

Highlights of the CSE Board Meeting

The CSE Board of Directors met on 3 February 2001 in Crystal City, Virginia. The following are highlights of the meeting.

1. Marilyn Peterson—hired in December 2000 as a marketing, membership development, and recruitment consultant to CSE—made a presentation to the board that was both an overview of marketing principles and a specific marketing strategy for CSE. Included in the discussion were ideas for attracting new members, retaining current members (with emphasis on retaining those in their third year of membership—a critical time), and creating a “green ladder” program to shepherd new members and help them develop into active members and possibly leaders. She has already given Seth Beckerman ideas for the Web site and is working on a publications plan. An article on the marketing strategy is in preparation for *Science Editor*.

2. Tampa, Florida, and Vancouver, British Columbia, were proposed as possible sites for the 2004 annual meeting.

3. Faith McLellan will draft a policy on commercial sponsorship and seek approval of the draft from the Sponsorship Committee and then the board.

4. Tom Lang and the Administrative Committee will create a survey instrument for evaluating the management group and

will report on the results of the survey at the May 2001 meeting.

5. Michael Held reported that CSE's net revenues for the year 2000 were \$80,130 before investments. Once the dues are in, the excess revenue will be put into investment funds; in May, the Finance Committee will evaluate putting some of it into marketing.

6. The next edition of the style manual (SSF) is scheduled to be published in 2002-2003. A full report on self-publishing vs copublishing will be prepared for discussion at the May 2001 board meeting.

7. An authorship retreat, led by Drummond Rennie, will be held as part of the 2001 annual meeting. (Such a retreat was held in 1999.)

8. The first regional editors' network meeting, organized by Susan Eastwood and held in San Francisco in October 2000, was a success. Over 50 editors attended. It is hoped that the next regional editors' meeting will be held at M D Anderson in Houston, Texas. Our initial goal will be to hold two regional meetings a year.

9. The Membership Committee has two new members: Lori Barber and Phillipa Benson.

10. The “buddy” system used to link new members with CSE board members and

committee chairs, instituted with the 2000 annual meeting, will be repeated at the 2001 annual meeting.

11. The May-June issue of *Science Editor* will begin including the CSE Web address on the back cover.

12. Barbara Gastel has appointed Stephanie Deming as book review editor for *Science Editor* (Walter Pagel has stepped down); Elaine Richman has been appointed to the editorial board.

13. The CSE Web site now includes information on the 2001 short courses and new reference sites. In conjunction with Potomac Digitek, the Web site has been enhanced. Seth Beckerman plans to post the 5-year *Science Editor* index, to coincide with its print publication, as well as annual-meeting information, and will also create links from CSE's Web site to sponsors' Web sites.

14. A redesigned brochure for the *GuideLines* has been developed, and at least one review of the five *GuideLines* now in print is in process. Miriam Bloom will investigate the possibility of selling the *GuideLines* online in PDF format rather than—or in addition to—their present print form.

15. The next board meeting will be on Tuesday, 8 May 2001, from 12:30 to 6 PM, after the annual meeting.