



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)
 - Trincherro 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.

Current Committee Members: Marcelo Moretti, Carl Coburn

Name of Person Preparing This Report: Marcelo Moretti

Appendix

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

The screenshot shows the Facebook Insights interface for the 'Western Society of Weed Science Student Section'. The 'Posts' tab is selected, displaying a table of posts from November 07, 2014, to February 04, 2015. The table includes columns for 'Published', 'Post', 'Type', 'Targeting', 'Reach', 'Engagement', and 'Promote'. Each row represents a post with its date, time, content, type, targeting, reach (with organic/paid breakdown), engagement (likes, comments, shares), and a 'Boost Post' button.

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/03/2015 8:05 am	The beggining of the 2015 annual meeting is approaching fast, so it is good to keep in mind	Text	Public	14	0 0	Boost Post
12/16/2014 8:53 am	https://www.youtube.com/watch?feature=player_embedded&v=7mlyqGeuoc	Video	Public	15	1 0	Boost Post
12/02/2014 9:08 am	https://www.youtube.com/watch?v=nLR_oBmystk	Video	Public	21	6 0	Boost Post
11/20/2014 4:47 pm	WWS annual meeting is approaching fast... Deadline for title submission is Monday	Text	Public	23	0 0	Boost Post
08/20/2014 8:23 pm	The following video is the work of the PhD candidate Christover VanHorn and Dr Phill	Video	Public	200	32 3	Boost Post
08/20/2014 2:52 pm	Elena Sanchez Memorial WWS Outstanding Student Scholarship Program The Western	Text	Public	26	5 4	Boost Post
02/25/2014 9:50 am	The annual meeting is soon! Deadline for abstracts is Friday February 28, 2014	Text	Public	13	4 0	Boost Post
02/17/2014 2:20 pm	IWM: Double Knock Applications - Double Knock Strategies for Resistant Weed	Image	Public	12	4 0	Boost Post
02/17/2014 2:19 pm	http://www.youtube.com/watch?v=bL0sbdQAYK0	Video	Public	6	1 1	Boost Post
02/13/2014	Be sure to book your hotel today	Text	Public	5	0	Boost Post