

Mission

Providing leadership for the Stewardship of Rangelands based on sound ecological principles.

Vision

A well-trained and highly motivated group of professionals and rangeland users working with productive, sustainable rangeland ecosystems.

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**SEE YOU NEXT YEAR IN
MINNEAPOLIS, MN!**

SRM Annual Meeting 2019



Society for Range Management

6901S. Pierce St. STE. 230
Littleton, CO 80128

2017 Annual Report



**SOCIETY FOR RANGE
MANAGEMENT**



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Board of Directors & Staff

Dr, Larry D. Howery – President – 2017

Dr. Barry Irving – First VP 2017

Dr. Clayton Marlow – Second VP – 2017

Dr. Eddie Alford – Director 2016-2018

Dr. Jim Dobrowolski – Director 2015-2017

Jeff Goodwin – Director 2016-2018

Dr. Karen Hickman – Director 2016-2018

Dr. Roy Roath – Director 2015-2017

Curtis Talbot - Director 2016-2018

SRM Staff

- Jess Peterson – Executive Vice President
- Vicky Trujillo – Office Services Manager
- Christopher Lapine – Director of Membership Services
- Mary Jo Foley-Birrenkott - Outreach & Membership Coordinator
- Kelly Fogarty – Deputy Director of Operations
- Lia Biondo – SRM DC Coordinator
- Kristen Albers – Assistant Director of Finance
- Dr. Roger Sheley – Editor-in-Chief, *Rangeland Ecology & Management*
- Dr. Jason Karl, – Editor-in-Chief, *Rangelands*
- Dr. Eva Levi – Managing Editor, *Rangelands*
- Ryan Wingerter – IT Specialist
- Liz Foust – Webmaster & Newsletter Editor

Coming Soon in 2018

“We Are Rangelands” Social Media Campaign



You may have noticed the “We Are Rangelands” banner on the new website. We’re planning to take that theme into 2018 expanding it into a social media campaign featuring some of our greatest assets – our members!

Rangelands.org 2018 – A Look Ahead



In 2018, you will continue to see changes and evolutions on our new website. One change behind the scenes will be a move to a new hosting provider to be completed this Spring. Greater visibility and emphasis for Membership and Endowment Fund are two areas we are currently working on. We love to hear your ideas and feedback so please continue to submit that to us via the website.

2017 Overview

Agency Trainings & Agreements

SRM continues its work with the federal agencies in facilitating and leading on training and outreach efforts on rangelands. SRM will be working with its Sections to broaden the scope of these efforts and reach regional targets and issues in 2018. SRM currently administers and oversees work on agreements focused on the following:

- “Training the Trainers”: training program developed for tribal regions
- Outreach on CSP: SRM is working with NRCS to bring SRM Sections, members, and NRCS staff together in outreach efforts across the country to increase understanding, use, and practice of working lands and conservation programs
- Continuing Education: SRM is working with the NRCS to develop online continuing education for conservations planners in the topics of Vegetation Monitoring and Data Interpretation and Grazing Land Economics.
- Communication of Science: SRM is working with the ARS to develop outreach tools to best communicate rangeland science and best management practices to practitioners, land users, decision makers, and the public
- Work continues with USFS to develop needed workshops and tools to address communication and community between the agency, land users, and the public.



Engagement

SRM Washington, DC Meetings:

August 11-12, Washington DC

SRM conducted its annual DC fly-in August 11th and 12th this year. The delegation included: President Larry Howery; 1st V.P. Barry Irving; 2nd V.P Clayton Marlow; BOD Jeff Goodwin; Chad Ellis; YPC President Mary Jo Foley Birrenkott; and SRM Staff: SRM EVP Jess Peterson, SRM D.C. Coordinator Lia Biondo, and SRM Director of Operations Kelly Fogarty. Issues discussed included: Certification; the 2018 Annual Meeting; Appropriations: wild horse and burros; professional society support; ARS funding; International Year of Rangelands & Pastoralists; and ongoing training agreements and work with agencies.

The delegation met with: Acting Under Secretary Natural Resources & Environment; Senior Policy Advisor to Secretary Perdue Brian Kilppenstein; BLM Deputy Director of Operations John Ruhs; Senator Tester (MT); Senator Daines (MT); House Committee on Natural Resources; Stakeholder meeting on certification; Inter-Agency Meeting: State Department; NPS; BLM; USFS; NRCS.

This year's fly-in covered a variety of topics and has included many successful follow-up interactions and projects. SRM worked with its sister societies to draft language that was included in the House report language for FY 2018 Appropriations. Following this, a letter was submitted in thanks to the House Members who pushed through this language, and to urge that this issue be addressed in future years' Appropriations discussions.

SRM's annual inter-agency meeting added new groups this year, with the National Parks Service and the State Department sending personnel. U.S. Fish and Wildlife Service and the Bureau of Indian Affairs were also invited.

Elsevier Publisher's Report (cont.)

<https://plumanalytics.com/learn/about-metrics/>) On the Journal Home Page, you can see the list of 2017 articles for each journal that have had the most attention across these different metrics.

ScienceDirect Improvements

In 2017 the journals' pages on ScienceDirect were streamlined and are faster than ever (moving from a 12 second to a 1 second load time). This is achieved by smart, minimal design and reducing the amount of content that needs to be loaded at once. Early feedback is very enthusiastic!

The new pages focus on the key use cases: the most sought-after information upfront. We achieve better SEO as the URL includes the journal title directly in it.

Elsevier Publisher's Report



ELSEVIER

2017 Highlights:

Readership

- REM had 34,812 downloads in 2017 (nearly a 34% increase over 2016's 26,007 downloads). "**Woody Invasion of Western Rangelands**" Special Issue

(sponsored by USDA Natural Resources Conservation Service's Sage Grouse Initiative) had by far the highest usage of all issues last year.

- RALA had 24,136 downloads in 2017 (nearly a 28% increase over 2016's 18,686 downloads)

Impact Factor

- REM's Impact Factor **rose from 1.349 to 1.940 in 2016.**
- This suggests that in the years 2014 and 2015 REM published more impactful content that was cited by a higher number of readers- a strategy of both high quality content and Elsevier's broad reach.

Global Reach

- Rangelands' biggest readership come from the US (24%); REM's is 34% US.
- We saw a massive increase in visitors to the journal homepages for both REM and Rangelands in 2017: for [REM](#), a 42% increase; for [Rangelands](#), the number of page views increased 53%.

Marketing Innovations

- **Altmetrics:** PlumX is now part of Elsevier, and provides insights into the ways people interact with individual articles (and other research output). PlumX categorizes five separate categories for each article: **Usage, Captures, Mentions, Social Media, and Citations** (for definitions, see:

Engagement (cont.)

Additional Outreach and Engagement

SRM continues to be involved in several national and international forums and functions, including, but not limited to:

- National Horse and Burro Rangeland Management Coalition
- Native American Rangeland Management Training Project
- Regular meetings with leadership in USDA along with the USFS, NRCS, USFWS and BLM
- Regular meeting with science societies and partner NGOs and stakeholders
- Rangelands Partnership & the NatGLC
- Efforts to get a UN recognized International Year of Rangelands
- Sage Grouse Initiative: sponsored journal; sponsor and hosted/recorded symposium at St. George
- Starting Farm Bill conservation and invasives discussions: Reduce Risks from Invasive Species Coalition and the U.S. Geological Survey (USGS) Coalition
- Annual federal budget discussions

See you in Minneapolis, Minnesota next year!



Membership & Outreach

SRM continues to develop and expand on effective ways to emphasize recruitment of new members, retention of current members and reinstatement of lapsed at both the international, national, and local level. SRM officially transitioned at a calendar year renewal date of January 1st, requiring strong focus be applied to bringing members into the 2018 membership year through the transition. To accomplish membership goals, multiple methods of outreach were implemented. These included travel to sections, partner meetings, etc. and developing ways to increase awareness of SRM. Additionally, Sandy Wyman finished her exemplary service as chair of the Membership Committee, transitioning the position to co-chairs Gary Frasier and Devii Rao.

Successes of 2017 include:

- Transition to single calendar year renewal date of January 1st.
- Further development of the Membership Committee, reinstating active participation of committee members and a transition in leadership to co-chairs Gary Frasier and Devii Rao.
- Implemented multiple renewal efforts to lapsed members, both to recently expired and to those that were several years lapsed.
- Outreach to multiple SRM sections by SRM BOD and staff.
- Furthered relationships with partners through agreements and trainings.
- Made multiple appearances at outreach events of partners and relevant public relation events.
- Instated a fundraiser and coordinated with local section to support those impacted by the natural disaster, Hurricane Harvey.
- The SRM Redd Fund was revised to increase functionality and was utilized at the 2018 Annual Meeting.

Rangeland Ecology & Management (cont.)

We believe increased diversity of authors and topic, plus the increase in scientific presentations spawned greater and more diverse readership in REM. REM is read worldwide by scientists, researchers, practitioners, managers, and policy makers interested in using the most up-to-date knowledge in their research and decision-making process. REM appears in the initial stages of a very positive long-term growing period.

Rangeland Ecology & Management

Rangeland Ecology & Management (REM) publishes high-quality manuscripts on all topics—including ecology, management, socioeconomic, and policy—pertaining to global rangelands. The journal's mission is to foster innovation and communication of science-based knowledge aimed at promoting healthy, functioning ecosystems within the world's rangelands and to support enduring and sustainable stewardship. Author submissions are published in five manuscript categories: original research papers, high-profile forum topics, concept syntheses, and research and technical notes.

REM is the premier journal for communication of science-based knowledge and for fostering both innovation and rigor in stewardship of the world's rangelands. REM is critical to the mission of the Society for Range Management and has had increasing scientific impact and management relevance in recent years. In 2016, the Editorial Board began working toward several new goals aimed at REM improvements in both the scientific quality and professional value of the journal into the future. We are pleased that all official measurements of success for REM are dramatically higher than during any of the previous years. Our number of submissions has increased by about 40% and the diversity of authors and topics published in REM has grown substantially over the past year. The editorial board has worked steadfastly to change their approach by working more closely with authors to improve the scientific quality of authors contribution, rather than simply ranking it. In response, our rate of acceptance has increase by about 25%, while the published manuscripts are of much higher quality than in the past. In response, our impact factor has risen from about 1.54 to 1.93 and (2.03 for 5-year impact factor) this past two years. The outlook for REM is bright since most of the work toward improving all aspects of REM is only partially implemented and that work will continue through 2018.

Membership & Outreach (cont.)

- Advanced overall presence on social media, increasing Facebook followers by 515, with a total of 4,253 and created an Instagram account of 147 followers.
- Continue updating SRM image “We Are Rangelands”, #RespectOnTheRange, and “Grassroots” membership themes.
- The Membership Committee developed a new display to be implemented at meetings and other outreach events with incorporated technology elements that can be updated upon need.
- Strong emphasis was placed in supporting Student Conclave and Young Professional's Conclave members. Including inviting officers of both to attend the Summer BOD Meeting and YPC Fly-in, as well as supporting their joint mentorship event at the Annual Meeting.
- SRM apparel and marketing elements were developed to increase awareness and update image of SRM. This included both tangible marketing materials as well as images, films, etc.
- As in previous years, 2017 graduates presented with a 1 year gifted apprenticeship – and the class of “2018” will be recognized with gifted knives at the 2018 annual meeting.
- Membership Committee developed a “Membership Toolkit” to be utilized by sections.

Balance Sheet

SRM BALANCE SHEET AS OF 7.31.17	
	Jul 31, 17
ASSETS	
Current Assets	
Checking/Savings	
1269 · ML Operating Reserve - 2202	112,712.64
1000 · Wells Fargo Checking -5521	390,712.06
1006 · U S Bank -9382	18,629.16
1009 · WF-AFLAC-5621	2,308.75
1207 · ML Life Membership Fund - 4006	169,446.56
1225 · ML Building Reserves	215,399.15
1232 · ML Endowment Fund - 4008	1,096,939.99
1233 · ML - Operating Account - 3628	7,572.39
1238 · ML Program Funds - 4004	80,784.35
1268 · ML Masonic Scholarship - 4010	153,109.86
Total Checking/Savings	2,247,614.91
Accounts Receivable	
1110 · Accounts Receivable	65,611.19
Total Accounts Receivable	65,611.19
Other Current Assets	
1810 · Prepaid Insurance	1,602.00
1840 · Copyrights & Trademarks	
1839 · Accumulated Amortization	(431.78)
1840 · Copyrights & Trademarks - Other	552.71
Total 1840 · Copyrights & Trademarks	120.93
Total Other Current Assets	1,722.93
Total Current Assets	2,314,949.03
Fixed Assets	
1630 · Furniture, Fixtures & Equipment	26,245.68
1699 · Accumulated Depreciation FF&E	(23,758.33)
Total Fixed Assets	2,487.35
Other Assets	
1875 · Deposits	1,700.00
Total Other Assets	1,700.00
TOTAL ASSETS	2,319,136.38
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2010 · Accounts Payable	5,001.26
Total Accounts Payable	5,001.26
Credit Cards	
2021 · Merrill Lynch/BOA Credit Card	206.89
Total Credit Cards	206.89
Other Current Liabilities	
2017-3 · Student Conclave	844.30

Rangelands



After seven years of service to SRM, Lori Hiding stepped down as Editor-in-Chief of Rangelands this spring. Her post has been filled by Jason Karl as Editor-in-Chief and Eva Levi as Managing Editor. Rangelands is a full-color publication of the Society for Range Management and is published six times per year in February, April, June, August, October, and December. Each peer-reviewed issue of Rangelands features articles on the state of rangeland science, art, management, technology, policy, economics, education, society, and culture; along with book reviews, highlights from the relevant scientific literature, and society news. The journal provides readers relevant information founded in the current rangeland science and management knowledge base in a user friendly, non-technical format.

With no themed or sponsored issues produced in 2017, all issues were comprised entirely of contributed articles. Due to the transition between editorial staff, the June and August issues were combined, resulting in a total of 5 issues for 2017. This year, Rangelands featured 19 Research Articles, 2 Case Studies, and 1 Editorial. Topics covered included long-term vegetation treatments on public rangelands, livestock and carnivore coexistence, the utility of animal units and AUM's, drought and grazing effects on plant species diversity, vegetation restoration, mobile apps for rangeland inventory and monitoring, juniper invasion of rangelands, coping strategies for historical drought, enhancing wind erosion monitoring, using remote-sensing based interactive systems for monitoring, evaluating an on-ranch rangeland monitoring program, and cheatgrass invasion and restoration, among others.

The *REM Highlights* column, featured in each issue this year, has been redesigned into *Editor's Choice* by Roger Sheley, the Editor-in-Chief of Rangeland Ecology & Management; this column will now feature an in-depth review of one paper of interest instead of a short summary of each paper in each issue of REM. The *Browsing the Literature* feature was revived by EIC Karl for the December 2017 issue and will be continued into 2018 by Matt Germino.

Website & Email Newsletters

In 2017, the new website has proven to be an asset to the organization as it is much more appealing and easy to edit giving our membership greater access to up to date information. Many new pages and features have been added and we will continue to do so in 2018. If you have feedback or ideas for the website that you'd like to share, please do so using the feedback form available on the website

Rangelands.org will be moving the website to Amazon Web Services for hosting in the early part of 2018 which will allow us to utilize their state of the art services at a great rate offered especially for non-profit organizations.

Our email communications will be undergoing an update in 2018 as well. A new design and format for both the Rangeland News and Rangeflash are in the works to enhance readability and visual interest. If you have feedback or ideas regarding how we can improve these communications, please use the feedback form on the Rangeland.org website to share those thoughts with us.

Balance Sheet

2017-1 · Young Prof Conclave Payable	2,032.08
2017-2 · High School Youth Forum Payable	2,470.07
2025-00 · Section CC Payable	
2025-01 · Colorado Section	435.00
2025-02 · Idaho Section	179.50
2025-03 · Nevada Section	180.00
2025-04 · Texas Section	
04-00 · Texas Section Meetings	2,125.00
2025-04 · Texas Section - Other	641.58
Total 2025-04 · Texas Section	2,766.58
2025-05 · Wyoming Section	265.92
2025-06 · Arizona Section	220.00
2025-07 · New Mexico Section	220.00
2025-08 · Nebraska Section	189.00
2025-09 · Oklahoma Section	124.00
2025-10 · Kansas Section	129.50
2025-11 · North Central Section	25.00
2025-12 · Mexico Section	50.00
2025-13 · Pacific Northwest Sec	395.00
2025-14 · Northern Great Plains	213.50
2025-15 · South Dakota	129.50
2025-16 · California-Pacific Section	375.00
2025-19 · National Capital Section	50.00
2025-20 · Utah Section	375.00
2025-21 · Southern Section	50.00
2025-22 · Florida Section	15.00
2025-26 · Int'l Mountain Section	375.00
Total 2025-00 · Section CC Payable	6,762.50
2100 · Payroll & Benefit Liabilities	
2115 · Accrued Vacation	2,018.99
2116 · Accrued Salaries	1,997.13
2126-2 · Aflac Flex Spending Account	1,479.47
2127 · Health Insurance	111.68
2130 · SIMPLE IRA	(81.82)
Total 2100 · Payroll & Benefit Liabilities	5,525.45
2150 · Accrued Expense - Other	4,592.20
2316 · Deferred Revenue	
2318 · Deferred Revenue 2018 AM	
2318-20 · Deferred Expenses 2018	(7,112.61)
Total 2318 · Deferred Revenue 2018 AM	(7,112.61)
2316-31 · Coordinated Research & Training Projects	79,331.86
Total 2316 · Deferred Revenue	72,219.25
Total Other Current Liabilities	94,445.85
Total Current Liabilities	99,654.00
Long Term Liabilities	
2600 · Elsevier Signing Bonus	11,079.57
Total Long Term Liabilities	11,079.57
Total Liabilities	110,733.57
Equity	
3010 · Contributed Capital	(13,014.36)
3020 · Prior Years Retained Earnings	1,962,370.05
Net Income	259,047.12
Total Equity	2,208,402.81
TOTAL LIABILITIES & EQUITY	2,319,136.38

Finance

FISCAL YEAR ENDING JULY 31, 2017

Q - R = S

T - U = V

	Actual (Aug 16-July 17)			Budget (FY End 2017)		
	Income	Expense	Net	Income	Expense	Net
Membership	137,935	70,667	67,268	200,000	62,000	138,000
Publications	172,944	85,920	87,024	81,000	75,000	6,000
Certification	17,880	657	17,223	14,075	0	14,075
Workshops	85,329	48,112	37,217	50,000	20,000	30,000
Annual Meeting	451,020	351,647	99,373	437,500	437,500	-
AM Advanced Payments					20,000	(20,000)
Misc./YPC/Judging Contest					14,300	(14,300)
Admin & General Expense	5,449	302,235	(296,786)	11,000	255,836	(244,836)
Total Income and Expense	870,557	859,239	11,318	793,575	884,636	(91,061)
Carryover from AM	119,942		119,942	100,000		100,000
Contributions			-	1,000		1,000
Building proceeds			-			-
Life Membership	13,500		13,500	13,500		13,500
Endowment	26,018		26,018	18,726		18,726
Total Transfers	159,460		159,460	133,226		133,226
Net Income - Without Investment Income & Exp	1,030,017	859,239	170,778	926,801	884,636	42,165
Transfer to Reserve Funds						40,000
Net Income After Transfer to Reserves						2,165