

Notes from MUVE Officer Conference Call September 6, 2017; 9:30-11:00AM PST Phone: 800-704-9804; Attendee: 6329177#

Attendees: Alec Gerry, Changlu Wang, Neil Spomer, Ellen Thoms, Faith Oi, Dave Taylor, Kenneth Brown, Ronda Hamm, Becky Anthony, Chris Stelzig, Glen Scoles

Section Leadership

Alec Gerry	President
Mustapha Debboun	Vice-President
Changlu Wang	VP-Elect (& Chair of Awards Selection)
Ellen Thoms	Secretary (out-going)
Neil Spomer	Treasurer
Dini Miller	Past-President
Chris Geden	Representative to Governing Board
Dave Taylor	Chair of MUVE Nominations Committee
Glen Scoles	Representative to ESA Publications Council
Pia Olafson	Representative to ESA Awards and Honors Committee
Jennifer Gordon	Representative to ESA Science Policy Committee
Faith Oi	Representative to ESA Diversity and Inclusion Committee
Kyndall Dye	Representative to ESA Early Career Professionals Committee
Kenneth Brown	Representative to ESA Committee on Membership
A. Glen Skiles	Representative to ESA Committee on Student Affairs
Ronda Hamm	Representative to Education and Outreach Committee

Officers in **Bold** constitute the MUVE Governing Council

Report due to Governing Board on Oct.16, 2017 (Monday).

1. **President's Report – Alec Gerry**

- a. Welcome and Section Update- Update given at last meeting.
- b. Membership – 1415 members as of August

2. **Treasurer's Report – Neil Spomer**

- a. 2017 Starting budget - \$21,496
- b. Expected expenditures
 - i. Student travel awards (5 x \$500) \$ 2,500.00
 - ii. Highlights Speaker registrations: \$ 1,425.00
 - iii. MUVE business meetings (Mixer, breakfast): \$ 6,197.60
 - iv. MUVE award plaques: \$ 46.00
 - v. Projected 2017 expenses: \$10,168.60
- c. 2017 ESA allocation: \$10,400.00
(Note: \$400.00 increase from 2016)
- d. Projected 2017 Budget Surplus/Deficit: \$ 231.40
- e. 2016 Carryover funds: \$11,096.00
- f. Projected 2017 Carryover funds: \$11,327.40
- g. Kamble award: \$500 (plus small amount for plaque). Funds provided from Kamble endowment account and not from MUVE allocation. MUVE is responsible for recipient selection.

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- h. Costs of the Urban Entomology Award paid out of ESA funds and not MUVE section. MUVE section to determine the winner of these awards.
- 3. **Governing Board Representative Report – Chris Geden not present**
 - a. Chris Stelzig indicated that report from spring meeting was received by governing board with no resulting action items. Survey results on how to establish MUVE priorities may not have been sent to membership. Mustapha was handling this survey and is not on the call today.
- 4. **ESA Staff Reports – Becky Anthony**

Sat. Nov. 4, 5-7 pm – Section Governing Council meeting at ESA.
- 5. **MUVE Officer/Section Leader Reports**
 - a. **ESA Publications Council – Glen Scoles** - Kevin Steffey has been selected as the new Editor-in-Chief of American Entomologist.
 - b. **Early Career Professionals (ECP) – Kendall Dye (not on call due to Hurricane Harvey)**
 - i. September 13 and October 4, 2017, the ECP Committee will be hosting a new series of webinars for interested ECPs entitled "Interviewing Skills" with representatives from multiple fields in entomology from government, industry, academia, and non-traditional jobs. There will be an early career rep and an experienced rep for each entomology field (i.e. 2 speakers for academia: 1 early career, 1 experienced) who will provide their perspectives on the interviewing process for each field and pointers and advice for those who have yet to enter the interviewing process. September 13 will be the Academia and Non-traditional fields webinar, and October 4th will be the Industry and Government fields webinar. A MUVE member will represent the Early Career side of the Industry webinar (Dr. Sydney Crawley).
 - ii. Entomology 2017 events:
 - 1. Sunrise Session: *Achieving Success as a Mentor Through Implementation of Effective Mentoring Strategies*, Sunday, November 5, 6:30 - 7:45 am.
 - 2. Lunch and Learn (in conjunction with Science Policy Fellows): *Science Policy 101 for Entomologists*, Monday, November 6, 12:15 - 2:45 pm.
 - 3. Symposium: Igniting the Spark: *Science Communication by the Next Generation of Entomologists*, Tuesday, November 7, 1:30 - 5:30 pm.
 - c. **Education and Outreach (EOC) – Ronda Hamm – programs for Entomology 2017:**
 - i. Workshop: **Ignite, Inspire, and Innovate through Education and Outreach**; Sunday, November 5, 2017: 1:30 PM - 5:30 PM, CCC, Meeting Rooms 705 and 707. This workshop will teach educators how to put together

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- entomologically related outreach, education and teaching. A prize consisting of supplies at the meeting will be provided to one participant at the meeting.
- ii. Symposium in P-IE, Outreach and Teaching; Tuesday, November 7, 2017: 9:00 AM - 10:50 AM, CCC, Meeting Room 507. Chris Stelzig indicated that the symposia submitted by the Education and Outreach Committee (EOC) was not recognized by the meeting organizing committee as it did not follow the standard symposia submission criteria. The EOC may not have realized that a symposia organized by a standing committee would be required to follow the standard guidelines.
- d. **Diversity and Inclusion – Faith Oi** – The D&I Committee meets by conference call monthly. Our charge is to make progress on the focus areas and goals, below.
- **Focus Area #1 Goal: Increase overall diversity of speakers**
 - **Focus Area #1-A:** Providing Program Guidance to ESA Annual and Branch Meeting Program Committees
 - **Focus Area #1-B:** Hosting Diversity & Inclusion Events at ESA Annual or Branch Meetings
 - **Focus Area #1-C:** Identifying Underrepresented Groups and D&I Allies at ESA Meetings
 - **Focus Area #2:** Diversity in ESA Volunteer Pipeline
 - **Goal: Increase overall diversity of volunteers**
 - **Focus Area #3:** Ongoing Collection and Update of ESA Member Demographic Data
 - **Goal: Increase completion rate of member profiles**
 - **Focus Area #4:** Communicating the Work Being Done through the D&I Initiative
 - **Goal: General increased awareness of the work of the Committee and ESA in these areas.**

The subcommittee focus area #2 sent out a survey. Every section and branch responded to the following questions. Responses are being summarized by the subcommittee for Focus Area #2 and will be submitted to the GB directly. Responses indicate primary mechanism for identifying volunteers was reported to be “arm squeezing” and “personal contacts”.

Clip of email:

Our first task is to “Reach out to Branch and Section leaders to learn more about what challenges or barriers might exist that could prevent more members, especially those from underrepresented groups, from volunteering.”

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Can you help me by answering the following questions by **Sept 1, 2017 (Friday)**:

1. What are the Section's volunteer needs?
2. How does the Section currently go about finding volunteers?

6. Communicating with MUVE members

- a. MUVE Quarterly Newsletter – looking for submissions from MUVE officers; started a quarterly newsletter; two editions sent to date; posted on home page of ESA web site.
- b. Members on call polled regarding newsletter utility. General agreement that newsletters are helpful. Clarification provided regarding where newsletters can be found on the ESA website. The newsletters are available at the bottom of the MUVE section page. Interest communicated to Becky regarding assessment of e-mail receipt/opening and website click rate for newsletters:




























As a follow-up to today's conference call, Becky reached out to our Marketing and Web Manager, Laura Sparks, regarding the open and click through rates for the MUVE newsletters from April (spring) and July (summer). Below is the information Laura provided. We have a terrific open rate for MUVE newsletters (30% is considered really good) which means that a large number of MUVE membership is actually reading and paying attention to the newsletters. If you have any questions about her comments or the data, please let Becky know.

From Laura: The stats are below. As a FYI the Opened (gross) and Links (gross) are how many times the email was opened and links were clicked– i.e. including the five times a specific person may go back to it and check information.




























Industry average for click throughs (Links) is 15.6%, but, for newsletters there is not one strong call to action that you driving people to click to (i.e. Join, Register, Renew). Often newsletters have a lot of the information so you are not needing to click links. As a Society, we have a low click through rate. Our overall ESA rate, (including eNews, Annual Meeting, renewals, etc.) has been 6.11% and 6.20% the last two quarters of 2017.

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MUVE Summer 2017 Newsletter:

Sent	1,296		100.0%	 
Delivered	1,295		99.9%	 
Opened	594		45.9%	 
Opened (gross)	1,175		90.7%	 
Links	116		9.0%	 
Links (gross)	219		16.9%	 
Spam Complaints	0		0.0%	 
Unsubscribed	0		0.0%	 
Bounced	1		0.1%	 

MUVE Spring 2017 Newsletter:

Sent	1,268		100.0%	 
Delivered	1,268		100.0%	 
Opened	562		44.3%	 
Opened (gross)	1,268		100.0%	 
Links	78		6.2%	 
Links (gross)	116		9.1%	 
Spam Complaints	1		0.1%	 
Unsubscribed	1		0.1%	 
Bounced	0		0.0%	 

7. Annual Meeting

- a. Business meetings and Reception – amount of food to order to be reduced.
- b. MUVE Section Initiatives and goals.
 - i. Have a general discussion at the end of the final meeting – 1) split into three sub-sections (medical, veterinary, urban), 2) ask each sub-section what they would like to work on during 2018, such as recruiting students, developing extension and outreach materials, studies on new invasive pests, etc. Total of 30-45 minutes for this discussion - thirty minutes added to final business meeting.

8. ESA Summer Planning Meeting Report – Alec Gerry

- a. Discussion related to volunteerism and diversity – how do we encourage participation and diversity based on affiliation, age, etc. Changes initiated to MUVE nominating committee to help better ensure diversity. Dave Taylor indicated that Alec and Mustapha took the initiative to formalize the nominating committee makeup. Details include participation by members from each section

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of MUVE and the Early Career Professionals (ECP) Committee representative. This addition was made to ensure that the ECP representative has the opportunity to submit names of those the other members may not necessarily know. Chair to rotate between nominating committee members.

9. Society and Section Awards – Changlu Wang

- a. **Recognition Award in Urban Entomology** – selection moved to MUVE from ESA.
 - i. Average Number of Nominations (2010-2016) – 2.8
 - ii. Perceived prestige (from ESA members- 6.7 (out of 10)
 - iii. Prize – Interested earned on the endowment and a plaque (approximately \$50 each year). Administered by ESA – budget provided by ESA.
 - iv. Nomination History – for the past 4 years, each nominee for the award has been a MUVE members
- b. Six applicants were submitted for the travel grant award and 4 for the Kamble award. Five of the 6 applicants for the travel award received the award. International applicants are not considered for the Kamble award based on the criteria established by Dr. Kamble. Changlu indicated that the selection process for the Kamble award took approx. 4 hours and would likely increase if additional applicants are realized in the future. Currently all members of the MUVE governing council vote for the award. Changlu suggests reducing this to 4 to 5 people including the president, vice president, vice president elect and the awards committee representative. Members on the call agreed and the action was taken to make this change effective. Idea to promote interest in the travel award with a dedicated correspondence(s) sent 1 – 2 times prior to the submission deadline.
- b. Travel Grant Award winners: **Sanjay Basnet** (University of Nebraska-Lincoln), **Meredith Spence Beaulieu** (North Carolina State University), **Ashleigh Faris** (Texas A&M), **Sudip Gaire** (Purdue University), and **Annie Rich** (University of Georgia).
- c. **Mark Janowiecki** (Texas A&M University) - recipient of the Shripat Kamble Urban Entomology Graduate Student Award for Innovative Research.
- d. Other Awards for MUVE members:
 - Mustapha Debboun:** ESA Professional Award – Fellow
 - Rebecca Baldwin:** ESA Professional Certification Award - Distinguished Service Award to the Certification Program
 - Brian T. Forschler:** ESA Professional Award - Recognition Award in Urban Entomology
 - Erika Machtinger:** ECP Teaching Award
 - Chong Chin Heo:** Comstock Award

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10. Section and Society Elections - Dave Taylor

- a. The committee will consist of three members, one from each of the section subdisciplines, medical, veterinary and urban entomology, appointed by the section chair for 3 year rotating terms. Each member will serve as chair during their final year. The MUVE representative to the Early Career Professionals Committee will also serve on the nominating committee during their term on the ECP committee. The ECP committee representative will not serve as chair of the Nominating Committee. To obtain the indicated structure, Brad Mullens will rotate off of the Nominations Committee at the 2017 National Meeting, Dave Taylor will serve as chair of the Nominations committee until the 2018 National Meeting when he will rotate off of the committee. Cynthia Lord will serve as chair from the 2018 to 2019 National Meetings and then rotate off and Shripat Kamble will serve as chair from the 2019 to 2020 National Meetings and rotate off of the committee at the 2020 meeting. Starting with Dave's departure at the 2018 meeting, a new member will be appointed to a 3 year term as each of current member rotates off.
- b. MUVE Election Results:

MUVE Governing Council:

Dana Nayduch – MUVE Vice President-Elect

Neil Spomer – MUVE Treasurer

Representatives to ESA Journal Editorial Boards:

Marc Fisher – American Entomologist

Shaun Dergousoff – Annals of the ESA

Sonja Swiger – Arthropod Management Tests

Alvaro Romero – Journal of Integrated Pest Management

Lee Cohnstaedt – Journal of Medical Entomology

11. Report to Governing Board: Required by Oct.16, 2017.

12. Next Meeting Date – December? (under Mustapha)

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ESA Staff

Becky Anthony serves as the primary ESA HQ point of contact for Section leaders and is available to assist you on all matters. However, you are welcome to contact other staff directly for specific needs.

Topic/Need	Staff Member	Email	Phone Number
Primary Section Contact/Annual Meeting	Becky Anthony	banthony@entsoc.org	301-731-4535 x3018
Awards	Cindy Myers	cmyers@entsoc.org	301-731-4535 x3001
Committee Appointments	Katherine Matthews	kmatthews@entsoc.org	301-731-4535 x3002
Communication and Marketing	Debi Sutton	dsutton@entsoc.org	301-731-4535 x3021
Elections	Katherine Matthews	kmatthews@entsoc.org	301-731-4535 x3002
Expense Reimbursements	Neil Willoughby	nwilloughby@entsoc.org	301-731-4535 x3005
Finances and Reporting	Neil Willoughby	nwilloughby@entsoc.org	301-731-4535 x3005
Governing Board and Governance Related Issues	David Gammel	dgammel@entsoc.org	301-731-4535 x3008
Inter-societal Relations	David Gammel	dgammel@entsoc.org	301-731-4535 x3008
Section Capabilities and Initiatives	Chris Stelzig	cstelzig@entsoc.org	301-731-4535 x3012
Strategy and Planning	David Gammel	dgammel@entsoc.org	301-731-4535 x3008