

From the President

The Council of Science Editors has much to be proud of. We have an active and interested membership. Many in our ranks participate in the programs and affairs of the Council. We are renowned for the high caliber of our educational programs and our leadership in matters of importance to authors, editors, and publishers.

When the Scope and Mandate Task Force put forth eight organizational commitments in its report, it initiated a sequence of events that has kept the leadership of our society very busy. The eight commitments listed in the report are as follows:

1. Broaden the membership of the Council to encompass all sciences.
2. Maintain the focus on editors.
3. Remain a cohesive organization of diverse members; that is, do not create formal sections within the society.
4. Energize the Council's com-

mitment to serve members and increase opportunities for member involvement.

5. Strengthen the Council's fiscal responsibility.
6. Become an authoritative resource for education in scientific communication.
7. Develop and promote the Council's products and services.
8. Report regularly to the membership.

Your Board of Directors and committees have been addressing those organizational commitments. First, the Board recommended that the name of the society be changed to Council of Science Editors; this recommendation was affirmed by an overwhelming margin when the membership voted to change the name and incorporate the new name into the bylaws. Second, *CBE Views* was renamed *Science Editor* and its scope was broadened to include topics of interest to editors beyond the life sciences. Third, sound fiscal management

is making the society stronger financially.

The focus for the coming year will be promoting CSE's products and services by developing a marketing plan for publications and for membership recruitment and renewal. The Board has budgeted funds for a professional marketing plan to be drafted with accompanying implementation steps and associated costs. This will assist CSE in promoting our services in a consistent, identifiable, and professional manner. A number of member-recruiting initiatives are already under way to attract more science editors and other new members to our ranks.

Related to marketing of CSE services and products is the promotion of our new name. "Council of Science Editors" is not as recognizable as "Council of Biology Editors". CBE had a long, illustrious tradition that needs to be carried forward into the new organization with alacrity and aplomb. We

must develop a plan to show and remind the scientific community that we continue to occupy a position of leadership in scientific communication, information, and policy issues. It was for that very reason—to maintain our posture as leaders in the scientific community beyond the life sciences—that we changed our name; and everyone should be cognizant of it. This, too, will be a part of our marketing plan.

There is much to do this year. I encourage all members of the Council of Science Editors to become promoters of our new name and organization by telling colleagues of the change, placing notices in journals and publications, and actively recruiting colleagues for membership from outside our traditional scientific disciplines. The Council of Science Editors has much to offer to current and prospective members; let's not keep it a secret.

Tad Parker

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