

Proposal for reduced rates for members from lower-income economies:
a brief for the Governing Board of the Entomological Society of America

Respectfully submitted

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Introduction

The Entomological Society of America (ESA), as a global organization with over 6,500 members, is well placed to offer a concession to International Branch members from low-income countries. We petition the ESA Governing Board to offer a reduced rate to current and potential International Branch members from recognized lower-income and lower-middle income economies, at a flat rate that would apply to all membership categories (except Emeritus, President's Circle, and Sustaining Associates).

This move is critical to further establish ESA as a transnationally inclusive entity, and to ensure that we provide a level playing field for publication and award opportunities. This proposal is specifically to support those entomologists working in countries where there may not be a national or regional professional society able to enter into an agreement (as has been arranged with the Entomological Societies of Japan and Indonesia).

In order to minimize the effect of the proposed scheme on the ESA's operating budget, we suggest two alternatives to the same end. In the event many members from one region sign up, a cooperative agreement with the national entomological societies could be pursued as an alternative to the proposed scheme. Also, the amount of funds made available for this scheme could be capped at a set figure decided by ESA HQ based on the annual budget.

This proposal has been created with valuable input from past and present members of the International Branch (IB), the International Affairs Committee (IAC), the ESA Governing Board (GB), and ESA Staff.

Current Membership Revenue

To encourage involvement from entomologists in lower- and lower-middle income countries, we propose a membership reduction beginning in 2014 of 20% for members from lower-income economy countries, and of 10% for members from lower-middle income economy countries.

Table 1. Current and proposed membership rates, rounded to the nearest dollar.

	Current 2012 (\$)	10% Reduction (\$)	Reduction from Current	20% Reduction (\$)	Reduction from Current
Regular	138	124	14	110	28
Family	210	189	21	168	42
Early Professional	103	93	10	82	21
Student Transition	69	62	7	55	14
Student	34	31	3	27	7

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As of 1 October 2012, there were 630 members of the International Branch (IB); of those, regular and family membership was the vast majority, followed by student members (Table 2).

Table 2. Current IB membership counts by category; those not included in the proposed scheme are in gray.

Membership Type	
Regular & Family	440
Early Professional	59
Student Transition	8
Student	97
Emeritus, Emeritus Gold	20
Honorary	2
President's Circle	4

Membership could be further increased, and recruitment from international members expanded both numerically and geographically with the passage of this motion. In order to offer the reduced rate to potential members, the eligibility criteria must be absolutely clear and mediated by an outside organization. To that end, we propose the World Bank classification scheme, which is widely used as a standard by other organizations and professional societies.

The World Bank ranking scheme is clear, updated annually, and we could choose the lowest two tiers at first to be recipients of the reduced rate (see *Appendix A*). The World Bank defines the lowest two economic tiers based on gross national income per capita (GNI). In 2011, low-income economies are defined as having a gross national income per capita (in USD) of \$1,025 or less, and lower-middle income economies have a GNI of \$1,206 to \$4,035¹. Based on this information, it becomes clear that the ESA is asking full members from lower-income economies to pay in excess of 10% of their GNI in annual membership fees.

Projected Costs

Based on the current membership, approximately 11% of the International Branch would be affected by both types of membership rate reduction (*Appendix B*). 96% of the IB membership falls into the four categories we propose to affect with this motion, although only 72 total members are from countries identified in the two tiers that will be targeted (Table 3).

Table 3. An overview of the change in revenue if the proposed changes were implemented, at current full member rates (\$138). Note that Indonesia is not included in this calculation, because members would already be eligible through the agreement between ESA and the Entomological Society of Indonesia.

	Current 2012 Members (#)	Current 2012 Revenue (\$)	10% Reduction (\$)	Reduction from Current	20% Reduction (\$)	Reduction from Current
Lower Income	15	2,070	--	--	1,656	414
Lower-Middle Income	57	7,866	7,079	787	--	--
Total Change	72	1,201				

¹<http://data.worldbank.org/about/country-classifications/country-and-lending-groups>

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Although members are likely to come from a variety of membership categories, for the sake of comparison only the full member rate for 2012 (\$138) was used. To reduce the rate paid by both lower-income and lower-middle income members in 2012, the total cost would be \$1,201.

Conclusion

The ESA is the largest professional organization in the world that serves entomologists. Through its publications, conferences, and awards, the ESA has a global reputation for excellence, which has been recently bolstered by the creation of the International Branch. To better meet the needs of a changing global society, we recommend that a reduced-rate membership plan is implemented that would allow scientists and professionals the opportunity to gain all the benefits of full, family, early professional, student transition, and student membership in the International Branch and ESA.

Proposed Motion

We propose International Branch members from World Bank identified lower-income countries would be offered a 20% reduction and members from lower-middle income countries would be offered a 10% discount on the full, family, early professional, student transition, and student membership categories only. If such an agreement is already in place with the national society, IB members could be referred to their national society (e.g., Indonesia is classified as a lower-middle income country, but since an agreement is in place with the Entomological Society of Indonesia members from that country would not be eligible for the reduced rate).

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Appendix A. World Bank list of the lowest two economic tiers based on gross national income per capita.

Lower Income (36)	Lower-Middle Income (54)	
Afghanistan	Albania	Samoa
Bangladesh	Armenia	São Tomé and Príncipe
Benin	Belize	Senegal
Burkina Faso	Bhutan	Solomon Islands
Burundi	Bolivia	South Sudan
Cambodia	Cameroon	Sri Lanka
Central African Republic	Cape Verde	Sudan
Chad	Congo, Rep.	Swaziland
Comoros	Côte d'Ivoire	Syrian Arab Republic
Congo, Dem. Rep.	Djibouti	Timor-Leste
Eritrea	Egypt, Arab Rep.	Tonga
Ethiopia	El Salvador	Ukraine
Gambia, The	Fiji	Uzbekistan
Guinea	Georgia	Vanuatu
Guinea-Bissau	Ghana	Vietnam
Haiti	Guatemala	West Bank and Gaza
Kenya	Guyana	Yemen, Rep.
Korea, Dem Rep.	Honduras	Zambia
Kyrgyz Republic	Indonesia	
Liberia	India	
Madagascar	Iraq	
Malawi	Kiribati	
Mali	Kosovo	
Mauritania	Lao PDR	
Mozambique	Lesotho	
Myanmar	Marshall Islands	
Nepal	Micronesia, Fed. Sts.	
Niger	Moldova	
Rwanda	Mongolia	
Sierra Leone	Morocco	
Somalia	Nicaragua	
Tajikistan	Nigeria	
Tanzania	Pakistan	
Togo	Papua New Guinea	
Uganda	Paraguay	
Zimbabwe	Philippines	

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Appendix B. Membership of the International Branch at 1 October 2012, with the number of members in lower-income and lower-middle income countries highlighted in dark and light gray, respectively. Note no distinction is made in membership category.

International Branch Membership By Country					
Albania	2	India	28	Sweden	9
Argentina	18	Indonesia*	6	Switzerland	17
Australia	30	Iran (Islamic Republic of)	10	Syrian Arab Republic	1
Austria	7	Israel	13	Taiwan	24
Bangladesh	1	Italy	14	Thailand	8
Barbados	1	Japan	55	Trinidad	1
Belgium	5	Kenya	6	Tunisia	1
Benin	3	Lebanon	3	Turkey	6
Bermuda	1	Libya	1	United Arab Emirates	1
Brazil	32	Malawi	1	United Kingdom	27
Cameroon	3	Malaysia	3	United Republic of Tanzania	2
Canada	10	Mauritania	1	United States of America	12
Cayman Islands	1	Mauritius	1	Uruguay	2
Chile	8	Nepal	2	Venezuela	1
China	28	Netherlands	7	Vietnam	1
Colombia	6	New Caledonia	1	Zambia	1
Costa Rica	2	New Zealand	10	Zimbabwe	1
Cote D'Ivoire	1	Nigeria	7		
Croatia	2	Norway	3	Total, lower-income	15
Cyprus	1	Pakistan	4	Total, lower-middle income*	57
Czech Republic	6	Panama	1		
Denmark	5	Peru	4		
Ecuador	3	Philippines	2		
Egypt	2	Poland	1		
El Salvador	1	Portugal	2		
England	4	Republic of Korea	25		
France	20	Russian Federation	2		
France, Metropolitan	3	Saudi Arabia	9		
Georgia	1	Senegal	1		
Germany	23	Serbia and Montenegro	3		
Ghana	5	Singapore	1		
Greece	9	Slovakia	1		
Grenada	1	Slovenia	1		
Guatemala	1	South Africa	8		
Honduras	1	Spain	27		
Hong Kong	2	Sri Lanka	2		

*Indonesian members not eligible because of the agreement between ESA and ESI. Not included in total.

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Staff Recommendation

Margaret Hardy, Secretary of the International Branch, has submitted a proposal on discounting dues for members in lower and lower-middle income countries as defined by the World Bank. After discussion with a variety of ESA officers and staff, we would like to recommend a modification to this proposal and suggest that potential members in these countries be offered the same rate as the student membership category. This mirrors the recently approved membership trial offered to the Indonesian Entomological Society, and is a much more substantial discount that is likely to accelerate membership growth in these countries.

Based on ESA's current number of members in the countries defined in Dr. Hardy's report, and rounding up to 100, the cost in lost revenue by implementing this change would be approximately \$10,000 each year. This is the equivalent of about 300 new memberships at this discounted rate, so ideally it would be made up over time by membership growth. It will be critical for the International Branch to support this new offering in order to achieve that level of new members.

The ESA Committee on Membership is currently reviewing this modified proposal and is expected to support it.

If the Governing Board wishes to move forward with this suggestion, below is a proposed motion:

Move to create a new membership sub-category for lower and lower-middle income countries, as defined by the World Bank, priced at the same rate as the regular ESA Student membership.