



ENTOMOLOGICAL  
SOCIETY OF AMERICA  
SHARING INSECT SCIENCE GLOBALLY

# 2020 ANNUAL REPORT



# Colleagues in Entomology,



At this time in 2020, ESA's future was murky, but I am happy to report that, despite a tumultuous year, your society navigated 2020 very well. As I write this in early 2021, ESA's financial position is sound, thanks both to the strong performance of our investments and also to comprehensive, diligent efforts of staff and ESA volunteer leadership to control expenses, take advantage of opportunities like federal funding, and get creative in execution of our online Branch and Annual Meetings. But we won't rest just because the calendar has turned a page. 2020 was about learning what was possible. This year and beyond will be about getting better in this new and disrupted scientific landscape. We look forward to sustaining and enhancing many of these efforts in 2021. High on my list as your 2021 president is strengthening our budgeting process, steering responsible financial investing, pursuing new revenue opportunities, and ensuring that the Society serves as a welcome home to all who share our science.

ESA is in a healthy position to shift some of our energies from managing acute challenges to making decisions for addressing long-term issues and accelerating advancement of our mission as a Society. To truly thrive into the future, ESA must

- **Lead in inclusion, equity, and diversity.** Clearly, not all of our members and potential members feel equally welcome and supported. While ESA has hired a tremendously talented membership and diversity program manager, Stacie East, it will take every staff member, volunteer leader, and Society member to achieve our goals.
- **Create a secure financial future.** This will involve analyzing and potentially transforming aspects of our publications, meetings, and membership strategies, as well as our structure.
- **Innovate relentlessly to meet tomorrow's needs.** Change is inevitable; let's be intentional and direct the change rather than let change direct ESA.

ESA's Governing Board is enthusiastically embracing the possibilities. We held a brainstorming session in our November meeting to begin the dialog and will continue the discussions in all our 2021 board meetings. It is important we are aggressive on this journey—it will take time, even years, to drive progress as we know how to do—using data and principles of science.

The 2021 Annual Meeting, with the theme of *Adapt. Advance. Transform.* is taking shape under the guidance of program co-chairs Boris Castro, Loriann Garcia, and Chris Geden, as well as ESA's incomparable Rosina Romano and the rest of the staff. I'm so anxious to see many of you in person later in the year. In the meantime, I am available to chat and hear what's on your mind in monthly "Presidential Pop-In" Zoom meetings. I hope you take advantage of these new opportunities for sharing thoughts and leveraging ideas.

I'm grateful for all you do to support ESA. Stay well.

Michelle S. Smith, BCE  
2021 ESA President

## Meet Your HQ Staff:

2020 was a year of change for your ESA headquarters team. We made several additions and are poised, ready, willing, and able to help you get the most out of your ESA membership.

**QUESTIONS?** Use the online staff directory at [www.entsoc.org/meet-esa-staff](http://www.entsoc.org/meet-esa-staff) or the contact information below.

**ESA MAIN LINE: 301-731-4535**

### MEETINGS AND MEMBERSHIP TEAM:

Rosina, x3010 . . . . . rromano@entsoc.org  
Annual Meeting, Membership, Code of Conduct

Becky, x3018 . . . . . banthony@entsoc.org  
Annual Meeting Program, Branch Meetings

Cindy, x3011 . . . . . cmyers@entsoc.org  
Awards, Corporate Partnerships, Exhibits, Student Affairs Committee, Entomology Games Committee

Mary, x3013 . . . . . mcampbell@entsoc.org  
Member Services, Database, Elections, Early Career Professionals Committee

Stacie, x3030 . . . . . seast@entsoc.org  
Membership, Diversity and Inclusion Committee, Early Career Professionals Committee, Student Affairs Committee, Mentorship Program

### COMMUNICATIONS, PUBLICATIONS, AND MARKETING TEAM:

Matt, x3020 . . . . . mhudson@entsoc.org  
Publishing, Books, Editorial Boards, Publications Council

Josh, x3023 . . . . . jlancette@entsoc.org  
Journals, ScholarOne, Peer Review, Common Names Committee

Joe, x3009 . . . . . jrominiecki@entsoc.org  
Entomology Today, Social Media, World of Insects Calendar

Laura, x3022 . . . . . lsparks@entsoc.org  
Website, Emails, Marketing

Valerie, x3021 . . . . . vquickel@entsoc.org  
eNews, Email Subscriptions

Irene, x3028 . . . . . inudd@entsoc.org  
Journal Submissions

### STRATEGIC INITIATIVES TEAM:

Erin, x3025 . . . . . eadwalader@entsoc.org  
Science Policy, New Initiatives, Strategy

Willet, x3026 . . . . . whossfeld@entsoc.org  
Certification, Education

Mayyadah, x3027 . . . . . mbohn@entsoc.org  
Certification Questions

### FINANCE TEAM:

Neil, x3005 . . . . . nwilloughby@entsoc.org  
Budget, Finance, Administration

Alexis, x3017 . . . . . alyons@entsoc.org  
Vendor Payments, Member Payments, Refunds

### FOR ALL OTHER INQUIRIES:

Chris, x3012 . . . . . cstelzig@entsoc.org  
Executive Director

# Financial Updates

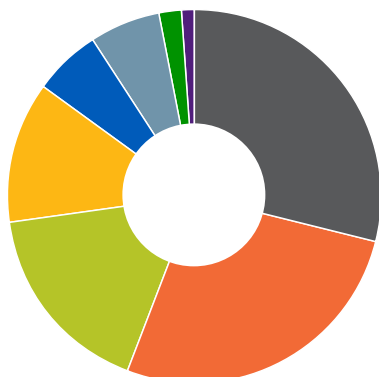
ESA maintains funds that we designate as “financial” and “strategic” reserves to ensure that ESA is protected from sudden financial shocks and to fund new programs and opportunities that are not part of routine operations. As of December 31, 2020, ESA’s reserves are in excess of one year’s operating budget. The Society remains well positioned to grow and adapt to the evolving financial landscape.

**Total Revenue**  
(\$4,398,998 • PRELIMINARY UNAUDITED)



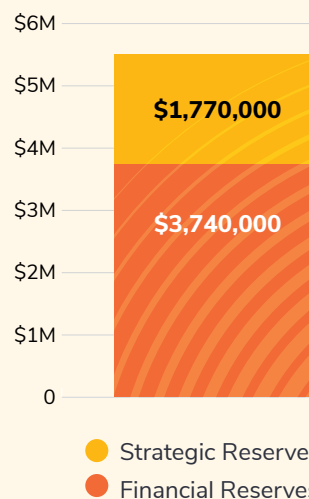
- Publications/Oxford – 32%
- Meetings – 17%
- Member Dues & Awards – 17%
- Investment Income – 15%
- Admin (E&G) – 12%
- Certification – 5%
- Other – 2%

**Total Expenses**  
(\$3,989,338 • PRELIMINARY UNAUDITED)

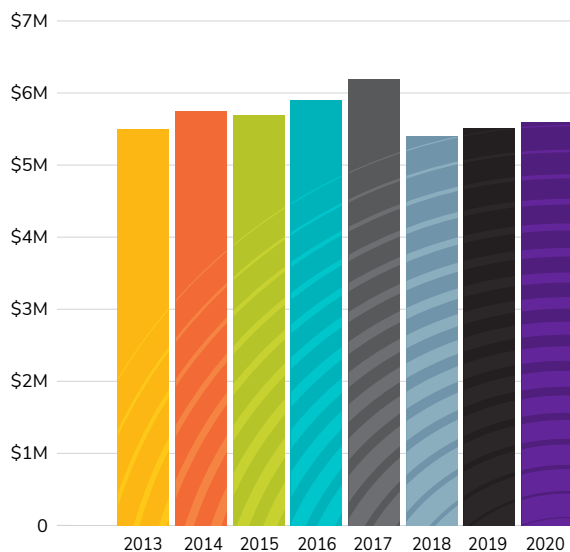


- Admin (E&G) – 29%
- Meetings – 27%
- Member Dues & Awards – 17%
- Publications/Oxford – 12%
- Communications – 6%
- Certification – 6%
- Books & Products – 2%
- Education – 1%

**Investment Reserves**  
(STRATEGIC VS. FINANCIAL)



**Investment Reserves**



## CHRYSLIS FUND UPDATE

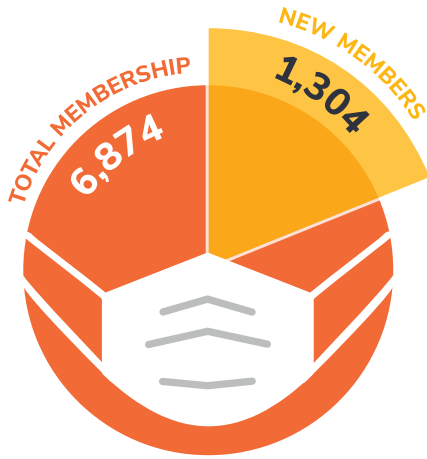
ESA’s Chrysalis Fund encourages entomology education by awarding grants to K-12 teachers and other educators who use insects in the classroom to get kids excited about science. **In 2020, ESA awarded 6 grants ranging from \$350 to \$2,500. At the close of 2020, the fund balance was \$159,284.**

Additional details about the fund and award recipients can be found at [entsoc.org/chrysalis-fund](https://entsoc.org/chrysalis-fund).

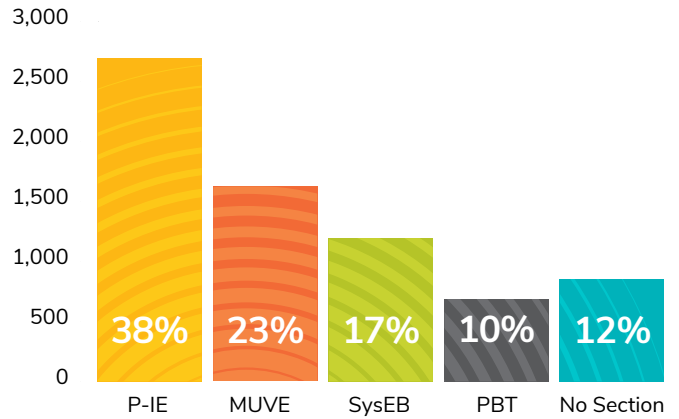
# Membership



Total Membership



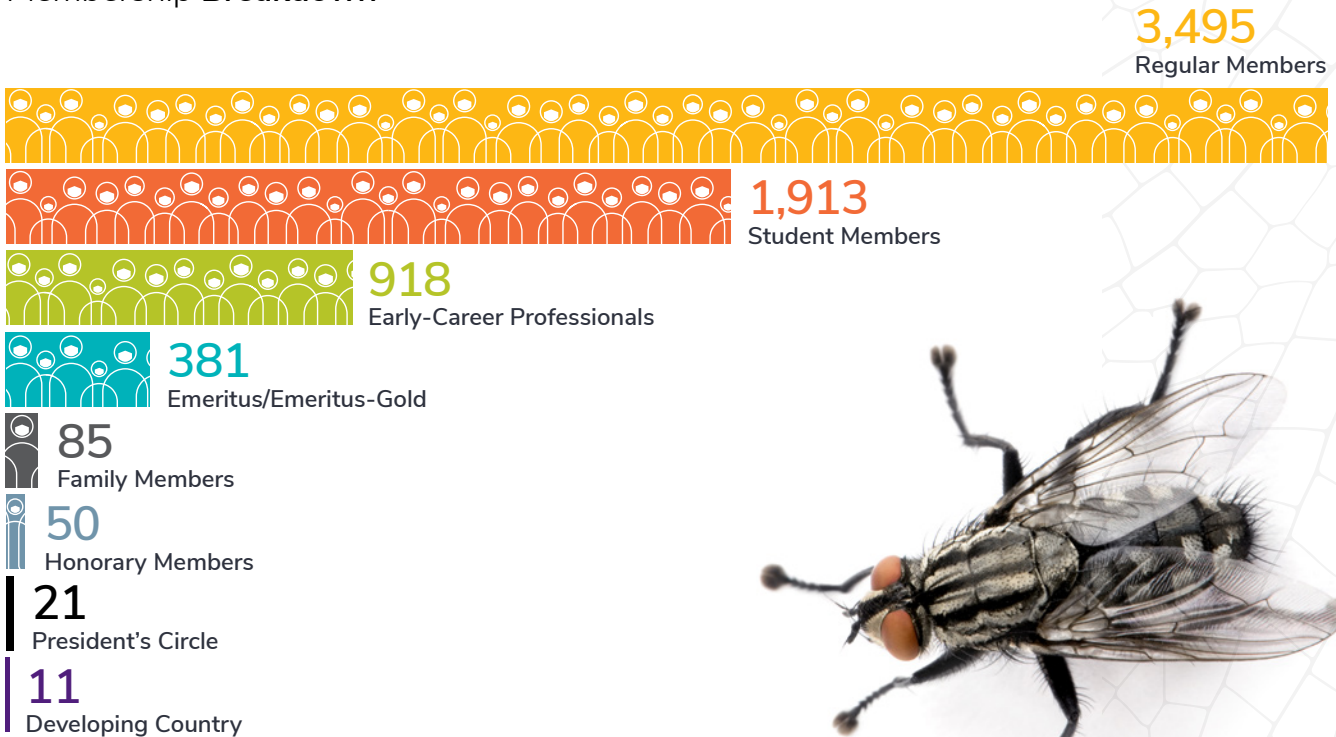
Membership by Section\*



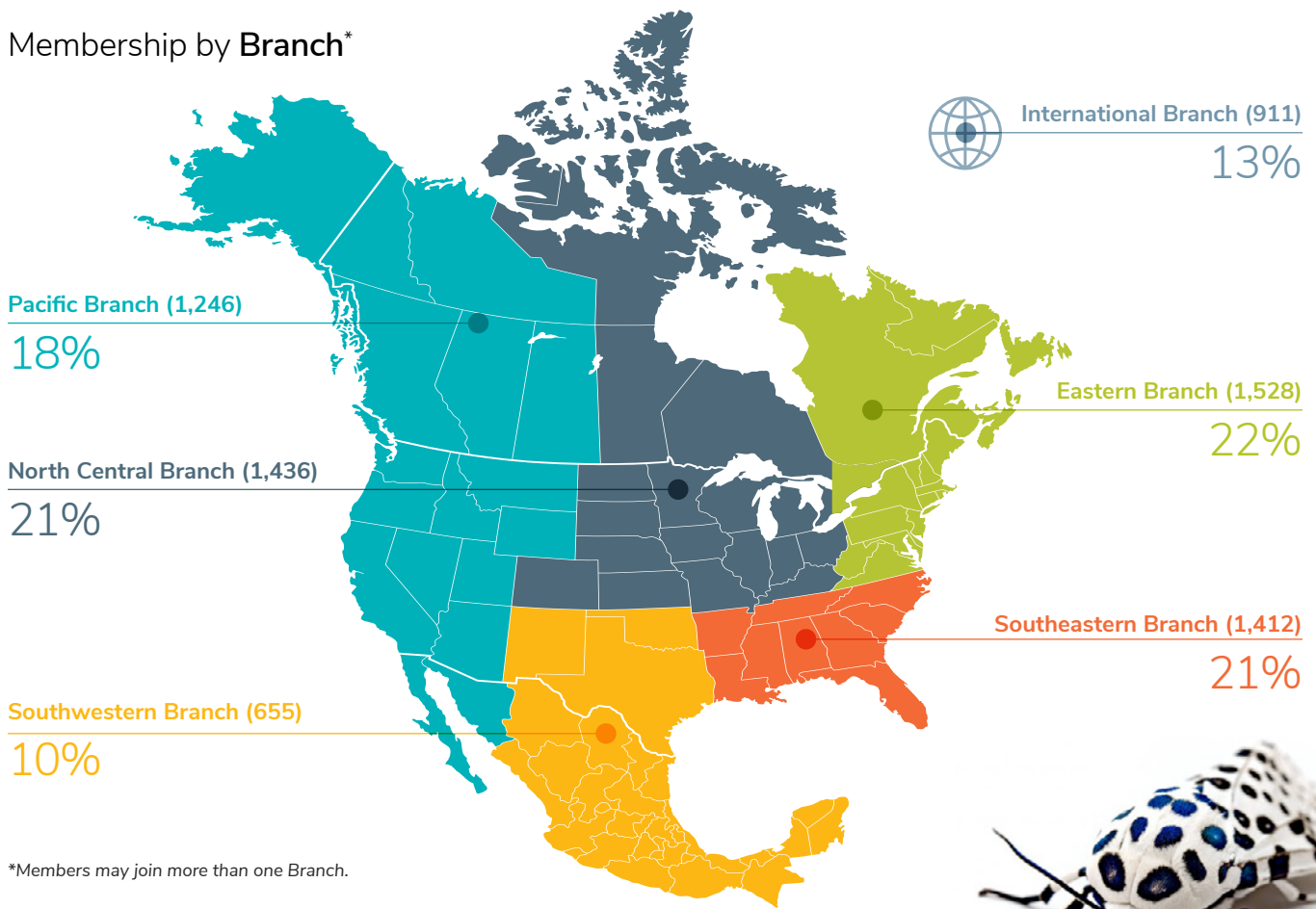
\*Members may join more than one Section.

Overall membership shrank by 4.4 percent in 2020, the first year-to-year decline in membership since 2016.

## Membership Breakdown



## Membership by Branch\*



\*Members may join more than one Branch.



## 2020 ENTOMOLOGY

VIRTUAL ANNUAL MEETING

Entomology 2020: Entomology for All, was our first fully virtual meeting. Taking place over two weeks, the virtual meeting featured livestream plenary sessions and symposia, on-demand presentations, a virtual exhibit hall, e-posters, networking video chats, and our first Arthro-Pedometer Step Challenge!



Registered Attendees	3,193
Student Members	1,159
Regular Members	1,144
Nonmembers	377
Early-Career Professionals	363
Emeritus/ Emeritus-Gold	32
Other	118

For the first time, we had more students register for the Annual Meeting than any other membership category.

Exhibiting Companies **21**

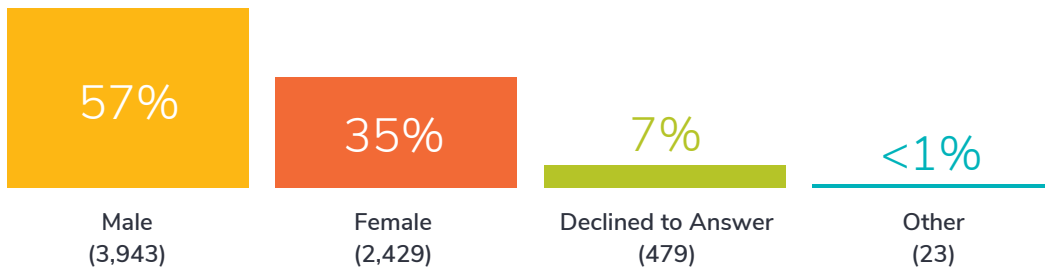
Number of first-time attendees **1,060**

Countries represented **52**

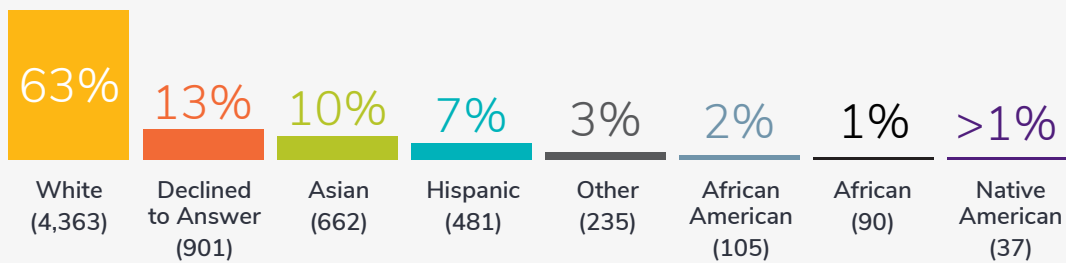
THANK YOU TO OUR CORPORATE PARTNERS FOR THEIR SUPPORT THROUGHOUT THE YEAR.



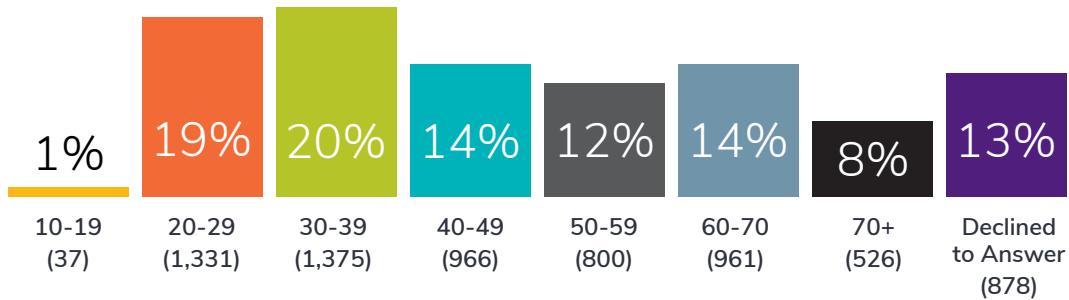
## Members by Gender



## Members by Race & Ethnicity



## Members by Age



ESA will introduce new personal demographics with 2022 renewal notices to get a more complete picture of the entomologists we serve. Be sure to update your profile when you renew.

### ETHICS UPDATE

ESA seeks to create and support a scientific community that embraces a climate and culture of civility, diversity, and inclusion. To that end, ESA monitors and acts upon ethics violations. In 2020, the Society adopted a policy regarding allegations of ethical or personal misconduct by honorees and potential honorees.



## Science Policy:

### Entomology Advocacy in a Highly Unconventional Year

2020 required a hard pivot in ESA's advocacy efforts. While videoconferencing was less than ideal for many of us, it provided an opportunity to involve ESA members from across the country who otherwise could not have participated in person. Likewise, ESA's Science Policy Fellows could not visit Washington, DC, as planned, but they connected virtually with Capitol Hill and federal agency staff to build on existing relationships and establish new ones. Despite these challenges, ESA engaged in several important advocacy efforts.

**Advising on entomological crises.** The House Natural Resources Committee called on ESA for information and an endorsement of its bill, "Murder Hornet Eradication Act of 2020," supporting response to *Vespa mandarinia* in the Pacific Northwest. ESA also engaged with Capitol Hill on the "East Africa Locust Eradication Act" to address this challenge overseas.

**Shining a light on pandemic impacts.** A survey of ESA members brought Congressional attention to challenges and costs researchers faced in trying to maintain their lab work while university campuses were shut down. The Vector-Borne Disease Network (VBDN), a coalition led by ESA, raised awareness about the double-edged problem of increased outdoor activity raising vector-borne disease risks even while state and local vector surveillance and management funding was diverted for COVID-19 response.

**Fostering advocacy in insect science.** The ESA Science Policy Committee hosted a well-attended Annual Meeting symposium on emerging technologies for addressing the grand challenges of invasive species, biodiversity loss, and vector-borne diseases. The committee also issued new or updated position statements on integrated pest management, invasive species, and insecticide-resistance management.

For more frequent updates, please read the monthly ESA Science Policy Newsletter.

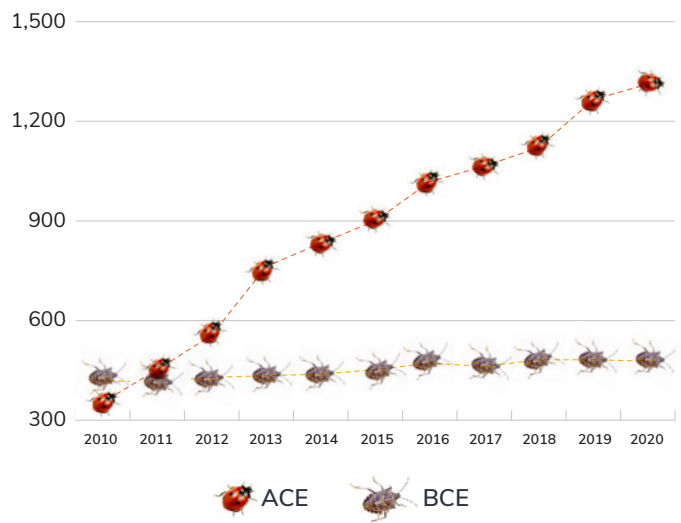
## Credentialing:

### New Public Health Certificate, Overall Program Growth

In early 2020, ESA launched a new certificate in Public Health Entomology (PHE) for professionals who work with pests that pose health risks. While the cancellation of industry conferences hindered promotion of the program, 10 applicants passed the exam and earned their PHE by the year end, and 30 more were preparing for their exams in early 2021.

While the number of Associate Certified Entomologists (ACEs) continued to grow in 2020, the Board Certified Entomologist (BCE) program remained flat. As pandemic conditions improve, however, ESA's Certification Corporation is optimistic both programs will see growth in 2021. To this end, ESA is excited to launch a new entry-level certificate in 2021, Certified IPM Technician, for structural pest management professionals in integrated pest management, intended for those earlier in their career or for whom the premiere ACE certification is less of a viable option.

ACE and BCE Certification Growth



## COVID-19 MEMBER SUPPORT FUND

Early in the pandemic, ESA created a new member support fund to grant membership dues waivers for members affected by COVID-19. We are grateful to all the ESA members who supported the fund and their fellow entomologists, and we are pleased to report that we exceeded our goal.

**\$15,487** donated by **111 members** + **\$10,000 ESA matching fund** = **\$25,487**  
toward membership dues waivers in 2020.

Thanks to the generosity of our members, **dues were waived for 76 members for 2021.**  
A new member program will be developed with the remaining funds in 2021.



# Publications, Communications, and Marketing Highlights

## Publications

- **Submissions increased for all journals** (+16% over 2019).
- **Usage increased for 8 journals** (+9% average over 2019).
- **Journals moved faster.** The average time to first decision decreased by 24% to 25 days.
- **Journal subject editor diversity improved.** 35% are women.
- **American Entomologist's redesign won a Gold Excel Award** from Association Media & Publishing.

## Marketing

ESA's logo and branding were redesigned to better capture and represent the diversity of our members, the vibrancy and growth of the organization, and the importance, personality, and excitement of insect science.

### Entomology Today Blog

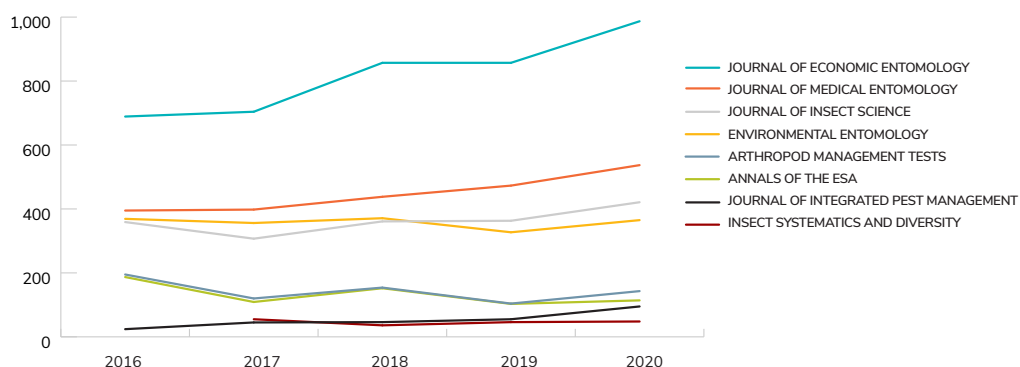
**137** POSTS | in 2020 (~2.6 per week)

**1.85** MILLION PAGEVIEWS | in 2020 (+12% over 2019)

**8,000** SUBSCRIBERS | by 2020 year end (+36% over 2019)



### ESA Journal Submissions Trending Upward



### ESA Journal Usage Trending Upward

