WSWS Officer and Committee Report
Annual Board Meeting – March 8, 2015

Office or Committee Name: Student Liaison Chair

Officer or Chairperson Name: Marcelo Moretti

Date of Preparation (include year): February 3, 2015

Committee Activities during the Year:

- Communicated with student via WSWS Student Section on Facebook. The page now has 44 followers, up from 32 last year. The Facebook page was used to promote the research done by WSWS students, and to promote on-line publications from other institutions like Council for Agricultural Science and Technology (CAST), Department of Agriculture and Food of Western Australia (DAFWA), and Queensland Alliance for Agriculture and Food Innovation (QAAFI). The Facebook webpage increased its outreach in recent years, but engagement with posted information was restricted to certain posts (Appendix)
- Advertised the WSWS Scholarship by contacting via e-mail several professors from different universities within the states included in the society by law section. No response was received, and at this point it is unknown how effective this strategy was in increasing number of applicants to the scholarship.
- Assisted students with questions related to the student scholarship application process. No complaints were received, but there were a few questions about extension of deadlines.
- We sent letters or e-mails of solicitation for donations to the Silent Auction from October 2014 through February 2015 to several companies/organizations. Companies solicited include:
    - Syntech Research
    - MarroneBio
    - Helena Chemical
    - California Olive Oil Association
    - UC ANR (publications)
    - Trinchero winery
    - Gallo Winery
    - Cooper Winery
    - Bogle Winery
    - Loveland
    - Eurofins
    - Wilbur-Ellis
    - Dow
    - Dupont
    - BASF
    - Valent
    - Monsanto
    - Bayer
    - Nichino
    - FMC
    - Syngenta

  This year, the solicitation was focused on target donors following similar approach that was successful the year before. However, fewer companies replied and we have not been to secure a significant amount of donations in money as before. Cash donation total $600, and several items donated will be brought to the meeting by companies' representatives.

Solicitation was also made to the general society membership during through newsletters, but no response was received.

Recommendations for Board Action: None

Budget Needs: None

Suggestions for the Future:

- Continue using the WSWS Facebook page to announce information pertinent to weed science and WSWS society.
- Continue advertising WSWS scholarship to professors or universities from the western states, if it is proven effective.
- Continue targeted solicitation of donations for the silent auction.
- Establish more effective communication between student liaisons and society membership regarding personal contacts at organizations that can be solicited for Silent Auction donations.

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Current Committee Members: Marcelo Moretti, Carl Coburn

Name of Person Preparing This Report: Marcelo Moretti

Appendix
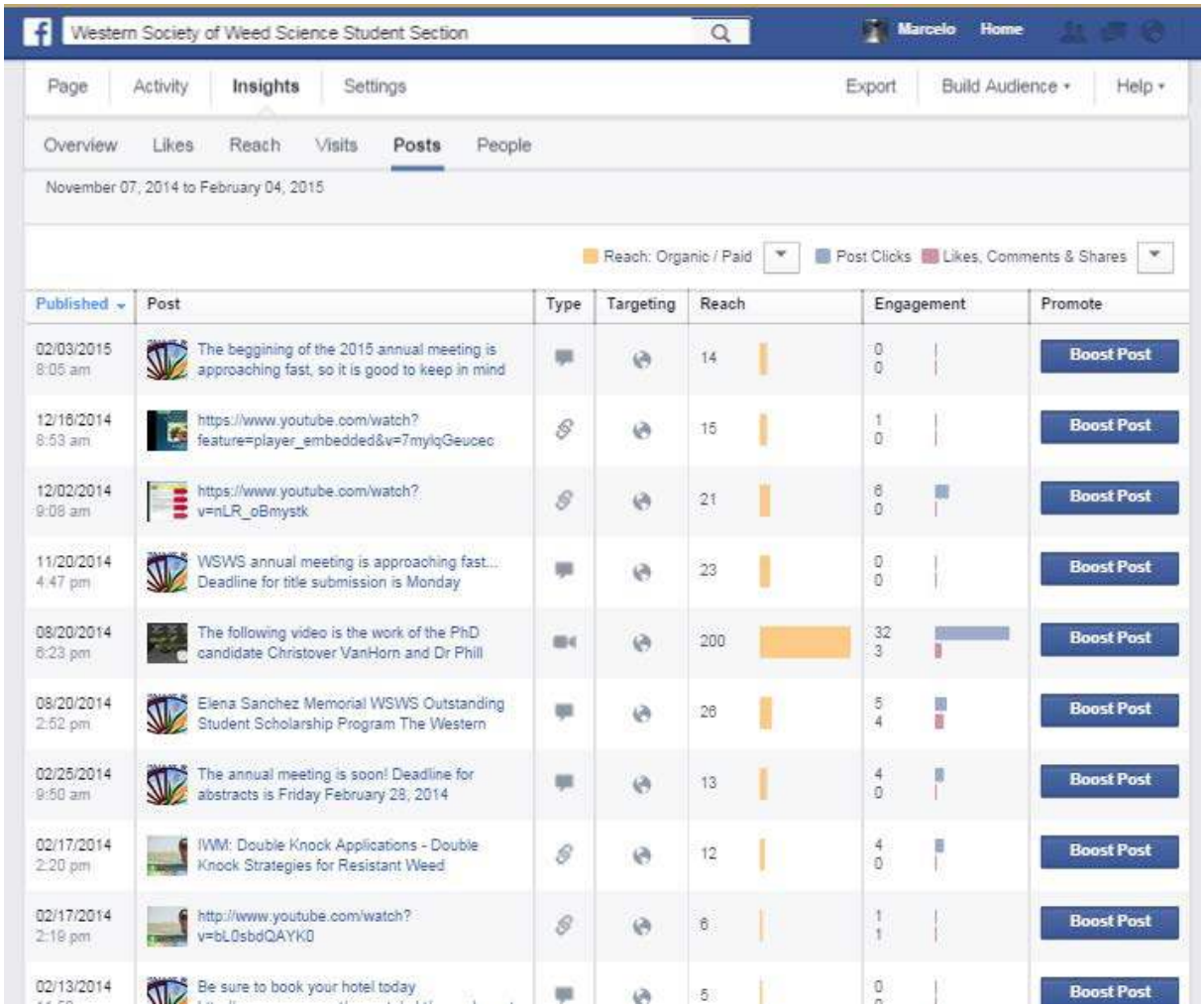
Figure. Snapshot picture from WSWS student Facebook showing “Post” outreach and users response.