

**AMERICAN FISHERIES SOCIETY**  
**January 2018 Management Committee (MC) Meeting**  
**Tuesday January 16, 2018**

Participants:

MC Members: Steve McMullin., Jesse Trushenski, , Randy Schultz, Craig Bonds, Rebecca Krogman, Justin Davis, Steve Lochmann, Heather Hettinger, Joe Larscheid, Dennis Riecke (Constitutional Consultant Apprentice, non-voting),

Guests: Julie Defilippi Simpson

AFS Staff: Drue Winters, Dan Cassidy

Emerging Leaders: Hillary Myers, Dan Dauwalter, Patrick O'Rourke

Minutes of the Meeting

1. **Meeting called to order** – at 3:03PM by McMullin
2. **Quorum established** (by Riecke)
3. **Agenda reviewed and Minutes of November 20, 2017, Management Committee meeting accepted with no modifications requested**  
Motion to accept: Lochman; 2<sup>nd</sup> Davis. Passes with unanimous consent.
4. **Constitutional Consultants Report** (Riecke)
  - a. **Establishing the AFS Communications Committee as a standing committee** (attachment A)

Proposed Motion: Recommend AFS membership approval to convert the AFS Communications Committee from a special committee with annual appointment at the discretion of the President to a permanent standing committee.

Background: AFS staff now includes a dedicated Communications Director and team leads for several communications functions, including publications. Therefore, a consistent committee presence is necessary to act as a conduit for guidance on developing, implementing, and evaluating communications strategies and actions among AFS members, staff, and external partners. Separate from the committee and headquarters staff, the AFS Science Communication Section will manage science communication expertise as a service to individual members or member groups. This motion is the first step in bringing this question for AFS membership approval.

Motion by Krogman; 2<sup>nd</sup> by Hettinger

Discussion: Centered on whether Division bylaws need amending for having standing committee representation and the handling of Other Liaison Members/Examples as listed in committee composition section.

Amendment: to modify the language for adding additional members and strike the Other Liaison/Member examples, given that the AFS President already has the authority to appoint individuals to committees.

Motion to amend by Lochmann; 2<sup>nd</sup> by Trushenski. Passes with unanimous consent.

Motion to accept the amended document: Passes with unanimous consent.

**5. Policy Update (Winters)**

- a. The Magnuson-Stevens Fishery Conservation and Management Act is the primary law governing marine fisheries management in U.S. federal waters. The AFS MSA Special Committee has continued to meet in advance of the February 14 Federal Congressional Markup. AFS is anticipating significant changes in the Act but is also taking a long-term view in case deferral of the Markup occurs, which is not uncommon. Should AFS feel it needs to respond to potentially critical issues, staff will engage the AFS Officers and MC more closely as issues emerge.
- b. Recovering America's Wildlife Act (RAWA) was reintroduced to the House in December. The bill would amend the Pittman-Robertson Wildlife Restoration Act to make additional funds available for the management and conservation of fish and wildlife species determined by states to be at risk or in need of additional monitoring efforts. A grass-roots approach is needed engaging members and units in training and outreach activities in their states. Focus on this bill is less urgent at this time but longer-term may impact federal agency funding and operations should it pass.

**6. President's / Officer's Report**

- a. President McMullin recently returned from travel to CARS event and Canadian student unit meetings. Future travel includes attendance and participation at the AFS NCD meeting.
- b. President-elect Trushenski reported on Reno 2019 joint meeting planning with The Wildlife Society.

**7. Executive Director's Report (Cassidy for Doug Austen)**

- a. The AFS Governing Board held its winter call last week and firmed up its upcoming meeting Agenda and activities schedule. The meeting is set for Wednesday March 7 with community service activities (TBD) planned for the following day. MC members attending the Board meeting are encouraged to make hotel reservation as soon as possible.
- b. Disaster relief fundraising for Puerto Rico and other affected areas of the U.S. is underway, with several thousand dollars raised to far.
- c. The winter season is the beginning of Unit annual meeting time. AFS Officers and staff planning to attend many upcoming chapter and division meetings. Staff and the AFS membership committee are in the process of updating member-marketing materials (brochure, powerpoint slides, exhibit display) with new journal benefits and creating videos for use at meetings they attend and for distribution to those we are unable to get to.
- d. AC 2018 Symposia submissions are currently tracking below the Tampa meeting level to date. Symposia submissions are an important barometer of meeting attendance, as agency travel approvals are generally higher when attendees actively present. The

submission deadline has been extended to January 31 while staff and the AC local team promote submission requests to Sections and other groups.

- e. Staff have held a series of very positive agency meetings with USFS, FWS, BLM over the past several weeks. During these events we learned about agency programs / challenges while sharing updates and promoting collaboration opportunities with AFS.
  - f. Any lingering issues related to Wiley journal publishing transition appear to have been resolved.
  - g. There were no questions to the AFS Officer Election process and MC members were asked to submit edits or additional candidate questions to Doug.
  - h. The November 2017 financial report was presented. Asset levels have increased relative to last year with the receipt of the Wiley advance and continued strong investment performance. Operating results also better last year reflecting membership growth, strong annual meeting attendance and investment income. On another note, a search for a new CPA audit firm is underway. AFS has been with the current firm for 10+ years and it's time for a fresh perspective.
  - i. Finally, staff held a goodbye lunch for Tom Bigford recently to cap of his retirement from AFS.
- 8. Additional Topics**
- a. The next meeting is set for 3PM on Tuesday, February 20.
- 9. Adjourn** - at 4:04PM.

# Attachment A

## **Establishing the AFS Communications Committee as a standing committee**

MOTION: Recommend AFS membership approval to convert the AFS Communications Committee from a special committee with annual appointment at the discretion of the President to a permanent standing committee.

Justification: AFS staff now includes a dedicated Communications Director and team leads for several communications functions, including publications. Therefore, a consistent committee presence is necessary to act as a conduit for guidance on developing, implementing, and evaluating communications strategies and actions among AFS members, staff, and external partners.

The Communications Committee functions as an internal advisory group to facilitate development and implementation of consistent strategies, tools, and practices that guide the conduct of communication from the Society, units (chapters, sections, and divisions), and subunits. The focus of the committee will be the development and maintenance of the AFS Communications Strategic Plan and provision of assessment and recommendations on communication approaches. Helping protect the integrity of the Society's image or brand will be an outcome of this process.

Separate from the committee and headquarters staff, the AFS Science Communication Section will manage science communication expertise as a service to individual members or member groups.

## **Proposed Change to RULES**

### **Rule 14. Standing Committees**

vi. The COMMUNICATIONS COMMITTEE assists and advises the President, units/subunits, and staff on strategic planning, implementation, and training for communications functions and products, and streamlines AFS social media presence and the interaction within the AFS community to share information.

## **Proposed Change to PROCEDURES MANUAL**

### **Purposes, Composition, and Duties of Standing Committees**

#### **Communications Committee**

Purpose:

Since its founding in 1870, the American Fisheries Society (AFS) has served as the leading professional resource and networking organization for fisheries professionals, and as a source for scientific information on fisheries management. The committee assesses current communications approaches, recommends priorities, develops guidelines, and provides assistance in developing and maintaining the

AFS Communications Strategic Plan at the Society, unit, and subunit levels. This process will, in turn, support the integrity of the Society's image or brand.

Composition:

The committee consists of a chair and liaisons to the divisions, units, staff, and officers (Standing Members) that are most closely associated with implementing current high priority communications processes and products. Liaisons represent each of the Divisions, relevant units, and individuals that reflect the range of current communications efforts in AFS, along with other functions such as unit leadership training, continuing education, and web presence. Additional voting members could be added, as appropriate, ~~from existing committees and stakeholder groups (see Other Liaisons/Members Examples below) based on the current activities of the Communications Committee.~~

- Standing Members
  - Committee Chair
  - Northeastern Division representative
  - North Central Division representative
  - Southern Division representative
  - Western Division representative
  - AFS Staff (non-voting)

~~→ Other Liaisons/Members Examples~~

- ~~• Electronic Services Advisory Board representative~~
- ~~• Fisheries Information & Technology Section representative~~
- ~~• Membership Committee representative~~
- ~~• Publications Overview Committee representative~~
- ~~• Science Communications Section representative~~
- ~~• Unit Leadership Training representative~~
- ~~• Student/Young Professional representatives~~

The committee provides expertise and guidance on developing and implementing a strategic and integrated approach to how AFS uses the full capabilities of its existing communication channels (e.g., the Society website, marketing materials, newsletter, and social media). Communications functions conducted by the Society must systematically meet the goals and objectives of AFS through establishing clear guidelines and expanding the current approach to communications.

The committee will:

1. Assess and develop communications strategies based on a comprehensive review of AFS as an organization, existing AFS communications, the needs of AFS members and other groups, effective and current mission and messages, and benchmarking of AFS communications.
2. Post the current communications plan and results of evaluations online for consideration and use by AFS members, officers, and units/subunits.
3. Produce or review materials for inclusion in the *AFS Procedures Manual*, such as:
  - Branding Guidelines

- Social Media Guidelines
  - Other documents, as needed
4. Work with AFS staff, officers, and other representatives of the Society, units, and subunits to incorporate evaluation, development, and implementation of communications strategies through various AFS communication channels.
  5. Promote awareness, guidance, concurrence, and strategic implementation with the AFS community affected by implementation of strategies and associated guidelines. The committee works with AFS units and committees as necessary to provide or obtain expertise and training on communications strategies and tactics to be delivered through AFS-sponsored activities.

Operational Guidelines: None specified at this time.