

Year December 31 Closing Net Asset Value

2024 \$419,457

2023 \$374,799

2022 \$335,788

2021 \$404,080

2020 \$336,162

2019 \$273,484

Using this methodology, the recommended maximum draw for FY 2024-2025 is \$21,438.

Respectfully submitted,

PSG Endowment Fund Trustees

Julie Scoglund, PSG Treasurer

Ken Briggs

Gary Collar

Report #5. Communications Committee Report

To: Pacific Seabird Group Executive Council

From: Wieteke Holthuijzen and Anna Vallery, Communications Committee Co-Coordiators

Date: December 23, 2024

Communications Committee Annual Report - 2024

Executive Summary of Communications Committee Accomplishments

The Communications Committee is composed of PSG members that volunteer to facilitate communications and publications by PSG or PSG-supported (i.e., *Marine Ornithology*). The Communications Committee maintains the PSG website, PSG Email List, *Marine Ornithology*,

Pacific Seabirds, Symposia, Technical Publications, Facebook, X (formerly Twitter), Instagram, and TikTok (new, but may disappear depending on how the Supreme Court rules). In addition, the Communications Committee maintains the news posts and work opportunities on the PSG website and social media accounts.

Collectively, this team donates an enormous amount of time and in-kind support to PSG; for example, our social media team (Facebook, Twitter, and Instagram) volunteers upwards of 200 hours per year by posting news, work opportunities, and PSG announcements. General website updates and maintenance of the PSG Wild Apricot website (for Annual Meeting registration and communications) required at least 350 hours of volunteer work.

In addition, the Communications Committee is heavily involved in publishing *Pacific Seabirds* ([all online!](#)) twice-yearly and Regional Reports in the spring. The Pacific Seabirds Editing Committee dedicated at least 50 hours to soliciting, editing, revising, and posting content for *Pacific Seabirds*, as well as revising protocols and best practices.

In all, we estimate that maintaining the PSG website, Wild Apricot/Annual Meeting website, social media, and *Pacific Seabirds* requires well over **+600 hours of volunteer time annually**.

2024 Highlights

- We are thrilled to have published two issues of *Pacific Seabirds* in 2024: [51\(1\)](#) and [51\(2\)](#). We are dedicated to keeping this publication alive and as a vital connection among our members and followers.
- We launched a new approach to soliciting and publishing Regional Reports. Regional Reports must now be submitted in the early spring (by March 15th) via an [online form](#) and are published in association with the spring edition of *Pacific Seabirds* as a [searchable/filterable table](#) on the PSG website here.
- Verena Gill founded and maintained an integral part of PSG—the Pacific Seabirds Listserv (for over 20 years!). When Verena stepped down, we decided to transition the listserv to Google Groups. We completed this transition shortly after the 2024 Annual Meeting, resulting in the new [Pacific Seabird Group Email List](#)!
- We have updated our Google Analytics to include both the [PSG website](#) and the [Annual Meeting \(Wild Apricot\) website](#).
- We are in the process of finalizing the [Communications Committee Handbook](#), which outlines all of the committee's responsibilities and timelines for completing tasks.

2024-2025 Committee Changes

- Cassidy Ruge is moving on from the Communications Committee. We are so grateful for all of his help in co-coordinating the PSG Facebook page for the last 3 years! Thank you!
- We are currently recruiting a new coordinator for **X** (formerly known as Twitter), as well as co-coordinators for **Facebook** and **Instagram**. We may also expand and recruit a new coordinator for **Bluesky**, given the move of many scientists from X to this new platform.

Recommendations for 2025

- **EXCO should consider offering stipends or hire a part-time Communications Manager**, as the Communications Committee handles an enormous (and ever-growing) amount of work. We have had phenomenal volunteers support communications work over the years—but *this is not sustainable going forward*.
- **We need to recruit new Communications Co-Coordinator!** Anna and Wieteke have hit their term limits, so we will use WbS/PSG 2025 as another opportunity to recruit additional help for the Communications Committee. However, we have tried to recruit new co-coordinators for well over a year, with no success. Both Anna and Wieteke dedicate enormous amounts of time to the many tasks and responsibilities of the Communications Committee—and this seems very overwhelming to potential volunteers. For this reason, we ask that EXCO offer a stipend for Communications Committee co-coordinators/members or hire a part-time Communications Manager. Although Anna and I are happy to help new Co-coordinators transition into these roles, we cannot continue in our current roles.
- Continue to grow/coordinate PSG's use of Slack as a more comprehensive communications tool for PSG EXCO and within/among committees. This could also be used more for the Annual Meeting (i.e., attendees coordinating lodging). We saw more use of this platform before and during WbS/PSG 2025, especially among students and early career scientists.
- Increase the reach of *Pacific Seabirds* and continue to encourage membership to use the publication as a method for communicating their work and learning more about seabird research and other associated topics.
- Conduct live-tweeting and other social media communications during Annual Meeting (get photos, video, short quotes); post photos and congratulate award recipients (for student presentations and travel awards) via social media channels following WbS/PSG 2025.
- Complete a website-wide update following WbS/PSG 2025 (e.g., update EXCO, Committee pages, etc.).
- Continue to develop/facilitate more activities throughout the year virtually/through social media, such as webinars, training, workshops, etc. Continue to support PSG HELPS and potentially apply for grants to provide more support to ECS and students.
- Implement methods to create a more inclusive website that reaches much more of the PSG membership (beyond the US/Canada) and investigate ways to make the website more accessible and user-friendly

A. PSG Website (Wieteke Holthuijzen)

- **Summary of [PSG website](#) use and visitation according to [Google Analytics](#):**
 - Over **30,000 total visitors** (up over 50% from 2023), with **209,902 visits** to the PSG website.
 - Average session duration is 51 seconds (on average); most users typically view 1 page per visit.
 - 17K users are from the U.S., 2.7K from Canada, 1.9K from the United Kingdom, 1.4K from Australia, 997 from Aotearoa/New Zealand, 866 from Ireland, and 359 from Japan.

- The most highly visited page is the PSG Home Page (9.7K); Job Postings (8.2K); Committees and Delegates (2.3K), PSG Job Board (2.1K), Technical Publications (1.6K), *Pacific Seabirds* (1.6K), and 2024 Annual Meeting (1.1K).
 - 20K users find PSG directly (i.e., through a direct link, typed in URL, or saved as a bookmark), 18K via an “organic search” (i.e., through a search engine); 2.5K via social media; and 1.5K via referral.
- Google Analytics is also set-up for the Annual Meeting website (Wild Apricot). Please go to *Section I* to read more about users and visitation of the PSG Wild Apricot site.
- 44 work opportunities posted to the PSG Job Board throughout 2024, down from 60 throughout 2023 (a decrease of 27%—possibly reflecting a hiring freeze with the incoming administration). Almost all of the jobs that we post have been shared to us through our [PSG Job Board Submission Request form](#), which explicitly asks folks to classify their work opportunity based on pay, work involved, and experience required. We are very grateful to the EID Committee for their help in developing this form and we feel that this is a great tool that increases transparency to job seekers and applicants alike. In addition, through consultation with the EID committee, we decided to share all work opportunities on both PSG's Job Board and through our social media platforms; however, volunteer and unpaid positions are no longer advertised through social media.

Proposal for PSG Website Updates and Changes in 2025

- Continue to post content regularly from PSG (news, work opportunities, etc.)
- General update (review all pages and links, update from WbS/PSG 2025 Joint Meeting onwards)
 - Ensure that all links are working and open in a new tab
- Update [Organizational Records](#) with any new/updated policies and tax returns
 - Embed simplified/revised version of [PSG Handbook](#)
- Update [Awards](#) page
 - Update [Lifetime/Achievement Awardees](#), [Presentation Awardees](#), and [Travel Awardees](#) following Annual Meeting
- Update [Committees and Delegates](#) page
 - Update descriptions for all Committees and Working Groups, as well as links for most recent reports.
 - Find PSG Delegate to the American Bird Conservancy (EXCO)
- Update all new officers and elected positions on [PSG EXCO](#) page
 - Add [Meeting Minutes](#) once approved
- Update [Volunteer](#) page
- Update Students & Early Careers page and related pages
 - Potentially add a map of current members, could possibly be under “About PSG”
 - Encourage new submissions to the [Seabird Research Labs](#) Form
 - Add more profiles of PSG [ECS members](#)
 - Add more profiles of PSG [Corresponding Members](#)
- Post any [Conservation Letters](#) from 2024 onwards
- Update [Grants](#) pages
 - Work with the Craig S. Harrison Conservation Fund Grant Program to update [List of Conservation Fund Grant Recipients](#)
 - Build a List of [Student Grant Recipients](#)
- Post any [Conservation Letters](#) from 2024 onwards
- Update [Past Annual Meetings](#) page

- Add WbS/PSG 2025 Joint Meeting logo to the [Annual Meeting Cover Gallery](#)
- Keep [Pacific Seabirds](#) up-to-date and solicit/post [Regional Reports](#) in the spring

The Website Coordinator spends +150 hours annually adding new posts, updating and adding content to pages, communicating with webmaster, EXCO, and external organizations wishing to share work opportunities.

B. PSG Email List (Wieteke Holthuijzen, Anna Vallery)

- Verena Gill founded and maintained the original Pacific Seabirds listserv over 20 years ago (in ~2007).
- In 2024, Verena stepped down and PSG had to find a new platform/system for managing the listserv. We thank Verena Gill for maintaining such a vital connection among our members and followers—this is truly the heart of PSG!
- Due to spambot issues, we decided to transition the listserv members to a closed Google Group, resulting in the [Pacific Seabird Group Email List](#).
- The PSG Email List is an online communications platform and the purpose is for PSG members and other interested parties to exchange ideas and announcements related to PSG's mission, and to facilitate networking amongst colleagues in the field of seabird research, management, and conservation. The PSG email list is open to all PSG members and the public. The PSG email list is currently hosted on Google Groups with access by request, and is administered by the PSG Communications Committee with support from the Executive Council. For more information about the **PSG Email List Guidelines** (developed in 2024), click [here](#).
- Incoming messages are moderated by a panel of at least three people within PSG leadership: one representative of the Communications Committee, one representative of the EID Committee, and one representative of the Executive Council (by default, the Secretary). For more information about the **PSG Email List Moderation Procedure** (developed in 2024), click [here](#).
- Links for both the Email List Guidelines and Moderation Procedure are included at the bottom of every message in the PSG Email List.
- Summary:
 - 1,160 members as of December 20, 2024, up from 1,095 members in 2023 (an increase of 5.9%).
 - No spam!
 - Only 1 message was rejected; the Communications Committee followed-up on this message with a brief explanation and a reminder about the PSG Email List Guidelines.
 - Following our new guidelines and moderation procedure, we have observed excellence adherence to both policies as well as the PSG CoC.

C. Marine Ornithology Journal (Natasha Gillies, Managing Editor)

As usual, we published two issues this year, 52(1) and 52(2). Our number of submitted manuscripts continues to grow. We now receive approximately 50 submissions annually, with scientists and researchers from every continent contributing to our published content. This

increasing popularity is something to celebrate, but has also prompted us to revisit past suggestions and consider the future direction of the journal more seriously.

Firstly, following a long period of reflection, we took the decision to transition *Marine Ornithology* to a fully online format. Our last print issue, 52(2), was completed in October, marking a significant milestone for *Marine Ornithology*. Moving online will not only reduce costs and the logistical burden of print production but will also free up resources to reinvest in the journal's development and sustainability.

Secondly, Iain Duncna, who remains in his role as Online Editor, has been overseeing the implementation of DOIs for our manuscripts. This initiative has been made possible through the kind collaboration of the Searchable Ornithological Research Archive (SORA), who are hosting and linking the DOIs for us. We hope that the availability of DOIs will make the journal more attractive to potential authors.

Thirdly, to accommodate our increase in popularity and associated workload, we are recruiting a new copy editor. This step will help ensure that we maintain our high editorial standards and meet the growing demand for the journal. The rest of the team remains unchanged: David Ainley continues as Editor-in-Chief, Eric Wagner as Book Review Editor, and Ingrid Pollet as Social Media Manager. Rosalyn Johnson and Kyra Nabeta remain as copy editors, with layout services still provided by Reber Creative.

Looking further into the future, there have been more serious discussions about the potential acquisition of the journal's publication processes, and we have had positive tentative discussions with Canadian Science Publishing. We are hopeful for news and a clear direction in the coming year as we continue to explore opportunities to secure a sustainable and professional future for *Marine Ornithology*. Any serious decisions will be made in collaboration with the PSG Committee.

Thank you to all our contributors, readers, and volunteers who continue to make this journal a success.

Natasha Gillies, PhD

Managing Editor, *Marine Ornithology*

D. *Pacific Seabirds* (Amelia DuVall, Editor)

The [Pacific Seabirds](#) editorial team published two biannual issues in 2024, volume 51(1) in May and volume 51(2) in October. This year represented the first full cycle of the online format of *Pacific Seabirds*. However, due to demand, we also created archived PDFs for each issue, which can be found in the [Pacific Seabirds Archive](#). Content for each issue is summarized below.

Volume 51(1) - published 18 May 2024

- Upcoming events and conferences

- Committee updates
- Member updates
- 2023 Regional Reports with new interactive map and searchable format
- Notes from the 51st Annual Meeting of the Pacific Seabird Group (PSG 2024)
- PSG 2024 Industrial Habitat Workshop Summary
- 2025 Joint Meeting of The Waterbird Society and the Pacific Seabird Group
- A brief account of the 2023 HPAI-H5N1 outbreak in the Galápagos Islands and impacts on local seabirds
- World Seabird Union launches a new website experience
- Join PSG's new email list!
- The Ornithological Council: who we are and how we can help you
- Michael Philip Harris (1939-2023)
- Dear Baby Heron

Volume 51(2) - published 29 October 2024

- Upcoming events and conferences
- Book release event: "Finding Home, a Hawaiian Petrel's Journey" by Caren Loebel-Fried
- Committee updates
- Member updates
- Waterbird Society & Pacific Seabird Group 2025 Joint Meeting
- Book review: "Finding Home, a Hawaiian Petrel's Journey"
- Art on the cabin walls: Gull Island, Witless Bay Ecological Reserve
- Tākoketai/Black Petrels (*Procellaria parkinsoni*) on Aotea/Great Barrier Island, Aotearoa New Zealand
- Insights into the year-round behaviour of common murrelets at breeding sites
- Tracking seabird colonies through paleolimnology
- Hawai'i Wildlife Center (HWC) rehabilitation patients
- Ten years of monitoring endangered 'ua'u in protected reserves on east Maui
- The impact of light attraction on adult seabirds and the effectiveness of minimization actions
- King Eider migration in the Chukchi Sea — July 23–25, 2023
- Assessing the risk: identifying seabirds and seals most at risk from climate change
- Helen Coxhead McFarland: a sketch of a life
- From the archive (NEW)

As in 2023, we solicited and organized content using an online submission with Google Forms. We are grateful to all of the contributors that submitted content and helped to make each issue vibrant and informative.

The current *Pacific Seabirds* Committee is composed of Johanna Lisa Bosch, Lilamarie Bowen, Lara Brenner, Amelia DuVall, Aurora Kuczek, Wieteke Holthuijzen, Sarah Ann Thompson, and Anna Vallery.

E. Facebook (Katelynn Gulley and Cassidy Ruge, Co-Coordiators)

Summary Statistics, Jan 17, 2024 - Dec 18, 2024:

- Average post reach/month: **12,287** (up from **9,573** from March 2023-Jan 2024).
- Average page likes and reactions*/month: **292** (up from **176** average page likes and reactions/month)
- Total link clicks: **1,229**
- Total page likes: **3,981** (down from **4,247** page likes last year)
- Total new page net follows**: **249** (**268** follows and **19** unfollows)
- The post with the largest reach (**14,127**) was on October 29, 2024. It was a job posting for Biological Technician positions at Alaska Maritime National Wildlife Refuge.
- The post with the most reactions and shares this year was on March 13, 2024 (75 reactions, 12 shares) was a post sharing information on the group “Women in Seabird Science.”

**Facebook combined “likes” and “reactions” so the comparison to last year’s statistics isn’t direct.*

***New feature on Business Suite; follows and likes are separated again and it includes unfollows*

Opportunities and Challenges

Cassidy Ruge returned for a third year as co-coordinator of the Facebook page, while Katelynn Gulley returned for her second year. Cassidy and Katelynn continued to post PSG updates, seabird-related news, jobs openings, and other related information about every other day on average (0.48 posts/day from January 17, 2024-Dec 18, 2024). Multiple posts to promote World Albatross Day and the upcoming PSG/WbS 2025 Meeting were created (original content) and shared (e.g., from pages such as the Agreement on the Conservation of Albatrosses and Petrels, the Seabird Group, World Seabird Union, and multiple seabird-related projects across the Pacific). Posts pertaining to the 2025 PSG/WbS Meeting had English and Spanish sections. Multiple posts were made highlighting the revamped *Pacific Seabirds* publication/website. Additional regular effort was made to include seabird stories from outside North America, including Japan, China, Tahiti, Australia, New Zealand, Mexico, and Peru. On weekends, we regularly posted snippets from new scientific papers that highlighted seabirds. We tried our best to share papers focusing on a variety of topics and geographic locations.

Our biggest challenge was dealing with bots spamming the comment sections and even a couple phishing attempts that attempted to get one of us to submit information to a fake Facebook inquiry. Like last year, we had to block a few users who were clearly bots.

Recommendations for 2025

- Aim to raise the posting rate to closer to 0.75 posts/day and be sure to post at least once per day in the weeks surrounding the Annual Meeting.
- Participate (via multiple posts leading up and on the day of) in promoting important seabird conservation events (e.g., World Albatross Day, World Seabird Day, World Oceans Day, National Wildlife Refuge Week)

- Increase promotion for virtual and in-person educational/involvement opportunities for ECS, current students, and citizen scientists (e.g. virtual seabird symposia, free “talks”, seabird die-off monitoring training)
- Continue to highlight ECS within PSG
- This is not so much a recommendation as much as an observation: job postings tend to be our most popular posts on the FB page (in terms of reach and number of post interactions). I don’t necessarily think we should post more jobs, but maybe we can brainstorm about the kinds of posts that might generate more interest.

Managing the PSG Facebook account has taken approximately 100 hours (between Cassidy and Katelynn) from January - December 2024 to create and share content.

F. X (formerly Twitter; Kamya Patel, Coordinator)

N/A

G. Instagram (Ariel-Micaiah Heswall, Coordinator)

- The Instagram account was created in May 2016
- The number of followers has continued to increase over time and has steadily increased by about 200 followers each year since 2019:
 - 60 in Feb. 2017
 - 505 in Jan. 2018
 - 1,004 in Jan. 2019
 - 1,217 in Jan. 2020
 - 1,465 as of Feb. 2021
 - 1,635 as of Jan. 2022
 - 1,824 as of Jan. 2023
 - 2,037 as of Jan. 2024 (reached 2,000 followed on 17 Nov 2023)
 - 2269 as of 19th December 2024
- The website link in the PSG’s Instagram bio (linktr.ee/pacificseabirdgroup) was added in January 2021 as a landing page for links to the Seabird Research Labs, Job Postings, Marine Ornithology and PSG Website. Since it was added, it has been opened 2.09k times (views) and used 1.79k times (clicks).
- Between September-December 2024, the PSG Instagram profile has had 15,769 impressions and 361 profile visits
- Current top cities of our followers:
 - Honolulu, HI
 - Santiago, Chile
 - Auckland, NZ
 - Seattle, WA
 - Lima, Peru
- Current age distribution of our followers supports that Instagram is overall a younger audience:
 - 0.1% between 13-17
 - 8.5% between the ages of 18-24
 - 40% between the ages of 25-34

- 27.8% between the ages of 35-44
- 11.9% between the ages of 45-54
- 7.2% above the age of 55-64
- 4.2% above the age of 65+
- Total of 79 posts in 2023 (6-7 posts per month)
- Top 5 posts of 2024:
 - Pacific Seabirds 51(2) is available online (191 likes)
 - PSG 2024 Annual Meeting - Vendors (159 likes)
 - PSG 2024 Lifetime Achievement Award: Dr. Steven Kress (145 likes)
 - PSG 2024 Field Clothing and Gear Swap (137 likes)
 - Graduate Position Available - Monitoring Seabirds Using Acoustics (Canada) (133 likes)
- Top 5 stories of 2023:
 - PSG Has a new Tik Tok (311 views, total of 7 links clicks)
 - WBS/PSG Banquet Tickets (309 views, total of 5 link clicks)
 - PSG Registration Desk is open (297 views, total of 3 website taps)
 - Save the Date of the PSG/WBS (281 views; total of 9 link clicks)
 - Shared post from Hawaii wildlife centre of the Seabird Aid 2023 map (234 views)
- Volunteer hours
 - Average about ~4-5hr per month per person (about ~60 hours/year)
 - Includes finding content, editing/uploading photos, writing captions, responding to DMs, and engaging with followers
- Recommendations for 2025:
 - Highlighting talks from the WBS/PSG 2025 conference including symposiums, talks and posters - sharing stories from other conference participants and using hashtags (generally gain a lot of followers from the conferences)
 - At the WBS/PSG 2025 conference consider a live video of poster session - was popular in 2024
 - Continue photo promotions, who won awards from PSG whether it is the life-time achievement awards as well as student posters/oral presentations etc
 - Try to increase the number of posts and stories per week.
 - Continue utilizing Instagram stories to reach followers, as this feature is continuing to grow in popularity on the platform - sharing other posts on stories which are seabirds related e.g. jobs/papers
 - Consider using polls and other engagement activities in posts - surveys regarding PSG?
 - Highlight seabird research labs if any new ones become available - especially for PhD/Postdoc positions

H. TikTok (Nicholas Minnich, Coordinator)

N/A

I. Annual Meeting Website - Wild Apricot (Wieteke Holthuijzen, Anna Vallery, Justine Miller)

Overview

The [Wild Apricot website](#) went live in October/November 2022 as a replacement for Cvent and hosts membership management as well as all information related to the Annual Meeting (i.e., Annual Meeting information will not be duplicated on the PSG website). The PSG Wild Apricot website has +15 active pages including:

- Home
- Annual Meeting*
 - Abstracts
 - Abstract Submission
 - Agenda
 - Field Trips
 - Online Store
 - Past Annual Meetings
 - Registration
 - Scientific Program
 - Silent AUKtion
 - Sponsorship
 - Student Presentation Guidelines
 - Travel and Accommodations
- Join Us
- Donate
- Contact

**Other pages we could add for future Annual Meetings include Exhibitor Information and Plenary Speaker Biographies (currently included in the Scientific Program).*

This year, we made several updates to the Wild Apricot website. Most importantly, we have set-up Google Analytics for the PSG Wild Apricot website, which will help us to keep track of visitors and viewer statistics. We also noticed that the Wild Apricot pops-up as the second option when folks search for “PSG Annual Meeting” on Google, which is great!

Summary of [PSG Wild Apricot website](#) use and visitation according to [Google Analytics](#):

- Over 8,300 total visitors, with 42,111 views of (visits to) to the Wild Apricot website.
- Average session duration is 51 seconds (on average); most users typically view 1 page per visit.
- 5,956 users are from the U.S., 774 from Canada, 205 from Japan, 130 from Mexico, 125 from the United Kingdom, 120 from Australia, and 111 from Costa Rica.
- The most highly visited page is the Annual Meeting page (9,461); Agenda (3,456); Registration and related pages (5,056); Travel and Accommodations (1,898); Abstract Submission (1,863); and the Online Store (1,624).
- 9,944 users find the PSG Wild Apricot site directly (i.e., through a direct link, typed in URL, or saved as a bookmark), 5,644 via referral (through a link in a website or an email), and 1,052 by an “organic search” (i.e., through a search engine).

WbS/PSG 2025 is a Joint Meeting, so communications and meeting logistics were more complex this year (i.e., coordinating information exchange between two societies). For example, for WbS members to register at a member rate for the conference, they had to use specific

codes. In particular, the Communications Committee took on more work with Justine in terms of logistics, event planning, organizing/updating the Scientific Program, etc. This is work beyond what the Communications Committee has typically done in the past. However, we felt compelled to provide extra assistance in order to meet deadlines and ensure that conference attendees had necessary information well in advance of the Joint Meeting. The Communications Committee spent upwards of **200 hours** assisting with the Joint Meeting preparation efforts—significantly more than in past years.

Following the Annual Meeting, we will keep all of the pages in Wild Apricot but set them to “admin-only” and update/publish them once we have information for PSG 2026. In addition, we can easily duplicate the WbS/PSG 2025 event registration for PSG 2026. On average, we spent 5-10 hours/week to maintain the Wild Apricot website, troubleshoot errors, and share/coordinate news about the Joint Meeting through social media, PSG Email List, and the PSG website.

Recommendations for PSG 2026

- It is **crucial** to have regular and frequent communication/meetings between the Communications Committee, Justine, LOCO, and PSG (Program Chair, Chair, and Past Chair). This year was very challenging and the lack of communication between the professional societies made it difficult for us to ensure that we met our deadlines and made information available to conference attendees in a timely manner. As a result, the Communications Committee took up far more work than in previous years—but this is not sustainable going forward, nor is it necessarily our responsibility as the Communications Committee. We are very grateful to Justine and Jennifer, who both went above and beyond to make sure everything came together for this meeting. Going forward, to make sure that it is clear who is responsible for what (and to keep one another accountable), we recommend developing a document listing all the tasks associated with the Annual Meeting and who is responsible for each task.
- Again, we recommend setting up a “Communications Calendar” among everyone involved in planning for the Annual Meeting. This way, we can ensure that 1) we are all on the same page about information regarding the Annual Meeting and 2) we can share information through our communications channels in a timely and organized manner. Justine set up an excellent calendar for organizing announcements (thank you!), but we need **all** parties involved to use and maintain these tools.
- Although Wild Apricot has good documentation and help available online, we recommend developing a sort of manual/guide with information and timelines for future Annual Meetings. This would be a useful document to develop with both LOCO and the meeting planner to document institutional knowledge. The Communications Committee has documented some procedures in our handbook, but that information is only in relation to our work (and not a comprehensive overview of using and maintaining our Wild Apricot website).
- We recommend starting efforts to plan the Annual Meeting and update the PSG website and Wild Apricot alike earlier in the fall, ideally by August (if not earlier). Initial planning efforts should include (at the minimum) PSG Chair, PSG Program Chair, PSG Past Chair, LOCO, Communications Committee, and the Meeting Planner.
- For PSG 2026, all relevant pages need to be up and running prior to September 1st (logo, meeting location, registration costs, hotel booking information).