



Guild of Natural Science Illustrators 2023 Annual Report

Nepenthes are carnivorous plants that get nitrogen and other nutrients from their prey, an adaptation to scarcity of these nutrients in the soil.

NEPENTHE

Carnivores of the plant world

Prey are primarily arthropods including insects, but also small frogs and the occasional small rat.

Nepenthes attract their prey actively through production of sweet nectar and scent, and bright colors. Prey fall into the digestive juices and water in the pitcher.

N. argentea



N. rafflesiana



N. mirabilis



N. attenboroughii

N. bicalcarata



N. rajah



N. macrophylla



Treeshrews perch on the pitcher of *N. macrophylla* to lick the sugary lid, and then defecate into the pitcher, supplying valuable nitrogen.

The genus name *Nepenthes* comes from Greek mythology. It is a drug that quells all sorrows with forgetfulness. Literally, it means "the one that chases away sorrow".

2023 © Elizabeth Morales

Image credit: Elizabeth Morales

Guild of Natural Science Illustrators
c/o Gilbert & Wolfand, PC
2201 Wisconsin Avenue, NW, Suite 320. Washington, DC 20007

December 20, 2023

Dear GNSI Members,

As we wrap up 2023, we look back on a year of many transitions and changes in the Guild, and the one final change this year is the presentation of our Annual Report in document format. Due to ongoing difficulties with volunteer staffing and leadership, we were unable to hold a live online Annual Members' Meeting. Instead, we are making this report available to the membership via our website and email newsletter. Inside you will find reports from Guild leadership and consultants, along with the Journal of Natural Science Illustration and the Conference Oversight Committee.

The reports highlight our many successes this year, including but not limited to a well-attended and engaging conference, two wonderful Education Series workshops, three beautiful and informative issues of the Journals, and a smooth transition to a new website host and much improved website format and membership portal. The reports also highlight our challenges, chief among them our struggles to find sufficient volunteers to meet our organizational needs.

We are excited to move into a new year with new plans for engagement, especially as we develop more year-round opportunities to gather and learn in workshops, discussions, demonstrations, and other online venues.

We look forward to engaging with you in 2024!

Sincerely,

The GNSI Board

Deborah Shaw, *Vice President*
Robin Carlson, *Treasurer*
Stephen DiCerbo, *Recording Secretary*
Madison Mayfield, *Outreach Director*
Gloria Fuentes, *Education Director*
Wendy Beth Jackelow, *Membership Director*
Kalliopi Monoyios, *Past President*

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Past President's Report

Submitted by Kapi Monoyios, December 2023

Portfolio + Enhanced Membership Tier Introduced

With the closing of Science-Art.com in December of 2022, we introduced a new membership tier that would include a portfolio option housed on the GNSI website. To start, we opened the service to existing Science-Art.com members with a free trial for six months (ending July 2023). In March, we opened the service to membership with an upgrade form in Jotform, since Memberclicks is not equipped to make mid-cycle upgrades (eye roll). The portfolio is powered by ArtworkArchive, a company that we were already subscribing to for the annual online exhibit because it fits seamlessly into our website with an image-forward, searchable gallery. The new Portfolio + service is \$65 above our current membership rates and can be added on to any of the regular memberships (as in: Portfolio + Digital Delivery, Portfolio + US Print, Portfolio + Global Print). Membership allows the user to upload up to 100 images of their work, subject to our guidelines. The gallery rotates every day so that no one artist or subject gets an alphabetizing advantage. The gallery is maintained by Britt Griswold and Kalliopi Monoyios. Mainly, this entails sending out a personalized URL and password when a new P+ member joins, approving images for publication when someone uploads work, and categorizing images into collections that might prove useful to collaborators coming to the site (collections include: anatomy, botany, paleontology, etc.)

Our current membership database indicates 48 paying Portfolio+ members as of Dec. 5, 2023 with the breakdown as follows: 29 Portfolio+ Digital Delivery members (11 upgrades, 18 new members) and 19 Portfolio + USA Print members (14 upgrades, 5 new members).

In addition, we've added complimentary Portfolio + access to our Board Members and a few key volunteers as an extra thank you for their service. With this new tier we've increased our membership revenue by \$5070 and are pleased to offer a wonderful service to member benefits for a bargain price of \$65 per person (for comparison, a 1-year subscription to Science-Art.com was \$189 for GNSI members). We hope this feature with its visual interface and intuitive searchability becomes a go-to resource for those wishing to collaborate with and hire our members. I highly recommend a concerted effort to publicize this resource in publishing, academic, and research circles to maximize its utility in the coming years.

Transition from Memberclicks to Neon One

The initiative to switch from Memberclicks to Neon One was not taken lightly and was ultimately based on three key factors: functionality, cost, and ease of use.

FUNCTIONALITY: Memberclicks was bought by Personify in December of 2020. As with mergers of this sort, inferior products are abandoned and treated as cash cows. We definitely noticed the support for MClicks dry up in the last three years, with multiple support tickets remaining open for months before we got unsatisfying answers (like: sorry, can't be done). Additionally, basic functionality like creating events, and capturing member data that would be useful to the organization (who has donated, who has signed up for which events) was difficult to impossible. Another example of a frustrating limitation: Memberclicks' default for auto-renew is ON, which is fine, except our members did not have control to turn it off

member portal. We pointed out that this is unethical - that people should be able to control whether their card gets charged without contacting us first. But their only solution was for us to turn auto-renew off for everyone or handle individual complaints manually. Frustrating. Also: the website looked dated and didn't play nice with images, there was no way to send different welcome emails to different types of members, only 2 designated Admins were allowed to talk to support, events proved difficult to impossible to integrate into the website, yadda yadda. The list of lame was long.

COST: Once Memberclicks was acquired, they hiked their fees annually without any upgrades in functionality and increasingly fell short on customer service. Fed up, the Board voted to switch to Neon One, despite the huge time commitment and disruption such a switch would make. The savings over time will be substantial. For example, in 2023, Memberclicks raised their rate from \$5,953.50/yr to \$6,251.18/yr. In addition, because they do not have a native online payment processing system, \$4651 in processing fees to Memberclicks. When we asked to see how they were assessing these fees, they were cagey so we are still unsure of how they calculated those fees. We do know, however, that it amounted to about 6% of the transactions they processed for us — significantly higher than the standard 2.9% plus 30 cents for credit card transactions. In contrast, Neon One charges \$2628 annually for their database tool and web service and has a native payment processing system, Neon Pay, that takes that standard percentage of all credit card transactions (equivalent to what Stripe charges). So switching to Neon Pay will save us 3.1% on credit card transactions from what we were paying with MClicks.

The Neon One package we purchased also included some useful onboarding services like data migration and website building that brought the total first-year cost up to \$6091, still less than a year of Memberclicks which offered virtually no support and had terrible functionality. We migrated our data from Memberclicks in August and did a soft launch of the website with Neon One's Web App in October.

Madison Mayfield, our Outreach Director, helped me rethink the website to make it more image-forward and modern. Our focus centered on four types of people we want to use the site: professional visual science communicators, collaborators looking to learn more and hire, donors who believe in the importance of visuals in science communication, and aspiring visual science communicators. Previously, we felt the website was geared only towards members and students wanting to enter the field. This broader embrace of potential clients and supporters guided our layout on the homepage and in our overall structure. Key emphasis was placed on making this a resource for members AND collaborators (we include supporters/donors in this broad category), showcasing our members' incredible work, highlighting events with Neon One's built-in registration system, making a case for donating to the org, and using it to collect volunteers that run the organization.

RESULTS:

So far, the member renewals and joins are humming along with no major hiccups. We publicized a first workshop on Oct. 10, 2023, just ten days before it occurred. That class managed to fill and registration was seamless. Member discounts were automatically

applied if they were logged in and we made ~\$3500. Notice of Sara's resignation and the December newsletter was sent through the Neon One email system and we have very easy and fast results about the open and click-through rates.

EMAIL NAME	OPENS	CLICKS
December Newsletter	1,181	100
All-Member Announcement RE: Business Mtg Cancelled	651	6
All-Member Announcement RE: Sara Taliaferro resignation	648	31

GREAT news - our emails show an extremely high engagement among members and interested parties! For reference, our member announcements go to an audience of ~940 (a 69% open rate = unheard of!) and our newsletter reaches an audience of ~2700 (a 44% open rate, also unheard of!)

We are now beginning to populate the powerful volunteer recruitment tool and will ramp up donation campaigns using Neon One's powerful system. We plan to cancel Memberclicks well before the Feb 28, 2024 renewal. Wouldn't ya know it, they're raising their rates yet again to \$7,501.42/yr. Time to jump ship.

Overall, though, optimism is high! Neon One will be a huge boost to our ability to understand and reach membership, prospects, and collaborators.

Conference Help Online Exhibit Process

This year I worked with Jess Sorensen and Gloria Fuentes to get the annual Juried Members' Exhibit judged and displayed. Four jurors were recruited: Anna Kaye for Broader SciComm, and Joris de Raedt, Beth Zaiken, and Alex Warnick for the Traditional Category. The process was managed with an open call advertised to members via the newsletter and our social media outlets. Entries were collected via Jotform which allowed us to download a spreadsheet and manipulate the visible/hidden data so that jurors could follow a blind jury process. It worked well - I highly recommend we continue to use this form and build on this process.

Once judges returned their results, we averaged their scores for each piece and chose a clear cut off point based on this average score and the juror's recommendation (this is in the Traditional Category where we had three jurors - for the Broader SciComm category we simply followed Kaye's recommendation for whether she thought their work should be in the exhibit). Those images that received a score of 2 or higher and had recommendations from two of the three jurors were accepted. Upon acceptance, Jess & Gloria began the process of notifying the people who were accepted and rejected. I believe Gloria used some sort of mail merge to at least partly automate this b/c otherwise it's quite laborious to notify over 300 people. Accepted artists received an email with instructions on how to upload their artwork to Artwork Archive, the platform we are now using to host online exhibits. Each person gets a personalized URL and pwd that allows them to upload the accepted image to our exhibit gallery. When they upload their piece, it goes into a queue where we can see and approve that it was uploaded correctly with the correct information. We then assign it to the exhibit gallery. When the exhibit is complete, we publish by inserting a piece of code into our website. The system works well and is WAY better and less laborious than the old system where Andrew had to upload everyone's images (upwards of 200 in some cases), type in all the info, etc.

Crowdcast Training

I also began the process this year of training our Conference Manager, Morgan McCullin, on how to set up, orient, and run the behind-the-scenes Crowdcast endeavor we've used for the last four years for our online conferences. GNSI Administrator Mark Kesling also received training on it and together they ran the back end of the Visual SciComm Conference successfully without me.

Future plans

It's clear to me that GNSI faces major constraints — not from interest or enthusiasm in our programming — but from the volunteer power we are able to muster. In my opinion, we need to move away from a colossal conference effort and move towards more sustainable year-round solutions where people can volunteer and test their commitment in smaller chunks. What I envision is recruiting individuals who show interest and promise to bring one lecture, workshop, or social event to fruition under the guidance of the Outreach Director (responsible for the Symposia Series), the Education Director (responsible for the year-round GNSI Workshops) and the Membership Director (responsible for social and networking events), respectively. In this way, volunteers could identify a class or lecture they really want to see happen and work through the entire process from recruiting the speaker to running the workshop and submitting the RFPs. If this model worked, we could have year-round engagement on a variety of topics and we'd greatly reduce the risk of burning people out on massive volunteer projects (like any of the major conference roles) that tend to take over and stress people out. I sincerely hope we consider this direction moving forward.

Vice President's Report

Submitted by Deborah Shaw, December 2023

ACCOMPLISHMENTS

Conference Oversight Committee (COC):

- Yet again, GNSI pivoted from planning an in-person conference to a virtual get-together. The COC assisted with volunteer recruitment and advising as requested.
- The COC Team B continued to research the Bridgewater, Mass site for an in-person conference, working with the University liaison and researching exhibition space and contract options (housing, meals, workshop rooms, etc.).
- Developed and implemented an online scouting form for future potential in-person conference venues, as well as additional forms to collect specific information for housing, exhibition space, meals and catering, rooms for education, meetings and workshops, etc.
- Coordinated monthly COC meetings.
- Please see the COC Annual Report compiled and submitted by Amelia Janes for COC details.

Development and coordination of 2023 virtual conference tech help committee; analysis of virtual conference and workshop ‘troubleshooting’

- Recruited “white glove concierge tech team” members, organized and met to set up help protocols and schedules.
- Identified, solved and reported problems and solutions.
- Created documentation of issues for next conference/symposium tech team.
- Developed template responses for use by future tech help committees.

Basecamp project management

- GNSI has been using the Basecamp project management system for tracking in-person conference planning and implementation, virtual conference planning and implementation, Journal issue development, COC, Board business, and more.
- VP created Basecamp project areas and set up tasks; held numerous Basecamp training sessions with volunteers and committees; provided tech assistance to committees and volunteers; and archived Basecamp information (with some tech glitches, see below).
- **Challenges:** In addition to Basecamp projects housed on the dbShaw Studios Basecamp platform (conferences, virtual conferences, and journal), the COC and the Board have separate (free) Basecamp accounts. This year saw the following challenges with the existing free Basecamp accounts for the COC and Board areas:
 - Basecamp set a limit on the amount of data storage available on the “free” (single-project) accounts. (The dbShaw Studios account still has unlimited users

and data storage.) This meant that the data files for COC, Board and Staff, and Board-only accounts had to be quickly and drastically reduced. That process coincided with VP personal computer and back-up hard drive failures, resulting in a loss of some files, yet to be determined.

- The separation of Basecamp project areas had already caused issues with redundancy, file organization, and the inability to move messages and data between projects.
- Additionally, the donated access for GNSI through the dbShaw Studios account limits the account owner access to only the VP.
- **Solutions:** possible solutions currently being researched include:
 - Moving project management tasks and file storage to the new NeonOne platform. This would be the preferred solution, consolidating information and data storage in one area.
 - Changing existing dbShaw Studios Basecamp account over to GNSI.
 - Moving to another project management platform.

ONGOING AND ADDITIONAL TASKS

- Participated in analysis and preparation of contracts for outside contractors.
- Participated in Board and Executive Board meetings, and Committee meetings as requested.
- Participated in COC and served as a liaison between COC and the Board.
- Provided technical support and training for other GNSI Basecamp users (Board members, COC, Conference team members, Journal team).
- Served on conference committees.
- Participated in special projects, reports, analysis as requested.

It has been a challenging year. GNSI continues to provide personal and professional inspiration to me, and I am honored to be able to participate in whatever capacity I am able. This upcoming year has the potential to develop new opportunities for our members and communities. Thank you to all!

Treasurer's Report

Submitted by Robin Carlson, July 2023

In the last three and a half years, having temporarily pivoted to online annual conferences, GNSI has been making the most of all of the new opportunities afforded by online programming and virtual connections. We have increased our overall membership, grown our international membership, and enjoyed the greater sharing and learning afforded by international participation in conferences and workshops, including both presenters and attendees.

We are ending this reporting year (August 2022 - July 2023) on a strong note, having increased our total bank balance by \$46,042 since last year, and our investment balance by \$10,750. Current balances are:

Bank accounts: \$243,754

Investment portfolio: \$297,288

The latest fiscal summary report (for 2023 Quarter 2) is included at the end of this document.

Accomplishments

August 2022—July 2023

Budget Development

- Assisted with financial analysis for the addition of the Portfolio Plus membership option using Artwork Archive to showcase members' portfolios on our website.
- Assisted with evaluation of budget for the switch from MemberClicks to Neon One for our website and content management system.
- Wrote proposals for 1) expanding marketing/outreach/fundraising with targeted membership and dollar goals, and 2) expanding our year-round programming of workshops and symposia with targeted revenue goals.

Journal of Natural Science Illustrators Budget

- Facilitated discussions regarding the evolution of the Journal in response to ever-increasing printing and shipping fees, the changing needs of our membership, and changes in technology and accessibility.

Ongoing tasks

- Signed RFPs as received, sent to Virge Kask, and signed and mailed checks to recipients.
- Drafted a proposed budget for 2023 and reviewed it with the Board.
- Completed quarterly fiscal reports and submitted them to the Board.
- Published the annual budget on the GNSI website, a requirement for our tax-exempt status.
- Signed tax forms for online submission.
- Provided general advice regarding pricing symposia, workshops and elements of the virtual conference.

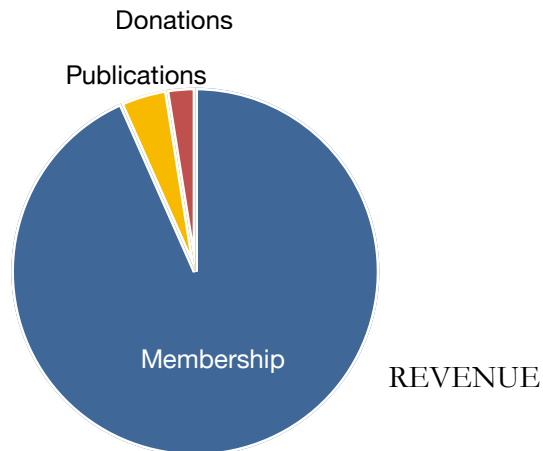
GNSI Fiscal Summary Report 2023 Q2

July 24, 2023

Budget Summary, 6/30/2023

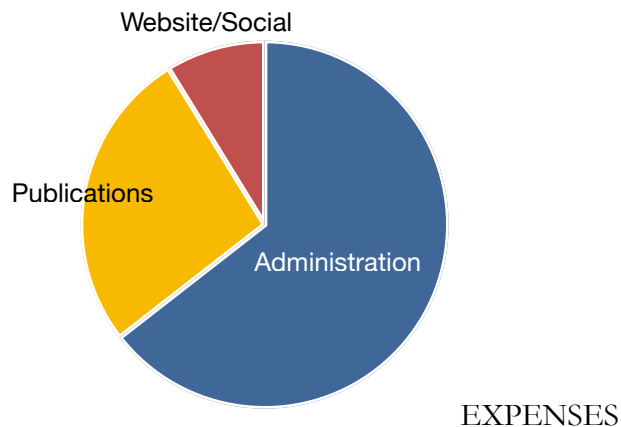
REVENUE

Membership	\$39,636
Conference	\$0
Auction	\$0
Publications	\$1,749
Ed Series	\$0
Donations	1,069
TOTAL	\$42,454



EXPENSES

Administration	\$29,370
Conference	\$0
Auction	\$0
Publications	\$12,184
Ed Series	\$0
Website/Social	\$4,000
TOTAL	45,554



BALANCE (\$3,100)

Bank Balances, 6/30/2023

General Operating Account (2710)	\$145,306.14
Conference Operating Account (3297)	\$46,557.49
Online Transactions Account (2723)	\$14,408.20
Education Series Workshops (2159)	\$5,640.94
Education Fund Projects (5274)	\$24,506.90
Scholarship Fund (5261)	\$7,334.19

Investments: Portfolio Value Summary, 6/30/2023

Starting Account Value	\$284,766.98
Transactions & Income	\$1,631.06
Income Reinvested	\$(307.39)
Change in Value of Investments	\$11,097.14
Ending Account Value	\$297,187.79

Conference and Membership History

Year	Conference Location	Membership Dues	Conf. Attend.	Total Conf. Income	Conf. Revenue	Conf. Expenses	Auction Income
2006	Madison, WI	\$55,795	106	\$4,379	\$53,105	(\$48,726)	\$7,095
2007	Bozeman, MT	\$70,977	137	\$11,103	\$43,485	(\$32,382)	\$6,000
2008	Ithaca, NY	\$54,395		\$13,219	\$72,216	(\$62,997)	\$3,816
2009	Ft. Kent, ME	\$48,687	68	\$18,285	\$41,780	(\$23,495)	\$2,862
2010	Raleigh, NC	\$45,153	118	\$10,591	\$63,019	(\$52,428)	\$7,349
2011	Olympia, WA	\$58,980		\$17,040	\$68,177	(\$51,137)	\$7,151
2012	Savannah, GA	\$50,208		\$1,402	\$35,375	(\$33,973)	
2013	Bar Harbor, ME	\$51,173		\$22,114			
2014	Boulder, CO	\$56,042		\$20,885	\$107,214	(\$86,329)	\$3,161
2015	Acadia, PA	\$51,641		\$16,176	\$63,634	(\$47,458)	\$5,100
2016	Santa Cruz, CA	\$60,805	189	\$15,758	\$123,465	(\$107,707)	\$4,062
2017	Asheville, NC	\$55,755	167	\$26,483	\$133,174	(\$104,691)	\$4,527
2018	Washington DC	\$63,340	223	\$20,463	\$198,840	(\$178,377)	\$5,300
2019	Brisbane, AU	\$54,237	94	\$4,263	\$90,369	(\$86,106)	\$1,748
2020	Virtual	\$50,710	265	\$8,815	\$14,471	(\$5,656)	\$3,368
2021	Virtual	\$64,585	275	\$16,294	\$19,694	(\$3,400)	\$2,694
2022	Virtual	\$67,105	276	\$26,622	\$35,963	(\$9,341)	\$2,514

Recording Secretary's Report

Submitted by Stephen Dicerbo, December 2023

As the GNSI Recording Secretary, and being tasked with taking minutes, I have attended the GNSI monthly board meetings since January 2023. Meetings have been conducted virtually on Zoom, and pending use of transcription technology, the meetings have been recorded as videos, capturing the Board Member discussions and decisions and votes that impact the future of the Guild.

This is my first year attending functions in this capacity, and it has been a real learning experience to watch the Board respond and react to challenges presented to the organization, many of which had root in the Covid pandemic which started in 2019. Board meetings have been held virtually since that time, and the platform has had its advantages overall. We are in a phase change as a group, with adaptations/redirections to our Email Listserve, Journal, Website, Conferences etc., and their associated platforms. With the help and guidance of our longtime leaders and volunteers, these resulting changes have been very much for the better, helping us move ahead as an organization.

The world around us has also changed in 2023 and is still in flux coming out of the continued implications of the far-reaching pandemic. This has resulted in a continued challenge hosting 'In person' conferences, and while we came close to this goal a couple times, we have once again succeeded very well with the alternative of an online virtual conference. Various future Guild functions have been discussed and options weighed, so Guild members' interaction going forward will be an exciting and refreshing transition given new changes in technology, financial considerations, and shift in the makeup of membership on many levels.

In December, our long serving president Sara Taliaferro, needed to step down from her position. We would not be the group that we are without her, and thank her profusely, wishing her the best in her future ventures. That being said, the board is currently working out a path forward to fill key positions on the board and various committees, including hers. Perhaps more than ever, commitments from the general membership to serve the group in some capacity and help form the shape and direction of the future are very much needed. The very existence of the group may lay on the road ahead.

The Guild and its members have always risen to the challenges that we have faced, and with the creative talents of new volunteers and participants I am sure this will continue to be our strength.

I am proud to help in some small capacity serving on the board as recording secretary and look forward to doing so into the near future.

Membership Director's Report

Submitted by Wendy Beth Jackelow, July 2023

Chapter & Group Reports (September 2022–July 2023)

This year I developed a fillable PDF for the Chapter and Group Annual and Financial Reports based upon the Word document that had been used in the past. I was hoping it would make it easier for everyone to fill out and allow the GNSI to easily collect data from the forms. On June 6, 2023 I sent personalized emails to each of the known chapter and group boards. The chapter and group annual and financial report forms (fillable PDF form and Word form so people could choose which they preferred) were attached and I requested that they return the completed forms by July 10, 2023. I followed up with a reminder on June 25 and a second reminder on July 2 to those who did not respond. I posted on the Discord on July 2 as well to remind people to fill out the chapter and group reports that were attached to the message. Another set of personal emails went out again on July 8 to follow up on those I did not hear from.

The following chapters and groups have responded:

- Carolinas Chapter
- New England Chapter
- Finger Lakes Chapter
- Great Plains Chapter
- Northwest Chapter
- Washington DC Chapter
- Texas Group
- Florida Group

There has been no word from the Oregon Chapter, the Great Lakes Chapter, and the Georgia Group. I am uncertain if they still exist or if I have sent my forms to the wrong addresses. I was hoping that someone who received the email requests would have passed them along or notified me as some chapters and groups did. Perhaps the pause from the pandemic affected them adversely.

Overall, most of GNSI chapters that sent their reports are quite active and thriving with meetings, exhibits, demonstrations, and even a fall retreat (Carolinas Chapter). The two groups that sent updates are trying to restart after a long break and are looking for guidance. I had a Zoom meeting with Samantha Peters to discuss her Texas group and heard from

Danielle Ivey of the Florida group.

The Washington DC chapter has more restricted use of the Smithsonian (their home base for 55 years) but had a very well attended holiday gathering. The New England Chapter had a drop in membership post-pandemic and has been having hybrid meetings to allow as many people as possible to attend. President Wendy Chadbourne noted that in person events are very lightly attended and was not sure if it was due to travel distance or other factors.

Future Plans and Considerations

While gathering the annual and financial reports from the groups and chapters, I heard from several people who mentioned starting new groups. I mentioned the Texas and Florida groups above, but Sara Lynn Cramb, former board member of the Georgia group, who moved from Georgia to Alaska was considering starting an Alaska/Hawaii group. Through Instagram I contacted another artist/writer in Alaska who would consider joining an Alaska group if one began. I also emailed Amy Gagnon from the Maine group on the off chance that they might be starting up again. She said that some people in southern Maine were interested, but so far there are no set plans. Future outreach to these groups would help support them and hopefully help them become established.

It appears that a list of ideas and recommendations for new groups and chapters would be helpful. The use of Zoom and other online meeting formats allows more flexibility for members in larger states who cannot travel to meetings or events regularly. Suggestions of various virtual events based on what other chapters have been doing would be useful for these groups. The new Discord could also be utilized with channels devoted to specific groups. Once the regular on-site GNSI annual meetings are reinstated, the chapters and groups can meet again in person during the meeting. In all, I think the new groups, as well as some of the existing chapters, can use variety of ways to connect to their members and perhaps to other groups. I also plan to check in on each group and chapter periodically via email so they know they are supported to the main organization.

In addition, the group and chapter guidelines need to be updated and I plan to review the document more carefully and make suggestions.

The financial report brought up questions about the process of chapters becoming a 501(c)(3) nonprofit, the necessity of such, and the cost. Some guidance for the chapters would be very helpful to them and maybe someone with good financial skills within the GNSI would be able to explain this more clearly.

Membership

Since beginning my role as Membership Director this fall, I have received 2 membership queries. One was about emeritus membership, which is only given by the President for esteemed members/GNSI founders, and the other about a gift membership which was facilitated by Mark Kesling in the main office.

Presently we have 795 GNSI members with 142 of them joining during this past year. For comparison, on September 25, 2022 there were 805 members.

Outreach Director's Report

Submitted by Madison Mayfield, July 2023

2022-2023 Accomplishments:

- Continued to run and organize the provisional Members-only Job Board email listserv in an attempt to provide more work opportunities and benefits to our members.
- Continued to implement changes to the GNSI website based on the comprehensive website restructure created with Kapi Monoyios (Past President). Still in process.
- Helped to rewrite and revise GNSI website content.
- Worked with Andrew McAfee (Web Content Editor) to coordinate new website content, including updates to membership benefits and the implementation of the Portfolio+ option.
- Updated and revised the “List of Scientific Illustration Courses” that can be found under the “Education” page of the “Scientific Illustration” page on the GNSI website.
- Coordinated content for Jenn Deutscher (Social Media Coordinator) and Trenton Jung (Online News Coordinating Editor) to circulate through social media channels, specifically content related to the Symposia Series and Education Workshop.
- Worked as a point of contact between the JNSI and the Board and observed the JNSI Basecamp.
- Reviewed, and occasionally added content to, the monthly newsletter created by Trenton Jung.
- Managed the outreach@gnsi.org email account and answered various inquiries, including fielding job opportunities for the Members-only Job Board.
- Distributed RFPs to the Online/Website Team and JNSI.

Ideas/hopes for OD in the future:

- Continue to revise/rewrite website content to make the GNSI website the ultimate resource for those curious about Scientific Illustration.
- Include an updated description of Scientific Illustration/Visual Science Communication and its importance.
- Create a resource page for people looking to hire or work with illustrators and why these science/art partnerships are important.
- Update the Scientific Illustration Education materials.
- Update the Resources page of our website.

- Work more closely with the JNSI and help facilitate new journal features such as Scientist/ Artist collaborations and spotlights on members who received grants for the conference as well as implement ideas that were discussed earlier in the year about how to broaden the impact of the Journal and make it more profitable.
- Work more closely with Jenn Deutscher to brainstorm ways to increase our visibility on Twitter and appeal to the large science community there.
- Shift the Members-only Job Board to a platform that's integrated into our website... possible through Neon One.
- Make the Members-only Job Board a known point of contact for employers to find an illustrator.
- Review all existing print materials (Career Booklet, brochures, etc.) to denote any changes or updates that might need to be made.
- Create solid partnerships with sister organizations to broaden the reach of GNSI.
- Redesign the newsletter layout.
- Help facilitate the creation of a Diversity & Inclusion Committee.
- Provide support to Chapters & Groups putting on events to ensure materials being distributed/displayed are consistent.
- Create more connection to Chapters & Groups to encourage their advertising of events and member accomplishments.
- Create a comprehensive social media and newsletter calendar/spreadsheet that makes sharing information between Jenn and Trenton easier.
- Continue to define and solidify what the role of the Outreach Director encompasses

Comments:

It's hard to believe that another year as the Outreach Director has already flown by! Even more so than last year, it feels as though my ability to focus on this role became more and more difficult for many reasons. As with previous years, the majority of my work in this role involved running the make-shift Members-only Job Board, which has slowed significantly in terms of jobs to advertise, although we did have a few months where there were several emails to send out. This only reinforces the fact that I need to do more work to start reaching out to sister organizations, institutions, scientists, etc. so that people start to know that this job board exists as a space to find scientific illustrators or visual science communicators. As my time in this role comes to an end, I hope to at least begin to create draft emails to important organizations and reach out to them to foster partnerships and establish GNSI as a solidified member of the scientific and visual scicomm community. I am currently jumping into a massive website edit/overhaul with Kapi Monoyios that will hopefully make our organization appear more professional and also make it easier for potential clients to find members and work with them. Hopefully we can harness the new potential of Neon One to create a

permanent job board area on our website and solidify GNSI as a place for those looking to hire visual science communicators.

Moving into the future, I think the role of the Outreach Director will be to continue to form partnerships with other organizations, but also work more with the Membership Director to make connections between Chapters and Groups so that they continue to feel supported. The Outreach Director should continue to be even more involved with the Journal as well, maybe by actively participating in their editing process and being one of the last to give a stamp of approval before each issue comes out. All in all, this is an ever evolving position but an important one and I look forward to seeing what the role has in store for me moving forward!

Education Director's Report

Submitted by Gloria Fuentes, July 2023

The Education Committee comprises of a group of devoted professionals who strive to offer exceptional educational resources to the scientific illustration community. Our Education Director heads the committee and supervises their activities. The current members of the committee are Lucy Gagliardo, Frank Ippolito, MaryBeth Hinrichs, and Nancy Hart. We have attempted to contact the following former members: Amanda Almon, Christina Spence Morgan, Christie Newman, and Kimberley Moss, but we have yet to receive a response.

The committee's primary responsibilities include:

- Overseeing the education grant review process
- Organizing and hosting educational workshops

Education Workshop Series

Regrettably, we were unable to organize any workshops for the Spring Education Workshop Series. Nonetheless, we are putting in considerable effort to arrange two workshops for the forthcoming Fall series.

Spring 2023 Applications for the Education Fund

Entry #1. Elisabeth Morales. *"Art Show: "Weird and Wonderful" members show at Trumansburg Conservatory of Art"*.

Issues: Although there were some problems with the link provided in the submission and the misleading Contact link on the Grants and Scholarships webpage, the application was eventually accepted, albeit slightly past the due date.

Resolution: Funding the Printing/Photocopying costs of the project. The expenses for food and drinks were deemed ineligible as they contravene the guidelines established for this form of educational funding.

Funded amount: \$50 Funded in full.

Issues to address: The purpose of the Education Fund's funding is to support educational activities, not to provide food and beverages. This fact must be explicitly stated in all funding guidelines materials, leaving no room for debate or disagreement amongst committee members.

Entry #2. Bea Martin. *"Budding Artists"*.

Issues: An extension due to illness was granted.

Resolution: As per the Guidelines, the applicant cannot benefit financially from this fund. Upon reviewing the images you shared, the committee could not find a clear advantage to your current program by providing funding for the Adobe subscription.

Funded amount: \$0.

Issues to address: Clearer guidelines and examples of successful past projects would help applicants understand what the GNSI is looking for in eligible projects.

Entry #3. Alissa O'Brien

Issues: She reached out to our current president, Sara Taliaferro, regarding her missing mail from education@gnsi.org. Upon contacting her, she mentioned not having submitted any application but expressed her curiosity about the possibility of getting her idea funded.

Resolution:

Funded amount: \$0.

Issues to address: A free Zoom session for grant writing beginners or those needing assistance in writing a grant for the Education Committee fund. Covers identifying funding needs, creating a strong proposal, and submitting it. Hosted by a seasoned grant writer.

Bookkeeper's Report

GNSI BOOKKEEPING REPORT

July 15, 2023

Respectfully Submitted by Virge Kask, GNSI Bookkeeper

The Guild has the following accounts with Bank of America:

Account Balances on		12/31/2022	6/30/2023	Explanation of accounts
General Account	*2710	\$109,855.22	\$145,306.14	General operating account
Online Account	*2723	\$51,550.01	\$14,408.2	Website orders/registrations
Education Fund	*5274	\$23,434.34	\$24,506.9	Educational program funding
Scholarship Fund	*5261	\$7,333.83	\$7,334.19	Awardees per committee
Conference Account	*3297	\$49,371.14	\$46,557.49	Dedicated account for conferences
Education Series	*2159	\$5,460.94	\$5,640.94	Dedicated account for workshops

Summary of Activities:

1. 2022 Virtual Conference: Net total = \$26,621.86
2. 2022 Education Series Workshops: Net total = \$176.34
3. 2022 Virtual Auction: Net total = \$2,513.65
4. 2022 Donations: \$4,952.13
5. Charles Schwab Investments: Total Account Value 12/31/2022 = \$278,851.43

Summary Reports Enclosed:

1. 2022 Year-end Banking Summary
2. 2023 Mid-year Banking Summary
3. 2022 Virtual Conference Financial Statement
4. 2022 Education Series Financial Statement
5. 2022 Auction Summary

GNSI Banking Summary - 1/1/2022 through 12/31/2022

Category	INCOME	EXPENSE	NET
Dues & Donations:			
Donations	\$4,952.13	\$0.00	\$4,952.13
Membership Dues	\$67,105.00	\$0.00	\$67,105.00
Special Distribution-Calvert Bonds	\$0.00	\$0.00	\$0.00
TOTAL INCOME	\$72,057.13	\$0.00	\$72,057.13
Administration:			
Accountants	\$0.00	(\$12,630.00)	(\$12,630.00)
Administrative Assistant	\$0.00	(\$2,083.33)	(\$2,083.33)
MC Training Registration	\$0.00	(\$199.00)	(\$199.00)
Bookkeeping	\$0.00	(\$8,850.00)	(\$8,850.00)
Credit Card Service:			
Fees	\$0.00	(\$4,651.03)	(\$4,651.03)
International Transaction Fees	\$0.00	(\$21.00)	(\$21.00)
Square transaction fees	\$0.00	\$0.00	\$0.00
Equipment	\$0.00	\$0.00	\$0.00
Fees & Licenses:			
DC Nonprofit Filing	\$0.00	(\$80.00)	(\$80.00)
Stamps.com Service Fee	\$0.00	(\$279.32)	(\$279.32)
Stripe fees	\$0.00	(\$35.84)	(\$35.84)
Insurance	\$0.00	(\$2,301.00)	(\$2,301.00)
Legal	\$0.00	(\$2,276.00)	(\$2,276.00)
Test: Bill.com	\$0.01	\$0.00	\$0.01
Office supplies	\$0.00	(\$127.53)	(\$127.53)
Officer Travel	\$0.00	\$0.00	\$0.00
Postage:			
Reimbursements			
Cassidy	\$0.00	(\$19.93)	(\$19.93)
Kask	\$0.00	(\$600.45)	(\$600.45)
Sherwood	\$0.00	(\$45.42)	(\$45.42)
Overseas postage	\$0.00	\$0.00	\$0.00
Stamps.com	\$0.00	\$0.00	\$0.00
Programs & Applications:			
Artwork Archive	\$212.40	(\$1,000.86)	(\$788.46)
Buffer	\$0.00	(\$72.00)	(\$72.00)
Cincopa	\$0.00	(\$598.00)	(\$598.00)
Crowdcast	\$0.00	(\$858.09)	(\$858.09)
JotForm	\$0.00	(\$234.00)	(\$234.00)
QuickBooks	\$0.00	(\$868.60)	(\$868.60)
Remo	\$0.00	(\$800.00)	(\$800.00)
Zoom	\$0.00	(\$304.69)	(\$304.69)
SUBTOTAL Administration	\$212.41	(\$38,936.09)	(\$38,723.68)

Events:*2022 Virtual Conference:*

Registrations	\$35,897.75	\$0.00	\$35,897.75
Refunds	\$0.00	(\$1,609.98)	(\$1,609.98)
Stipends	\$0.00	(\$4,725.00)	(\$4,725.00)
Merchandise	\$65.50	\$0.00	\$65.50
Fees	\$0.00	(\$3,006.41)	(\$3,006.41)

Educational Series:

Account Bank Charges	\$0.00	(\$48.00)	(\$48.00)
Registrations	\$1,024.34	\$0.00	\$1,024.34
Workshop Instructor	\$0.00	(\$800.00)	(\$800.00)

Auctions:

2022 Auction	\$2,989.76	(\$476.11)	\$2,513.65
2022 Auction share to Education Fund	\$0.00	(\$1,256.82)	(\$1,256.82)

Symposia:

2022 Symposium	\$0.00	(\$100.00)	(\$100.00)
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SUBTOTAL Events	\$39,977.35	(\$12,022.32)	\$27,955.03
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Projects:

Book Chapter Visuals as Catalyst	\$0.00	(\$1,050.00)	(\$1,050.00)
Science Insights (closure)	\$35,659.19	\$0.00	\$35,659.19
Social Media Coordinator	\$0.00	(\$1,000.00)	(\$1,000.00)

Website Development:

Website Administrator	\$0.00	(\$1,000.00)	(\$1,000.00)
Web Content Editor	\$0.00	(\$1,000.00)	(\$1,000.00)
Domain Listing	\$0.00	\$0.00	\$0.00
MemberClicks	\$5,953.50	(\$11,907.00)	(\$5,953.50)

SUBTOTAL Projects	\$41,612.69	(\$15,957.00)	\$25,655.69
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Publications:

Careers (PCS)	\$42.00	\$0.00	\$42.00
Handbook (PHB)			
Royalties	\$725.79	\$0.00	\$725.79
Purchases	\$1,855.00	(\$195.00)	\$1,660.00
Payments to John Wiley & Sons, Inc	\$0.00	(\$1,716.51)	(\$1,716.51)
Journal (PJO)	\$100.00	(\$12.00)	\$88.00
Additional Layout (McNaboe)	\$0.00	(\$525.00)	(\$525.00)
Content Editors	\$0.00	(\$180.00)	(\$180.00)
Image_Tech Editor (O'Connell)	\$0.00	(\$750.00)	(\$750.00)
Layout Manager (Martin)	\$0.00	(\$1,725.00)	(\$1,725.00)
Newsletter Editor (Jung)	\$0.00	(\$1,000.00)	(\$1,000.00)
Managing Editor	\$0.00	\$0.00	\$0.00
Volunteer stipend	\$0.00	\$0.00	\$0.00
Printing & mailing	\$0.00	(\$9,084.17)	(\$9,084.17)
Production editor (Werther)	\$0.00	(\$825.00)	(\$825.00)
Annual Appreciations	\$0.00	\$0.00	\$0.00
Membership Brochure (PMEM)	\$0.00	\$0.00	\$0.00
Technique Sheets (PTS)	\$263.00	\$0.00	\$263.00

SUBTOTAL Publications	\$2,985.79	(\$16,012.68)	(\$13,026.89)
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TOTAL EXPENSES	\$84,788.24	(\$82,928.09)	\$1,860.15
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OVERALL TOTAL	\$156,845.37	(\$82,928.09)	\$73,917.28
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GNSI Banking Summary - 2nd QTR- 1/1/2023 through 6/30/2023			
Category	INCOME	EXPENSE	NET
<i>Dues & Donations:</i>			
Donations	\$1,068.94	\$0.00	\$1,068.94
Membership Dues	\$38,470.00	\$0.00	\$38,470.00
Portfolio Plus ME Upgrade	\$1,165.65	\$0.00	\$1,165.65
TOTAL INCOME	\$40,704.59	\$0.00	\$40,704.59
<i>Administration:</i>			
Accountants	\$0.00	(\$1,275.00)	(\$1,275.00)
Administrative Contractor	\$0.00	(\$4,999.98)	(\$4,999.98)
Bookkeeping	\$0.00	(\$4,425.00)	(\$4,425.00)
<i>Credit Card Service:</i>			
Fees	\$0.00	(\$2,680.51)	(\$2,680.51)
Conference charge fees	\$0.00	\$0.00	\$0.00
Square transaction fees	\$0.00	\$0.00	\$0.00
Equipment	\$0.00	\$0.00	\$0.00
<i>Fees & Licenses:</i>			
Stamps.com Service Fee	\$0.00	(\$118.92)	(\$118.92)
Stripe fees	\$0.00	\$0.00	\$0.00
Insurance	\$0.00	(\$2,437.00)	(\$2,437.00)
Legal	\$0.00	(\$355.50)	(\$355.50)
Miscellaneous - Stripe Test	\$3.21	(\$3.21)	\$0.00
Office supplies	\$0.00	(\$95.91)	(\$95.91)
Office services-shredding	\$0.00	(\$30.53)	(\$30.53)
Officer Travel	\$0.00	\$0.00	\$0.00
<i>Postage:</i>			
Reimbursements			
Guth	\$0.00	(\$103.92)	(\$103.92)
Kask	\$0.00	(\$317.48)	(\$317.48)
Overseas postage	\$0.00	\$0.00	\$0.00
Stamps.com	\$0.00	(\$100.00)	(\$100.00)
<i>Programs & Applications:</i>			
Buffer	\$0.00	(\$54.88)	(\$54.88)
Cincopa	\$0.00	\$0.00	\$0.00
Crowdcast	\$0.00	(\$427.20)	(\$427.20)
QuickBooks	\$0.00	(\$924.15)	(\$924.15)
Zoom	\$0.00	(\$295.56)	(\$295.56)
SUBTOTAL Administration	\$3.21	(\$18,644.75)	(\$18,641.54)
<i>Events:</i>			
<i>Conferences:</i>			
2023 Virtual	\$0.00	\$0.00	\$0.00
<i>Education Fund:</i>			
Payment for Project Grant	\$185.47	(\$185.47)	\$0.00
<i>Educational Series:</i>			
Workshop Instructor	\$0.00	\$0.00	\$0.00
<i>Auctions:</i>			
2023 Auction share to Education Fund	\$0.00	\$0.00	\$0.00
2023 Auction expense	\$0.00	\$0.00	\$0.00

<i>Symposia:</i>				
2023 Symposium	\$0.00	\$0.00	\$0.00	
SUBTOTAL Events	\$185.47	(\$185.47)	\$0.00	
Projects:				
Social Media Coordinator	\$0.00	(\$1,000.00)	(\$1,000.00)	
<i>Website Development:</i>				
MemberClicks	\$0.00	(\$6,251.18)	(\$6,251.18)	
NEON One	\$0.00	(\$3,899.74)	(\$3,899.74)	
Web Content Editor	\$0.00	(\$1,000.00)	(\$1,000.00)	
Website Administrator	\$0.00	(\$1,000.00)	(\$1,000.00)	
Website Hosting	\$0.00	(\$577.00)	(\$577.00)	
SUBTOTAL Projects	\$0.00	(\$13,727.92)	(\$13,727.92)	
Publications:				
Careers (PCS)	\$24.00	\$0.00	\$24.00	
Handbook (PHB)				
Royalties	\$247.29	\$0.00	\$247.29	
Purchases	\$1,335.00	\$0.00	\$1,335.00	
Payments to John Wiley & Sons, Inc	\$0.00	(\$1,414.57)	(\$1,414.57)	
Journal (JNSI)	\$28.00	\$0.00	\$28.00	
Additional Layout (McNaboe)	\$0.00	(\$665.00)	(\$665.00)	
Content Editors	\$0.00	(\$300.00)	(\$300.00)	
Image_Tech Editor (O'Connell)	\$0.00	(\$500.00)	(\$500.00)	
Layout Manager (Martin)	\$0.00	(\$1,150.00)	(\$1,150.00)	
Newsletter Editor (Jung)	\$0.00	(\$1,000.00)	(\$1,000.00)	
Managing Editor	\$0.00	(\$300.00)	(\$300.00)	
Volunteer stipend	\$0.00	\$0.00	\$0.00	
Printing & mailing	\$0.00	(\$7,093.87)	(\$7,093.87)	
Post-Production Mannager (Lucas)	\$0.00	(\$150.00)	(\$150.00)	
Production editor (Werther)	\$0.00	(\$550.00)	(\$550.00)	
Production editor (Sohl-Smith)	\$0.00	(\$60.00)	(\$60.00)	
Annual Appreciations	\$0.00	\$0.00	\$0.00	
Membership Brochure (PMEM)	\$0.00	\$0.00	\$0.00	
Technique Sheets (PTS)	\$115.00	\$0.00	\$115.00	
SUBTOTAL Publications	\$1,749.29	(\$13,183.44)	(\$11,434.15)	
TOTAL EXPENSES	\$1,937.97	(\$45,741.58)	(\$43,803.61)	
OVERALL TOTAL	\$42,642.56	(\$45,741.58)	(\$3,099.02)	

2022 VIRTUAL CONFERENCE SUMMARY

	REGISTRATIONS	MIXER	WORKSHOPS	TOTALS
AMOUNT	\$19,318.75	\$64.00	\$16,515.00	\$35,897.75
MERCH	\$0.00	\$0.00	\$0.00	\$65.50
STIPENDS	\$0.00	\$0.00	\$0.00	(\$4,725.00)
REFUNDS	(\$1,139.98)	\$0.00	(\$470.00)	(\$1,609.98)
FEES	(\$1,615.47)	(\$6.95)	(\$1,383.99)	(\$3,006.41)
NET	\$16,563.30	\$57.05	\$14,661.01	\$26,621.86

2022 EDUCATION SERIES BANKING SUMMARY

1/1/2022 through 12/31/2022

BANK CHARGE	(\$48.00)
REGISTRATIONS	\$1,024.34
PRESENTER	(\$800.00)
NET	\$176.34

2022 AUCTION SUMMARY

GROSS REVENUE	\$2,989.76
STRIPE FEES	(\$196.11)
32AUCTIONS	(\$280.00)
NET	\$2,513.65

NET SHARES TO:	
GEN OP ACCOUNT	\$1,256.83
EDUCATION FUND	\$1,256.82
	\$2,513.65

Administrative Consultant's Report

Submitted by Mark Kesling, December 2023

2023 was a year of change. Of special note was the transition from our membership and web provider, Member Clicks to our wonderful new platform provided by Neon One. The project was headed by Kalliopi and me. We completely redesigned and implemented a much more effective web site as well as an entirely new membership management system. The time to bring all these new features online was well spent with everything operational by year's end. Thanks to all members and leadership that helped provide the materials and input need to make the transition.

Also, we hosted an online conference that was well received by the membership with attendance exceeding expectations. I was able to support the leaders of the conference, before and during.

Ongoing activities throughout the year included responding and forwarding emails from members, learning new systems, supporting board leadership, and maintaining the old membership system while bringing the new one online.

I feel comfortable in my role of support and understand much of the complexity of the organization while still learning every day.

Conference Consultant's Report

Submitted by Morgan McCullin, December 2023

Accomplishments:

- Coordinated information gathering for the 2023 Annual GNSI VizSciComm conference presenters.
- Ran tech checks through the Crowdcast platform with all 2023 presenters.
- Managed the 2023 Annual GNSI VizSciComm conference.
 - Guided attendees to the correct sessions over the two days.
 - Ensured attendees were properly registered and could access Crowdcast.
 - Helped coordinate a social Remo event for attendees with the President, Sara Taliaferro.
 - Assisted the presenters during the conference with any technical issues and helped guide them to their correct sessions.
 - Maintained information gathering communication with registrants and members of the GNSI.
- Created Presenter Information Gathering JotForms for the 2024 Annual GNSI conference.
- Assisted President Sara Taliaferro with various small projects.
Concerns/Ideas:
- Complete the NeonOne training to better communicate with members and fulfill my duties.
- Begin organizing monthly meetings and communication amongst the 2024 conference volunteers and members.

Website Administrator's Report

Submitted by Rebecca Gelernter, July 2023

This year, we're all very glad to be saying goodbye to MemberClicks. I wasn't involved in the main transfer activities, but I set up new email reminders and have been assisting members with any issues they have with the new platform. So far, there have been very few problems.

Apart from that, there's not much to tell. I've gotten very few emails about people with concerns about autorenewals, as everyone has now renewed at least once since moving to MC and people seem to know the drill now. I'm excited that Neon One allows members to turn their autorenewal status on or off at any time, which is an important feature we had been missing with MC.

We're still struggling a bit getting help from the MC team on the few remaining things we need from them. Again, very glad to be moving on from that platform. Looking forward to the new site!

Social Media Coordinator's Report

Submitted by Jenn Deutscher, July 2023

Facebook

In September 2022, we had 6,707 followers. As of July 2023, we have 6,979 followers, an increase of 272 (4% in 10 months—326 or 4.8% if I project it out to September 2023 for a full year). This follows the trend for the last few years: we're seeing a slowdown in both raw follower increases and percent increases, likely as a result of Facebook's decreasing popularity as a platform and attempts to turn its algorithm towards short-form video. We are continuing to reach new people and have positive interactions, but it's not about to explode in popularity either.

Our virtual portfolio share is currently ongoing and is looking rather positive. It received 36 submissions, and engagement is proving fairly steady and strong for most posts. People are also consistently leaving positive comments for the artists, even when they aren't already known GNSI powerhouses.

The private FB group is now at 457 members.

Twitter

It's no secret that Twitter's on fire. In September 2022, we had 5,496 followers. As of July 2023, we have 5,723 followers, an increase of 227 (4.1%, projecting to 272 or 4.9% in September 2023). Our engagement is way down (2021 -> 2022 increase was 22% with lots of interesting follows from scientists, etc.) and the platform itself is actively unstable as a result of Musk's hostile business decisions.

It is possible that Twitter will not be a viable long-term platform soon. I'm currently playing a waiting game: Will Musk give up the reins before Twitter is completely ground to dust, will it survive despite him, or will one of the Twitter competitors (Mastodon, BlueSky, etc.) prove to be an acceptable new place to go? I'm keeping an eye on the competitors but am giving them time to stabilize first. Mastodon seemed like the place to be a few months ago, and now it's rarely mentioned—it's all about BlueSky now. If BlueSky seems to have held its own in a few months, I may approach the board about making an official account there so that we have a foothold as Twitter collapses. Who knows.

Our #SciArtPortfolioWeek tweetstorm started on the day of my writing this report, so I don't have any engagement metrics there yet.

Discord

The Discord is currently at 334 members and is composed of both GNSI and non-GNSI members. Chatter there has been steady, usually in little spurts every few days as someone posts something. I've been able to connect with some people who were having trouble with the conference code/not receiving emails.

However, I recognize that the transition for most hardcore listservites has been difficult. I've heard that Google now supports listservs (with the catch that everyone has to have a gmail in some fashion) so I will be looking into that and offering that information to the board soon, probably before the conference.

LinkedIn

The decline of Twitter and Facebook led me to consider other places for outreach. We managed to figure out who had the key for the GNSI page on LinkedIn and I took over it a while back, but didn't use it much.

GNSI Social Media Report July 2023

However, it appears to have some potential and it does seem wise for us, as a professional organization, to maintain a presence on the site where people network and look for professional opportunities.

A year ago, we had about 356 followers and rarely used the page. We've since gained 249 followers for a total of 605, and a solid chunk of those have come in the last month when I started posting conference news. At the moment, the scope of what I use LinkedIn for will be more limited than FB and Twitter (less members news and events, more conference items and organization- or industry-level things)—so it's not a 1:1 replacement, but could be a good place for certain material.

Advertising

I've again dipped into our social media advertising budget on LinkedIn. We paid \$140 for two different ads on the conference—one, an ad served to people following pages/groups similar to ours, and two, a boost on a post. The two generated 4,974 impressions (times it was shown to someone) and 187 clicks. Their average click-through rate was 3.76%, which is quite a bit higher than normal (Google tells me that most industry ads are in the 0.3% - 2% range.) This also beats our performance of 1.2% last year, so I think I was able to nail our audience and the hook line of the ad better this year.

However, I do not have data on whether any visits actually resulted in a registration or membership—the answer to that may be in the self-reported responses during registration. Upside, it did definitely lead to more follows on our page, which should lead to more organic engagement later on.

Conclusion

Our different outreach spots are continuing to grow organically and provide a useful connection tool, but the current face of the internet is troublesome. Facebook continues to sunset, Twitter's somewhere between "evacuation zone" and "shambling along," and Instagram and Tiktok are (in my eyes) not useful for the kinds of things we post. On the positive side, Discord is doing alright, LinkedIn looks promising for certain items, and a Twitter competitor like BlueSky might emerge as worthwhile by next year. I'm looking for new ways to perform outreach and keep an eye on where we could most naturally carve out a niche.

Newsletter Editor's Report

Submitted by Trenton Jung, December 2023

Accomplishments:

Consistent monthly communication with members for the past 5 years Promoting new events, exhibits, and GNSI announcements

Used messaging platform to inform members about the Virtual Conference, call for entries, and member discount codes

Switched from Memberclicks to Neon One in November

Maintained the GNSI Member job board

Possible improvement: streamline the email list from Google to Memberclicks For the time being, use the Google sheets list to News@gnsi.org email

Concerns/ideas for the Upcoming Year:

More communication from different chapters of the Guild to broadcast information.

I am working with Kapi to transition out of the Newsletter Editor role this upcoming year due to time constraints with my day job and more time for freelance illustration.

Transition into another role in GNSI (?)

Find a back-up Newsletter Editor

Clarify roles and responsibilities with blog maintenance

Journal of Natural Science Illustration Report

Submitted by Gail Guth, July 2023

2023 began well enough with the winter issue running smoothly and mostly on-time. We had a few articles leftover from the previous issue for which we didn't have space; it always makes our job easier to have extra articles "in the tank".

Everything pretty much fell apart for the spring/summer issue. As of this writing this issue is still not ready to go to press. We've had delay after delay, authors dropping out, at least 3 layout changes, team members tied up with freelance projects, health issues, family issues, etc. It's been maddening, frankly; but there's not much we could have done to prevent any of it.

We are, therefore, excited to eventually (soon!?) implement the revised production process that we had presented to the Board a few months ago. We will save money on mailing costs, and the revised hybrid digital-plus-print process should make life a great deal easier for the Journal Team. We will be able to prepare articles as before; but post them online as they come in. Then when we have enough garnered and posted, assemble into a large print issue. The GNSI is evolving, and the Journal will evolve with it.

CURRENT STAFF:

- Managing Editor: Gail Guth
 - Provides oversight of the entire Journal production; makes sure the process is moving along, fielding questions from staff, authors, Board and GNSI members; deals with any issues that arise, helps with production as needed.
- Managing Editor Assistant: Jamie Butler
 - Assists staff with decision making and monitoring Journal production.
- Production Editor: Camille Werther
 - Assigns Content and Layout Editors to articles
 - Assigns proofreading
 - Maintains production schedules and article rosters
 - Maintains financial records
- Senior Consulting Editor: Britt Griswold
 - Assists with article selection
 - Consults with Senior Staff on issues, problems, and questions of procedure, etc.
 - Assists Technical Editor with her tasks
- GNSI Outreach Director: Madison Mayfield
 - Liaison with the Board
 - Assists with issues and opinions on Journal production questions
- Layout Manager: Fiona Martin, Sarah McNaboe
 - Create layouts of individual articles
 - Fiona usually creates the layout for the entire issue
 - Sends individual article pdfs to authors for final approval
 - Uploads the final files to the printer
 - Sarah McNaboe does individual article layouts
- Tech Editor: Caitlin O'Connell

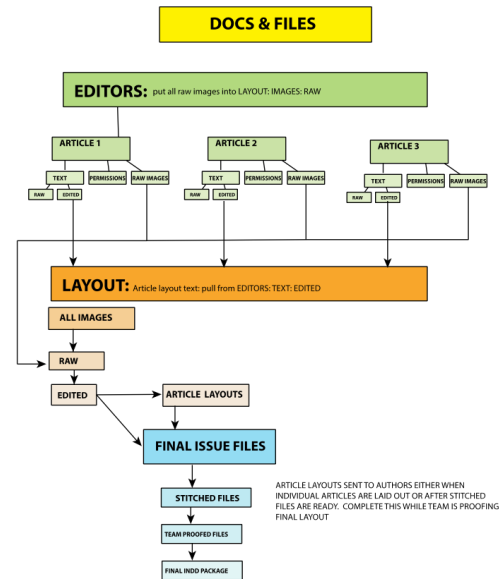
- Works on technical articles
- Color corrects all the images in the issue
- Post-Production Editor: Jennifer Lucas
 - Preps the final issue files for uploading to the GNSI website and social media
- Content Editors: C. Olivia Carlisle, Kathleen Garness, Jennifer Lucas, Laura Sohl-Smith, Cheryl Wendling
 - Content Editor works with the author to develop his/her article for print.
 - Proofreading, suggesting edits to both content and grammar/punctuation
 - Makes sure images are suitable for print
 - Makes sure all permissions are in order

STAFF NOTES:

- Staff receive modest thank-you stipends.
- We just received word of a new volunteer who is interested in working on the Journal, and we are in touch with her about taking on Content Editor duties.
- I am done with Managing Editor Duties when this issue is complete; I will remain as Senior Consulting Editor to advise and work on articles when needed. I am counting on the Board to find a replacement, as no current team members want the job. Working with Sara Taliaferro, we have revised the job descriptions and titles somewhat to present more of a Team Approach to managing the Journal, in hopes that potential recruits won't be turned off by the need to "take charge" and be the sole leader of the effort. Please see the attached document "New Journal Team Members Needed" for details on the newly-named positions. Duties essentially remain the same, but with more emphasis on a team approach.
- Camille Werther is stepping down from her position as Production Manager, after several years of outstanding service. Fiona Martin will leave her position as Layout Manager and take over the Production Manager position. Several of us will probably have to step in to do layout duties as needed; we may need to recruit a new Team Member to help with layouts.
- Jamie Butler is my daughter; she's been involved off and on with the GNSI for many years, so is familiar with who we are and what we do (and how we do it!). She is not an artist but as an experienced Juvenile Probation Officer, her organizational skills and her opinion on situations that require diplomacy is quite helpful, and I know I can rely on her to step in if needed to help manage production. Jamie receives no stipend.
- Everyone helps as needed, particularly in proofing the final issue layout before it goes to press. Proofreaders are assigned by the Production Editor.

BASECAMP AND THE JOURNAL PROCESS

The Journal is produced via Basecamp . We worked quite hard last year to revise and streamline the whole process, mostly where to post files so everyone that needs them has easy access. The resulting setup seems to be working quite well:



JOURNAL POST-PRINT WEB & SOCIAL MEDIA TASKS: as soon as the issue goes to press

TIMELINE:
These tasks should be commenced AS SOON AS THE JOURNAL ISSUE GOES TO THE PRINTER, AND COMPLETED WITHIN TWO WEEKS so the digital version is online when the print issues are ready to be mailed. All publicity should be ready to go at this point.

TECH EDITOR

ONLINE JOURNAL PREPARATION

Prepare the issue PDF files for uploading to the GNSI website image optimization and PDF page layout flag is set, cover thumbnail; full issue to be made available for download.

OPEN ACCESS PREPARATION

Prepare Open Access article(s), per choice(s) made by Online Media Manager, as web friendly RTF text & image files (JPG & PNG, 800px wide, if JPGs - 65/100 Progressive).

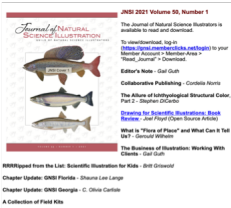
ONLINE PUBLICATION

Add Journal PDF to the website Journal lists (member & public) and store the publication in Google Docs.

OPEN ACCESS ARTICLE SUBMISSION

Deliver Open Access prepared files to Basecamp; notify Online Media Manager.

EXAMPLE OF NEWSLETTER ANNOUNCEMENT



ONLINE MEDIA MANAGER

OPEN ACCESS SELECTION

Select Open Access article(s) in consultation with Managing Editors and let Tech Editor know which one(s) to prepare.

JOURNAL WEBSITE LISTING

Send Tech Editor the TOC story titles to use in the online publication listing. List Ed Note & Abstract Link Slug for later linking.

ABSTRACT OVERVIEW PAGE CONTENT

Prepare the issue's Abstract Overview text and select a single large image from each article; make an interesting small cropped version in a square format (250px X 250px) for the Abstract page. Hand off Abstract text and small square image materials for a Blog entry to the Online News Coordinating Editor (Trenton Jung).

NEWSLETTER PUBLICITY

Prepare a NL Announcement for the issue's online release (txt or rtf file). Include a cover image (jpg, 65/100, 640px wide). Send materials to Online News Coordinating Editor (Trenton Jung) for the monthly GNSI email Newsletter (see example - left). Include links to Journal and Open Access items.

LINK UPDATING

Use "URL to come" as place holders when submitting materials to Tech Editor and Online News Coordinating Editor. Ask for confirmation from each to notify you when materials are up for you to review. Review Journal Listing and Abstract page content; confirm Open Access articles are all properly inter-linked. Notify Tech and News Editors of updates.

ABSTRACT SOCIAL MEDIA PREP

Format Abstract materials for social media distribution, include a tag line for each article with links to the Journal Abstract Blog page and links to Open Access article(s). Send full, large image for each article and abstract text with links to Jenn D. for social media.

THE BUDGET:

With only one issue published, there is no comparison to be made and no idea yet of the costs for issue #2. We will provide the Board an updated Financial Statement as soon as the current issue is in production at the printer.

As stated in the information sent to the Board regarding our proposal to change the Journal publication process, printing and mailing costs are increasing and will continue to do so. The new hybrid process should offer us some savings, particularly on the mailing costs, as we are looking to print two issues per year. {they will be larger issues, i.e. page count, but we'll save on mailing that third issue out.

SURVEY?

We continue to press for a survey of our members to get insight on their perceptions of the Journal, what they might like to see in future issues, and even to find out if the print issues arrive in good condition, etc. A survey was done a few years back, but we would like to go into a bit more depth.

GETTING MATERIAL:

We will contact the presenters and speakers after the GNSI virtual conference for their potential contributions; this targeted approach was very successful last summer. We continue to press for article submissions from members via social media.

SCHEDULING:

Unfortunately, last-minute cancellations plus work and life pressures on our all-volunteer staff have lead to delays in production. We continually strive to get the issue published on time, but it's a constant challenge. We resist the urge to print material that is connected to a date or timeframe and continue to keep conference information (except for reviews) and other dated material out of the Journal.

ONGOING SUCCESSES:

Smooth operation – Our overall production plan is good.
Top-notch product! We are very proud of the magazine that we produce.

We thank the Board for their continued support and encouragement.

Conference Oversight Committee Report

Submitted by Amelia Janes, December 2023

Members:

Amelia Janes
Britt Griswold
Deborah Shaw, GNSI Board ex-officio
Joel Floyd, GNSI Board ex-officio
Scott Rawlins
Stephen DiCerbo
Elizabeth Morales
Mark Kesling, GNSI Admin Assistant
Tricia Cassady

MEETINGS:

First Tuesday of every month with an average attendance of 5 to 6 committee members, including guests.

AGENDAS:

Found [here](#) (if a Board member wants access, send your email address to Amelia). Amelia writes the agendas & takes minutes, but any committee member can take minutes, edit & view the agendas.

MISSION:

- Scouting future locations for in-person conferences.
- Recruiting in-person and virtual conference chairs.
- Training for online conference planning tools.
- Maintaining & updating conference planning resources.

ACCOMPLISHMENTS 2022 & 2023:

- Developed online scouting form that can be filled out by potential in-person venue conference coordinators to determine if the location can meet our needs.

[GNSI Scouting Form \(future in-person conferences\)](#) .

- Developed a short list of potential in-person conferences.

[Sign up Sheet for contacting future venues](#) .

- Developed an online form that downloads into a spreadsheet for recruiting potential volunteers.

[Registration for GNSI CONFERENCE VOLUNTEERS](#)

[GNSI Conference Volunteers](#)

- Conducted a “Cocktail Zoom Chat” to casually connect with potential volunteers.
- Negotiated a contract with Bridgewater University.
- Scouted locations for exhibit space at Bridgewater University.
- Brainstorming fresh ideas & solutions for recruiting volunteers, ideas for conference programming, using technology to simplify tasks and other ongoing conference issues.

HURDLES:

- We could improve the timing of direct follow up contact with potential volunteers, to ride the momentum and enthusiasm generated via a recruiting campaign.
- We could more regularly use the GNSI newsletter and Social Media platforms to reach the membership for recruiting campaigns, need more advance planning.

Summary:

This committee is maintaining their enthusiasm in the face of the pandemic forced changes to conference planning and meeting. We celebrate the exciting new ways for our members to connect and to develop their illustration and professional skills, while we examine what has been and still could be successful with in-person conference experiences.