NON-ACADEMIC ECOLOGISTS

Many ecologists with doctoral and master's level degrees find employment outside academia, either by design or after initial efforts to secure faculty positions. These individuals may work directly with ecological science in fields such as environmental consulting, federal/state/local agencies with research or resource management responsibilities, non-governmental organizations focused on policy or resource management, or private (for-profit) corporations focused on resource use and management (e.g., forestry, fisheries, agricultural production). Still other ecologists move into non-science professions that nonetheless draw upon their ecological and scientific expertise (e.g., science communication). In aggregate, employment in these sectors probably exceeds academic employment for ecologists (based on NSF data on degrees earned over the past decade). The ESA might add to its numbers significantly by attracting and retaining more members from the private sector (as have other societies such as ACS and GSA) and from government.

Annual Meeting	Sections and Chapters	Journals	Committees and Volunteer Activities	Awards and Fellow Recognitions	Certification	Other
Offer workshops focused on specific private-sector skills (consulting, marketing, business planning, recent updates to environmental regulations, etc.) at the annual meeting. Charge one-day or workshop-only registration rate to attract those who might not be interested in many scientific sessions but could justify attending a portion of the meeting to build professional skills. Support small, more local Section and Chapter meetings. Anecdotal evidence suggests meetings with a more local focus are a greater draw for professionals. Create networking opportunities at annual meeting for those working	Work with the Applied Ecology Section and others to understand the distribution of careers and employment settings of their current members, and develop specific outreach and marketing campaigns promoting the benefits of Section (and therefore ESA)	Promote value of access to journals for those lacking access to academic libraries. Target specific promotional campaign describing this benefit to individuals in such situations (consulting firms, public agencies, non-profits). Consider increasing this benefit (eg by packaging access to applied ecology,		In addition to current Policy Award, develop awards for those in more applied career settings (e.g., government scientist, resource manager). Revisit the prior Corporate Award and consider whether a revision of that program would or could attract membership and connection with	To increase numbers of practicing consultants (and possibly government employees) interested in pursuing certification, work with major contracting entities (governments, industrial firms) to persuade them to insist that contractors employ certified ecologists. Require all certified ecologists to maintain membership status. Look into Society for Ecological	Create/renew series of profiles of ecologists on ESA website, with prominent examples of ecologists working in diverse professional settings

in private sector, those in public sector (beyond federal level), etc.	membership to others in those settings.	resource mgmt, or conservation journals, from ESA or others) for ESA members including non-academics. Consider expanding scope of *Ecol Applications*, or perhaps starting a new journal, that would attract papers (and readers) from these more applied professions. Continue and expand *Frontiers* series on careers, with profiles of individuals in diverse career settings		private-sector ecologists.	Restoration, Wetlands Society, others for examples where certification has become more frequent - what requirements and what external factors have driven this growth? Integrate this effort with current ESA effort (led by Teresa Mourad and the Board on Professional Certification) to review and strengthen the Certification program.	