2022 ALL-MEMBER OPEN BOARD MEETING

Image: Simon Hackshaw, Member since 2013
GNSI is like an octopus - there are numerous, independently run arms that function as a unit (think conference team, journal team, workshops & education team, etc.) with the Board acting as the head to guide them and make sure we stay on track with our larger mission.
Membership is holding steady at 800ish

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We are proud to be run by an all-women Board. It is also notable that we are a volunteer Board. Each of us does this for love of the organization and to give back to a community and a cause that we truly believe in.
We have two part-time contract positions at the GNSI.
You’ll recognize Virge Kask, our longtime Bookkeeper.
Please join us in welcoming Mark Kesling as our new Administrative Contractor! Mark has been a member of GNSI since 2018 and comes to us with an impressive resume with over 30 years of leadership roles in museum exhibits and design at such esteemed institutions as The Children’s Museum of Indianapolis, The Museum of Science and Industry in Chicago, The Carnegie Museum, The Exploratorium, and the Children’s Museum of Wilmington. His creative approach to science education includes the development of educational exhibits and programs that bring science to neighborhoods using outdoor spaces as the galleries of the museum. He also runs a lively art/science podcast called Intersections which can be found at: www.thedavincipursuit.com.

In addition to bringing his innovative ideas and boundless enthusiasm for science education to the GNSI leadership, you’ll get to know him as the friendly face behind the info@gnsi.org email, where he will serve as a direct connection to you, our membership.

About becoming our new Admin, he says, “I am thrilled to be able to bring my skills and passion to the role of helping the organization remain in touch with its membership. I wanted to work deeper with GNSI because what you do at the intersection of art and science aligns with my own personal and professional mission. As we move forward together I hope to bring new ideas for increasing membership, obtaining new grants, and growing as a much needed visual voice for the protection and beauty of nature.”

We are thrilled to have Mark on board and look forward to working with him!
The website team continues to do amazing things. We’ll expand on the work Jenn Deutscher does as Social Media Director a little more when we review the 2022 Visual SciComm Conference, but in general, she creates the social media presence for the Guild year-round, which attracts a lot of attention and is a critical way for our membership to stay connected.

Moving clockwise,
Rebecca Gelernter has in-depth knowledge of the membership database system that runs behind the website… she provides updated membership lists to the journal and to Trenton, helps with password resets, etc.
Andrew is instrumental in building the conference website, adding new pages and tweaking things on the website, generally keeping it operational
Trenton Jung faithfully pulls together all the information coming from various sources to create the newsletter you enjoy every month.

Together, this team keeps us informed and inspired throughout the year and we are extremely grateful for every precious minute they pour selflessly into this organization to move it forward.
The Journal team had a busy year!
Generally they publish three issues plus a conference bulletin each year but last year, we nixed the conference bulletin for the online Visual SciComm Conference for budget and practical reasons. So here is a question I’m curious about - do you find the conference bulletin useful? Is it something we should continue to invest in? Please note, each print issue costs a tremendous amount to produce and is our biggest expense after the conference. It would not be possible at all without our volunteers on the Journal team donating their precious time to soliciting articles, editing, proofing, laying out, and distributing the journal to the printer, online news feed, and digital subscribers. It is a Herculean task and they do it very well.
SPECIAL SERVICE AWARD

CAMILLE WERTHER

FOR HER COMMITMENT AND RELIABILITY IN MANAGING THE JOURNAL PRODUCTION FOR YEARS
Next we launch into Committees:
My purpose is twofold:
- to tell you how they work
- to celebrate the people and accomplishments for 2021/2022

TEAM A: Taskmasters designed to help guide current conference team

TEAM B: Looking ahead to future venues, conference chairs, etc.
2022 CONFERENCE PLANNING TEAM

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23 different volunteers filling 18 roles or committees for the conference alone.
Established in 1994, this award is given for major projects that required a determination to pursue into being some project that was instrumental in furthering the GNSI mission. This year we are pleased to present the Special Projects Award to Bricelyn Strauch for her leadership and flexibility in seeing through the conference planning that she committed to in 2019, through many unforeseeable changes in direction.
LOGO DESIGN: Erin Hunter

POSTER DESIGN: Fiona Martin

8 PRESENTATIONS/ 1 PANEL
-17 CONTRIBUTORS from 3 COUNTRIES
We continue to break attendance records with our online conferences.
From 4 experimental workshops last year offered on one weekend following the conference, Bricelyn and Karin von May expanded this to 11 workshops over two weekends following the core conference!

Historically, we’ve divided workshops into “traditional” and “digital” techniques, and Karin made a concerted effort to offer both. The digital technique workshops were:
NEW THIS YEAR: EXPANDED ONLINE WORKSHOPS
FROM 4 TO 11!

- REPRESENTING UNDERWATER WORLDS
  BRUCE KERR
- INTRO TO TRADIGITAL ILLUSTRATION
  SCOTT RAWLINS
- SMALL BUSINESS STUDIO’S TOOLKIT
  JENNIFER FAIRMAN
- MOIST BRUSH TECHNIQUE
  KAREN ACKOFF
- BIRD ANATOMY & FORM
  JOHN MUIR LAWS
- ART IN THE MUSEUM: HISTORICAL PRACTICES & LOOKING TO THE FUTURE
  JACKI WHISENANT

And the Traditional techniques workshops were:
This event was not a great success, though we had high hopes. The idea was to bring in groups that might spark collaborations/cross-pollination but we ultimately found it hard to advertise to them. In other words, very low turnout from the SciArt Initiative and virtually no turnout from the National Association of Science Writers. We still see value in these types of cross-over events but would need to experiment more before calling it a success.
—Really successful reimagining of what portfolio sharing night can be online
—coordinated by Jenn Deutscher
—As always, this event continues to carry the spirit of inclusivity and openness that characterizes our organization with long-time members like Elizabeth Morales (right) showing work right alongside brand new members like Allison Mosley (left). This is in keeping with the spirit of the original iteration of the event which happens the Sunday night before the in-person conferences.
— Jenn also hosted a Public portfolio sharing event on Twitter
— Particularly key b/c we identified this platform as one where there was a healthy active scientist community, so we thought it was a good time investment to get on Twitter and as you’ll see later, we’re enjoying a growing audience on the platform, the majority of whom are scientists/researchers
ANNUAL JURIED EXHIBIT

gnsi.org/2022conf_exhibition

COORDINATED BY
GRACE HSU
BRICELYN STRAUCH

207 ENTRIES
146 ACCEPTED

IMAGE FROM 2022 JURIED EXHIBIT BY MIEKE ROTH, MEMBER SINCE 2005
This is the first year we used a new exhibit display platform, Artwork Archive. AA makes a beautiful, searchable, image-forward gallery that is a great improvement from the black-box inserts we used in the past. The greatest advantage is that acceptees have to upload their own artwork into the system, so our Web Editor no longer has to log and proof 150+ entries to publish the exhibit. By and large, the process works well, particularly if you get a script to send out the emails with the personalized upload URLs & pwds. Other perks: it's very inexpensive considering we also use it to showcase our Portfolio+ members’ work.
GOAL:

To create a new category for entries in our Annual Juried Members’ Exhibit to reflect broader visual scicomm efforts beyond traditional science illustration techniques. If we can develop a set of criteria upon which to judge these efforts, we can begin to formally recognize and encourage these important efforts in educating the public in informal (non-classroom) settings.

WHAT COUNTS AS BROADER VISUAL SCICOMM?
Broader visual scicomm efforts still utilize many of the same tools that traditional science illustration employ: a deep understanding of the science at hand, a keen awareness of how people process visual information, highly refined visual arts skills, and a desire to educate and inform on a particular topic. But broader visual scicomm can do some things that wouldn't fit (or be taught) in traditional science illustration paradigms. Most traditional illustration is rooted in realism – tightly rendered images leave no room for ambiguity in what's being conveyed. Precision in our drawings translates to precision in communication. But broader visual scicomm allows for more concept-driven work that attempts to evoke reactions in viewers using tricks more often employed in fine art: surprise, disgust, awe, fear, humor. Rather than being purely descriptive or educational, it is often wrapped up with a call to action or designed to elicit an emotion. It may or may not include purely descriptive elements, and importantly, it rarely includes technical elements like graphs or diagrams that are not universally understood without prior training/knowledge.
Physical donations were down this year slightly, but I am tempted to ascribe this to the fact that online auctioning is not as successful as in-person auctioning. For one, we don’t have the hilarity of Sara Taliaferro, John Norton, and others clowning around and getting us in the mood to bid. For another, the process is still a little awkward with shipping having to be arranged between buyer and seller independently. So far, it’s worked out well, but I wish there were a more elegant solution. Anyway, online auctioneering has served us well enough these past three years, and GNSI would like to offer a special thanks to Nora Sherwood for her excellent efforts to make yet another successful auction year. We raised $3000 that will be split, as you know, between the operating budget and the Education Fund.
ED FUND
as you may know, Ed Funds are available to members in good standing to fund projects that would not otherwise come into being. Grants are typically $200-1500. Application deadlines are April 1 and October 1.
Three projects were funded this year, two online for the entire visual scicomm community, and one in NY State where the GNSI Finger Lakes Chapter applied for funding to assist in an exhibit.

- If you’re interested in applying for the Ed fund to support a project you’re involved in, email us at info@gnsi.org and Mark will put you in touch with the new Education Director. Information on how to apply is also on our website.
ED SERIES
We were only able to put one Ed Series Workshop on this year, which is an area of improvement we can work on for future years - our goal was at least 2. The good news is that online workshops have proven to be a viable model for us - they have the ability to reach many people across time zones which means each workshop has a much larger potential audience than the old model of Ed Workshops where there had to be enough regional interest to justify an in-person event. For comparison, conference workshops had between 13 and 37 people registered for each. But our Ed Director found that the burden of scheduling the workshops and hosting/moderating them was too much for one person, so if you value this type of offering and you are interested in attending one of these workshops at a discounted rate in exchange for help moderating it, please pipe up by emailing us at info@gnsi.org with your interest and availability and Mark will put you in touch with our next Ed Director.
Estrella Vega: Crowd-funding with Kickstarter, 49 registered
Glendon Mellow: Social Media for Artists, 66 registered

I’d like to establish this as a permanent fixture of our GNSI offerings, but right now it’s only me. The commitment is scheduling three speakers for 1 hour each per GNSI year and then hosting the event. If you’d be interested in helping me continue this series, please reach out at info@gnsi.org
Chapters and Groups are a way for regional groups to get together in person. This is particularly important in years when our conference is online. We often get questions about the difference btw chapters and groups.

Chapters vs. Groups:
- Chapters require officers and need to check in with the Membership Director annually with a Chapter report.
- Groups are less formal and are designed to see if there is sustained interest that would justify a Chapter.
- no connection between the National GNSI, Inc. and the Chapters/Groups in terms of finances and taxes;
- National nonprofit status does not apply to Chapters or Groups
- Liability insurance IS available for GNSI Chapters via our insurance

Contact Tricia or visit website for how to form a Group or Chap

Let us know what you’re up to!
GNSI DC reports that they have been dormant for the last year. If you are energized and want to spearhead events in the DC area, please pipe up! Email us at info@gnsi.org.
—Carolinas: another busy year w/4 meetings, two via Zoom that were purely social “Chat and Show” and “Virtual Potluck” hosted by Marie Rossettie via Zoom, two that featured presentations: “Enhancing your Art with Backgrounds” with Kate Lagaly via Zoom and an interactive critique they called “Listening to your Artwork” with Emma Skurnick via Zoom.

—Exhibit: they didn’t host any exhibits this year because their exhibits chair moved this year, but they did attend art events that various members were participating in to support each other

—2 virtual Art Retreats:
  1. Fall retreat 2021 – Virtual (Zoom) Retreat with Dick Rauh on the subject of conifers attended by 14-17 ppl
  2. Spring retreat 2022 – Hybrid in-person and Zoom Retreat with Jennifer Landin called “CREATING AN ILLUSTRATION IN LESS THAN A DAY” (a.k.a. “TIME-CRUNCH PAINTING”) attended by 11 people

—Published 5 newsletters
—Held 6 Sketch-Outings with 2-6 participants and themes like “Let’s get (un)comfortable” (using unfamiliar tools)” and “Find the bits between the bounty of summer and the scarcity of winter”
— Finger Lakes: 33 paid members
— 3 group meetings
— field trip to the Lab of Ornithology, Cornell University, Ithaca NY;
— Four members were guests on a live NPR radio show out of Minneapolis called The Da Vinci Pursuit” hosted by Mark Kesling (GNSI member). The show was specifically to discuss our recent show “Our Capacity to Wonder”. The one-hour show aired in July.
— photos from our "Sketch with the Artists" event at the Cumming Nature Center in conjunction with our exhibit there. Elizabeth Andrews (Finger Lakes Chapter member - adult in left photo) was quite instrumental in guiding these young artists to create the work they did!
— GNSI-Great Plains - this chapter lists 8 members officially, but they are truly inspiring in the number of events they put on this year!
— 2 lectures: one with Becky Young, a soil scientist at University of Nebraska–Lincoln Department of Agronomy and Horticulture. She gave a seminar on soil structure, makeup and colors and after participants painted with watercolors made from soil by Art of Soil; and a second on the biology behind plant colors and how to ID plants in all seasons by Chery Dunn, University of Nebraska–Lincoln Department of Agronomy and Horticulture Herbarium Curator and instructor of Native Plant ID class.
— also hosted 2 workshops, one in person on relief printing by Sherry Cox and one online on colored pencil technique by Scott Rawlins.
— This chapter also donated $100 to sponsor a student at the Visual SciComm Conference - very inspiring!
— So I hope this inspires you all to become active locally! It only takes a handful of motivated, energetic people to make these great opportunities happen.
FINANCES
Our financials are in good shape, thanks to the solid management provided by Robin Carlson, our Treasurer of the Board. These numbers are for comparison from last year, 2021, and this year 2022. You can see how we structure the GNSI's finances - we have several bank accounts that serve different functions. Importantly, you can see our operating account is flush.

- Our Ed Series Workshops fund is an area of growth we can focus on.
- The Education Fund is healthy
- and the Frank Scholarship Fund is actually a fund containing all our scholarship money which we track by keeping line items of how much is in each grant/scholarship pool.
- Our investments are down a bit from this time last year but that’s in keeping with market trends. We are long-term investors, so we shouldn’t be overly concerned with shorter-term market trends. This fund exists to provide stability if there’s, say, a global pandemic… wait… we already weathered that! Fingers crossed we don’t need to rely on it, but anyway, you get the point – it’s there just in case.
- Majority of our income comes from Membership Dues and we were able to expand that income.
- Ideally, the pie slices in the top pie chart will always be bigger than their corresponding expenses in the bottom pie chart and for the most part, this is true with the one exception of the JNSI, but you can see that we were able to reduce JNSI’s expenses from last year. We should continue to be aware, however, that the JNSI is one of our more expensive endeavors.
- One great success: we tripled our donations from last year thanks in large part to the generosity and leadership of Britt Griswold!
DONATIONS
Our first Matching Campaign was a HUGE SUCCESS!

Established the Accessibility Grant Fund

gnsi.org/donate

At the end of 2021, Distinguished Service Member Britt Griswold stepped up with a $5k matching challenge & boy, did you respond! 44 donors raised more than $5k to establish the Accessibility Grant Fund. With over $10k in that fund, we were able to secure the future of the granting program we started in 2020 to assist people in attending our conferences.
GNSI Members Lana Johnson and Jeanette O’Hare approached us with a desire to create a new scholarship for students studying science and art with an intention to honor Donald B. Sayner’s legacy.

Sayner taught scientific illustration at the University of Arizona Biological Sciences Department for over 35 years. Thousands of students who loved science and art took his classes, including many current GNSI members, and he is remembered fondly as a passionate and competent teacher.

The scholarship is funded by the sale of this book, which Lana and Jeanette compiled and edited after Sayner’s passing. The book can be purchased at the bitly link DBSbook4GNSI and the proceeds will go directly to the Scholarship Fund. You can also make a donation through the regular GNSI donation portal gnsi.org/donate. Just remember to send an email to info@gnsi.org to let us know you want it earmarked for The Donald B. Sayner Scholarship Fund.
We are pleased to announce this year, there were two recipients of our Donald B. Sayner student scholarship: Emerson Harman of Rowan University, and Nyssa Prowell of Oregon State University. Congratulations! Each had a choice between being sponsored at the Visual SciComm Conference or getting a year-long membership and both chose to be members. So please join me in welcoming Emerson and Nyssa to our community!
To ensure we are staying on track with our mission, I created this chart of our offerings and what part of our mission they fulfill. You can see our progress over three years here. A main goal has been to increase networking opportunities, as we have largely been focused internally for many years, but networking with potential clients is consistently mentioned as an area for improvement.

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QUESTIONS?
LOOKING AHEAD
NEW!

PORTFOLIO + MEMBERSHIP

LOOKING AHEAD:
We’re very excited to announce a new membership perk that we’ll be adding - an opportunity to upload a small portfolio of work onto our site. As a 501c3 non-profit, a primary function we serve is education. And what has become apparent is that people don’t intuitively understand the breadth and range of what visual science communicators are doing today. Currently on our website, we do a lot of good explaining verbally about what we do but we’d like to bring a visual illustration (pun intended) to our site.

Because of the additional management it will entail, we are adding this service as a new tier of membership we are calling Portfolio +. It’ll be essentially an add-on to our existing membership tiers. For example, if you want Portfolio + Digital Membership, there will be a new membership level you can join to reflect that. We are in the process of ironing out all the details and should be fully active later this Fall. We will of course keep you updated via the newsletter and our social media channels.
VOLUNTEER
AREAS OF NEED

2023 CONFERENCE CHAIR (NEW ENGLAND)
2023 CONFERENCE VOLUNTEERS (NEW ENGLAND)
SYMPOSIA SERIES TEAM
ED FUND WORKSHOP TEAM
CONNECTIONS TO RESEARCH/SCIENCE WORLD

CONTACT:
membership@gnsi.org or info@gnsi.org
NEW BOARD
Thank you to the three Board members stepping down - one of the pleasures of volunteering for GNSI is that you get to know people in the organization better! All three of these women work demanding day jobs and set aside valuable time for us over the course of 2-4 years, so we are very grateful. Specifically,
— Patty served two years as Recording Secretary and
— Tierney served four years on the Board - two as Outreach Director and two as Education Director.
-Tricia also served 4 years on the Board as Membership Director as well as holding multiple other positions on the COC and as Auction Coordinator for two conferences. She also took on an extra load as we absorbed Leslie's tasks after her retirement, and we couldn't have navigated that without her.
Board Election Results are in!! So meet your new Board

- addition of Gloria Fuentes as Education Director, Stephen DiCerbo as Recording Secretary, and Wendy Beth Jackelow as Membership Director
- Gloria is a relatively new member but has volunteered with the last couple of conferences and brings a fresh outlook and a lot of enthusiasm to the position
- Stephen is a longtime member of the GNSI and you'll recognize him from the many workshops he's given on the Japanese art of Gyotaku, or fish printing!
- Wendy is also a longtime member of the GNSI as well as a Fellow of the AMI. She's excited to get more involved with the leadership of the GNSI.
- Board service is a 2-year commitment
So your new Board for 2022-2024 will look like this! Sara Taliaferro will be taking over as President for the next term and I will be sitting on the board for one more year as Past-President.

I’d like to take this moment to thank you all for the opportunity to lead the GNSI and all of you whose creative work I believe in so deeply. It’s been an incredible challenge - I’ve never done anything like this before - but I’ve learned an immense amount and am grateful for that.

And with that, I’ll pull Sara up so she can say a few words about the next two years with her at the helm.
AND NOW, SARA!