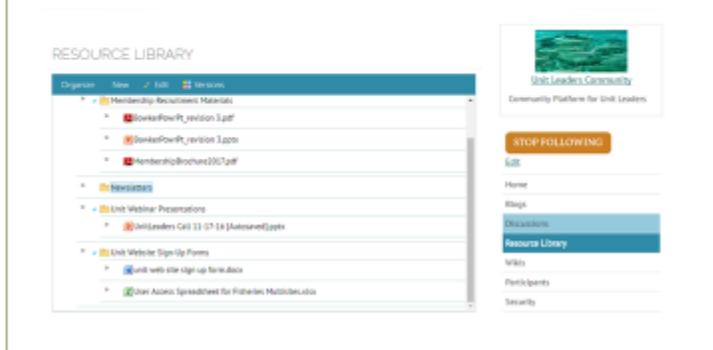
“Unit Leaders Guide”

- *With expanded content on*
 - *Conducting Unit business*
 - *Financial management*
 - *And more!*



UNIT SERVICES

- *Unit Leaders Community*
- *Online resource and collaboration workspace*



UNIT SERVICES

- **Future Activities**
 - *Spring Leadership Call*
 - *Networking Session in Tampa*
- *Goal is to make these activities more leadership driven*
- *Do you have ideas on recruiting leaders to help plan upcoming events?*
- *Can you recommend leaders who might be interested in helping plan?*

UNIT MEETING CONTRACTING

- *Staff handle growing number of meeting services request from Units*
 - *over 150 RFPs*
- *Unit leaders don't always have meeting expertise to professionally manage contracting*
- *Solution – offer optional contracting agreement*

UNIT MEETING CONTRACTING

- *Agreement covers responsibilities, expectations and liabilities over meeting planning*
- *Considering tiered level of services for Win - Win*
 - *Responding to minor inquiries and questions – complimentary*
 - *Small meeting – TBD*
 - *Comprehensive contracting – AFS shares in hotel rebates; Units retain all negotiated concessions*

2017 Mid-Year Governing Board Meeting
Mystic, Connecticut

MEETING STATUS

Shawn Johnston

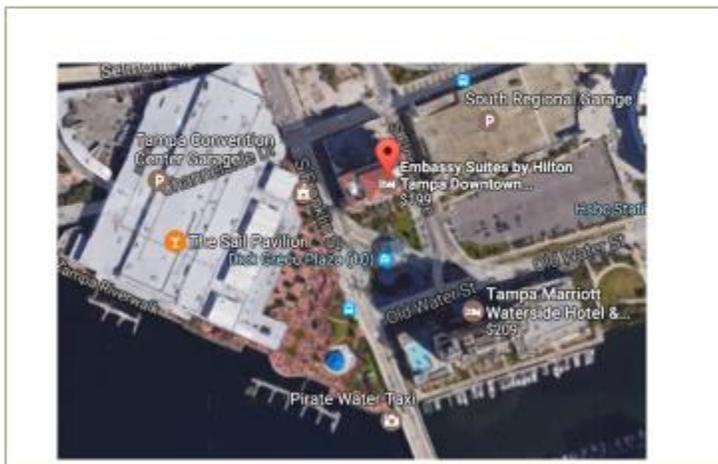
TAMPA 2017

The Tampa Team is great to work with!

- 86 Symposium
- 34 booths sold (vs 8 this time last year)
- 3 Potential Plenary's



TAMPA 2017



TAMPA 2017

- *Hotels are accepting reservations*
- *Permitting completed*
- *Boat dock reserved outside of convention center*
- *Exhibit hall has space for boats and other product demos*
- *Networking / Offsite Events*
 - *Welcome Social – Marriott*
 - *Tradeshow Event – Convention Center*
 - *Student Event – Tampa Zoo*
 - *Grand Social – Tampa Aquarium*
 - *Spawning Run – along the River walk (just outside the Marriott)*

ATLANTIC CITY 2018

- *Major contracting complete for hotels, convention center and most events*
 - *Expecting high attendance with room rates starting at \$89/nt*
- *Local committees lined up and have started reaching out to prospective sponsors*
 - *Have sat in on Tampa planning calls*
- *Administrative tasks- finalizing logo, permitting, etc*