

July 22, 2010 Summer Board Meeting - Results

Strategic Goals to Tactical Goals Brainstorming and Initial Prioritization

(Votes per Strategic Goal in parenthesis)

#1 Advance Weed Science Research

1. **Communicate positives of weed management – Losses due to weeds – in the Popular press (6)**
2. Increase WS research funding – DSP priorities (5)
3. Support the creation of Forums for emerging issues in Weed Science (4)
4. Grantsmanship course (1)
5. Create a spot on the Web Site for Research opportunities – in the newsletter and articles

#2 Support Weed Science Education and Extension Outreach

1. **Need “Losses due to weeds” monograph – with paid contract to edit/write the monograph. This initiates a series of monographs e.g. such as World’s Worst Weeds, Intriguing World of Weeds, etc. (10)**
2. Develop lesson plans for K1-12 weed science (e.g. Ag in the class; National FFA / 4H weed identification) (5)
3. Explore consortium (AGIdea) of schools to offer undergrad and graduate courses (1 to 3 credits) online (1)

#3 Produce and Disseminate High Quality Publications

1. **E-version of Herbicide Handbook freely available on society homepage, funded via ads in the book. (8)**
2. **Officially, invited review article for journals. (Backdoor invitations accepted as people suggest themselves or others and are then formally invited) (This is a particularly attractive point for younger faculty and for graduate students.) 8**
3. Link journal icons on Society Homepage directly to journal homepage. (Journal homepage would have all three journals available when you arrive) - We decided to just do this one – no vote necessary.
4. One free feature article per month and press release; access to it directly from homepage
5. Bi-monthly newsletter featuring weed science news and ads; likely need editor with funding

#4 Promote Weed Management Policy Based in Science

1. **Create internships at EPA and other Federal Agencies to recruit from the discipline. (9)**
2. **Create white papers on policy and have a special website location (maybe near the journals link on homepage) (8)**
3. Continue support of S.71 RM Education Committee with link to Extension Committee. We decided to just do this one – no vote necessary.
4. Re-start Congressional Intern position to embed assets.
5. Seek US Farm Bill resources for Invasive Species.

#5 Provide Service to Our Members and Affiliated Societies.

1. **Increase number of joint meetings with Regional Groups. (10)**
2. Identify and implement opportunities for undergrad participation. (4)
3. Offer a special associate membership with access to 1 journal. (3)
4. Build/establish relationships with non-agricultural societies. (1)
5. Improve professional development activities and resources (website)

#6 Recruitment and Expansion of Membership

- 1. Associate Membership.**
- 2. Relationship with non-Agricultural groups.**
3. Have more subject matters and opportunities for non-members.
4. Develop promotional materials and a strategy for effective distribution.
5. Very low cost (\$10?) membership for grad students.
6. Ideas from GSO.

Initial Planning by Strategic Theme

#1 Advance Weed Science Research

Appropriate Committees: Research Committee, Extension Committee & Public Awareness Committee)

Theme: Communicate the Positives of WS Research

1. Themes – Key Nuts to Crack
 - a. What needs to be produced? Define this. Where will it be communicated and by who? Who authors these pieces?
 - b. For each theme, what are the major activities that you need to undertake? Identify the topics, the experts, and the information to be collected.
2. Deliverables
 - a. What are the specific outcomes that need to be achieved in order to deliver the results?
List of research topics, a list of experts, and the documents themselves
3. Milestones (and Timing)
 - a. For each theme what is the order of deliverables and the schedule for their completion?
RFP for the project – Feb 2011 – (this could be Public Awareness Committee, Research Committee, or Extension Committee, or combination of these committees, task)
Recommendation/Selection of vendor for project – 2011
First Article – 2011
4. Structure of Team(s)
 - a. Activities will be managed by: Outside vendor with selected weed science experts
5. Progress/Project Management Mechanism
 - a. This is a committee assignment, the BOD will track the timetable to be sure it is being met
6. Three Areas That Will Deliver Quick Win(s)
 - a. The first thing would be communication with the selected committee(s)

#2 Support Weed Science Education and Extension Outreach

Appropriate Committee: Education Committee

Tactical goal #2 – Develop K-12 weed science-based teaching materials

Goals – to provide weed identification resources (keys and pictures) for National and state FFA and national and State 4H programs, to re-evaluate current 4H project on weed management, and to develop five topical lesson plans / year focused on weed science principles for 1 hour classroom sessions (for age groups K-5, 6-8, 9-12) that could include box of supplies for guests/instructors/teachers to take to a classroom and teach about weed science. to become part of the Ag in the Classroom curriculum (or other appropriate venue, eg. 4H environmental science programs in Georgia)

1. Themes – Key Nuts to Crack

Challenges – to visit with and identify the gaps about needs for Weed Science training (what do they have, if anything) with Ag in the Classroom programs, National FFA and State 4H crop contests, 4-H projects in weed management, other science classroom opportunities. \

Have faculty been invited to a classroom of 1st and 2nd graders and wondered what they should share about Weed Science. Are there some interesting demonstrations that can be quickly developed? What topics are appropriate for different age groups? What might be included in a box of supplies to take to a classroom to demonstrate key weed science principles such as dispersal, herbicide and spray volatility, herbicide resistance (corn with and without herbicide-resistance trait), herbicide selectivity (monocot vs dicot control), etc.

2. Deliverables

- On the WSSA website:
 1. Provide access to weed identification resources for National and State FFA programs
 2. Provide lesson plans and what to put into a box of supplies to highlight weed science principles that are appropriate for 1 hour classroom sessions across age groups of K-5, 6-8, and 9-12.
 3. What needs to be updated for State and National 4H projects on weed management

3. Milestones (and Timing)

- Obtain National FFA and State 4H lists of weeds (from crop contests) and begin to collect images (seed, plants) along with developing appropriate keys to guide identification. Generate online key (6 months) with pictures.
- Determine topic areas and appropriate demonstrations for age groups (6 months)
- Develop lesson plans (goal of 5 plans / year)

4. Structure of Team(s)

- This could be lead through the W5 - Education Committee. Need individuals that interested in K-12 education.

5. Progress/Project Management Mechanism

- Through W5 - Education Committee, possibly a special publications editor (manage online publications) could ensure progress is made with deliverables up online.

6. Three Areas That Will Deliver Quick Win(s)

1. Access to weed lists, pictures, keys... should be able to accomplish National FFA and State 4H identification resources quickly.
2. Locate description of current state 4H project in weed management; offer our expertise in updating, revising, and providing resources.
3. Survey current weed science (or broader) teachers in academia for unique educational demonstrations that K-12 classrooms could adopt and use to highlight weed science principles.

#3 Produce and Disseminate High Quality Publications

Appropriate Committee: Herbicide Handbook Committee, Website Development Committee

1. Themes:

- Develop a **free online e-version of the Herbicide Handbook** we need to 1) consult with David Kruger (website design) and Francois Tardif (Editor-Herbicide Handbook and Chair, Herbicide Handbook Committee) to determine best method for developing HTML format, 2) request that Jeff Derr (Chair, Website Development Committee) work with committee and Anita Dille (Treasurer) to develop a business plan, and 3) work with Francois Tardif, David Kruger, Website Development Committee, and Allen Press to identify potential advertisement sources.
- Increase Impact Factor for WSSA journals through **open access, invited reviews** the Publication Board will need to
 1. Determine potential topics of interest and authors knowledgeable of subject matter,
 2. Determine total number of invited reviews that will be invited each year, and
 3. Develop an open access funding proposal for consideration by BOD.

2. Deliverables

- Business model to determine financial liability to WSSA for producing a freely available e-version of Herbicide Handbook
- BOD vote to fund open access, invited reviews; initial suggestion is 2 reviews/journal (6 total/year) X \$2000/article = \$12000/year

3. Milestones (and Timing)

- Development of business plan for review during 2011 WSSA Annual Meeting
- List of proposed topics and authors for invited reviews and a proposal for funding open access by end of 2011 WSSA Annual Meeting

4. Structure of Team(s)

- See above

5. Progress/Project Management Mechanism

- Chair of Website Development Committee will develop a report for presentation to BOD. Additionally, the chair will report progress to the interim committee (David Shaw, Sarah Ward, David Vitolo, and James Anderson) on a monthly basis.
- Editors of journals, Director of Publications, and Publications Board will seek/make proposals for invited reviews and monitor activity.

6. Three Areas That Will Deliver Quick Win(s)

1. Chair of Website Development Committee can report progress of developing business plan,
 2. Editor of Herbicide Handbook and Website Design Coordinator can determine best method for launching e-version of Herbicide Handbook in HTML format, and
 3. Allen Press can provide potential advertizing sources to Website Development Committee.
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- 1) Director of Publications will coordinate initial steps for organizing committee action,
 - 2) Publication Board can propose topics and authors for invited reviews, and
 - 3) A general open request for reviews can be electronically sent to membership.

#4 Promote Weed Management Policy Based in Science

Initial action by the EPA Subject Matter Expert, the Director of Science Policy and the WSSA President

Appropriate Committees: Professional Development Committee, Education Committee, Graduate Student organization

Strategic Goal #4: Create internships at EPA to staff the discipline

1. Themes – Key Nuts to Crack

- Assess the costs (~10K each), leverage past EPA experience
- Explore university course credit to develop the opportunity
- Gain support at EPA or USDA Office of Pesticide Management Policy (OPMP)
- Share the opportunity with interested departments and students

2. Deliverables

- Joint review of this proposal by EPA and WSSA with prior approval of the BOD and the EPA Office of Pesticide Programs Director

3. Milestones (and Timing)

1. Start right away with discussions on possibilities;
2. Jointly develop a proposal for BOD action by the Winter meeting
3. Seek implementation by summer, 2011.

4. Structure of Team(s)

- Through personal contact
- Team = EPA Subject Matter Expert, the Director of Science Policy and the WSSA President.
- Team Mandate is to develop a role at EPA as a career opportunity for Weed Scientist.

5. Progress/Project Management Mechanism

- Stage Gate Process

6. Three Areas That Will Deliver Quick Win(s)

- Initiate conversations with EPA

#5 Provide Service to Our Members and Affiliated Societies.

Initial action by the Executive Committee, Board of Directors and Affiliated Societies

Increase the number of joint meetings with the Regional Weed Science Societies.

1. Themes – Key Nuts to Crack

- a. Timing of the meeting, finances between the two societies, overcoming the fear that WSSA will take over the regional meeting, may be necessary for one or both groups to change their by laws concerning when (time of year) a meeting can be held.
- b. First the societies need to agree to meet, then the finances and dates need to be agreed upon, as well as the location.

2. Deliverables

- The first step is to agree to meet; this should be approached by the respective society reps for each group. Initially, the North Eastern, North Central, and Westerns will be approached. There is already some movement for WSSA to meet with the North Eastern in Baltimore in 2013.

3. Milestones (and Timing)

- The Regionals should be approached in 2010 with a meeting date with either the North Central or Westerns in 2015. WSSA is already meeting with the Canadian Weed Science Society in Vancouver in 2014.

4. Structure of Team(s)

- The initial work will be done by the regional reps, if one of the Regionals wants to meet with WSSA, the Program Chair, meeting manager/business manager, and local arrangements representatives for both societies must meet together and begin to plan the meeting.
- Communication for all involved will be key here.

5. Progress/Project Management Mechanism

6. Three Areas That Will Deliver Quick Win(s)

- The North Eastern Society must send WSSA an official document and plan to meet together in 2014. This needs to be done in the next few weeks.
- WSSA has changed their by laws to allow for a meeting on a date other than the first two weeks of February (traditional dates). This was done at the 2010 summer board meeting.

#5 Provide Service to Our Members and Affiliated Societies.

Appropriate Committee: Graduate Student Organization)

Bringing more Undergrads to WSSA

1. Themes – Key Nuts to Crack

- Finding the students to invite – Email local college science clubs/groups
- Peaking student interest to get them to participate- Develop a flyer to communicate ideas

2. Deliverables

- Get commitment from undergrads to attend a portion of 2011 meeting. Have grad students talk to them about the society and weed science.

3. Milestones (and Timing)

- Develop flyer now.
- Start this fall contacting students for invitation to attend. Contact WSSA grad students to volunteer to talk to undergrads.

4. Structure of Team(s)

- Grad student rep heading the project. Help from other grad students, local arrangement committee and program chair.

5. Progress/Project Management Mechanism

- Ensure communication via email through the fall.

6. Three Areas That Will Deliver Quick Win(s)

- Developing the flyer and contacting undergrads.

WSSA Project Proposal

Project & Champion Name: _____.

Project Champion Contact Information: _____

Committee forwarding proposal: _____

The Project champion has the primary responsibility for driving toward results and leading the project

Scope of Work – What is the project end state / goals? The scope of work should sketch out the project topic area, rough costs involved, other resources required, and define the objectives of the project.	Project Duration
Alignment with the WSSA Strategy Please explicitly demonstrate how the project and the end results are aligned with WSSA strategy.	
Project Timeline / Milestones Please outline the best estimate of the timing for the project and any identified and required elements to complete the project.	
Broader Society Support Please confirm support from the appropriate committee(s) and where broader Society support for the project exists and/or how the Champion intends to involve membership.	