November 30, 2012

TO: Dr. John D. Hopkins, Chair and Southeastern Branch Rep  
   Dr. Joe Zhou, Vice-Chair and North Central Branch Rep  
   Dr. Louela A. Castrillo, Eastern Branch Rep  
   Dr. Phyllis G. Weintraub, International Branch Rep  
   Dr. Helen Spafford, Pacific Branch Rep  
   Dr. Jesus F. Esquivel, Southwestern Branch Rep  
   Dr. Kristina Hale, MUVE Rep  
   Dr. Jessica L. Ware, SysEB Rep  
   Dr. Charles P. Suh, P-IE Rep  
   Dr. Yoonseong Park, PBT Rep  
   Dr. Doug Pfeiffer, Governing Board Liaison  
   Dr. David Jenkins, International Affairs Committee Liaison  
   Ms. Debi Sutton, Staff Liaison

RE: 2013 CHARGES TO THE COMMITTEE ON MEMBERSHIP

Thanks to each of you for your willingness to serve on this important committee. ESA depends on its members’ commitment to assure that the vision and goals set forth in our strategic plan are met each year. I am grateful for the time and thought you will devote to your work on the Membership Committee this year.

The purpose of the Membership Committee is to recruit and retain members of the Society. As such, the Committee will have several important charges this year.

First, please review the ESA membership categories, structures and benefits, to see if they currently serve ESA’s needs, and discuss whether any should be eliminated, consolidated or changed. I recognize this is a tall order. One reason for doing this is to determine whether any new membership categories should be created to support segments that are not currently supported by ESA (e.g., public/citizen members, adjunct/associate members), and consider what benefits and services should be offered to provide strong value to such a category of member. Another potential category is for long-term members (e.g., those with 40+ years of membership) to determine how we can provide them benefits and keep them in the fold while being fiscally responsible. Please provide your recommendations to the Governing Board for consideration during their summer meeting. Please also keep Travis Prochaska, Student Representative to the Governing Board, apprised of your work.

Second, one proposal I hope to put forth is a membership drive: "Each One, Reach One," to ask each current member to help identify and recruit just one new member. I hope you might provide input on how (and even whether) to pursue this and, if so, how to attract those new members and how ESA can maximize the benefit from the initiative.
Third, please work with the International Affairs Committee and International Branch leaders to develop a global database of other societies serving entomologists. This database will be valuable to reach entomologists outside the U.S. and to promote ICE 2016.

Fourth, continue your work to help identify small colleges or non-traditional universities, colleges or departments located near Austin, TX, the host city for Entomology 2013. Please recommend how we might interest undergraduate students and their advisors at these colleges to attend the 2013 meeting for a day to experience the meeting while it’s in their ‘backyard’. The plan should include outreach to encourage professors and both undergrad and grad students at these colleges to present and compete at the Annual Meeting. You may also propose that we provide actual outreach to those schools, i.e., someone visiting the campuses with a PPT slide show, educating the students and professors on ESA programs and services, and highlighting events taking place at the Annual Meeting.

Fifth, the new international membership models will be just beginning during the next year, so it will be too soon to draw any conclusions about how the models are working. However, you may want to make recommendations on changes for future membership models to the Governing Board, as well as how to implement other possible membership models. One idea being proposed to the Governing Board is to have membership dues reduced for members from the lower- and lowest-tier income countries.

Finally, please continue to provide oversight to the membership sections of the ESA website, and advise staff of any improvements or changes needed.

Your staff liaison is Debi Sutton, dsutton@entsoc.org. She can provide you with a toll-free number for committee conference calls to facilitate your work. I would like to be on one of your Committee calls, so please advise when you plan to hold any calls.

As has been past practice, Standing Committees are required to submit progress reports twice during the year. The first is due by June 20 so that it can be included in the Summer Meeting Governing Board materials. The second will be due in late October in time for the November annual meeting in Austin. Please send both reports to your staff liaison Debi Sutton (dsutton@entsoc.org).

Tall order, I know. I look forward to working with you throughout the year. It is a privilege to serve as ESA President, and I welcome any questions you may have about this charge. Please contact me if you have any questions. Again, thank you for your service to ESA.

Sincerely,

Rob Wiedenmann
2013 ESA President

CC: Frank Zalom, Vice President
    C. David Gammel, CAE, Executive Director