

SSSP Membership Committee Report
Submitted to the Board of Directors
Annual Meeting – Philadelphia, PA – August, 2005
by
Frances Pestello, Chairs

A. Membership as of July, 2005

As of June 2005 SSSP membership is up by approximately 2.5 percent, or 37 members, over this time last year (n=1585 compared to 1548). The largest single category membership continues to be among our student members (n=511), followed by those in the \$135 membership category (n=174) and those in the \$90 membership category (n=162). Although membership is higher than in 2004, the changes in most membership categories are stable. One notable change is in departmental memberships, which have nearly doubled, since 2004 (n=46 compared to 24).

The top three divisions in terms of membership are:

1. Poverty, Class and Inequality (n=548)
2. Racial and Ethnic Minorities (n=426)
3. Crime and Juvenile Delinquency (n=362)

These are followed closely by Conflict, Social Action and Change (n=361), and Social Problems Theory (n=319).

B. 2005 Life Memberships

At this report date, we have 25 Life Members.

C. Committee focus for 2004 – 2005

The committee focused on two projects this year:

1. **Utilizing email to do the initial recruitment for renewing members.** During the 2004 membership committee meeting in San Francisco discussed the possibility of using a web-based renewal for members. This was implemented as the first contact for the 2005 membership drive. It was felt that many members rely on the internet and other societies are using this approach for renewal. It might encourage members to renew and renew more quickly, if they can complete the process in one step. The initial email contact was followed by a letter to those who did not renew by email.

2. **Targeted recruitment drive.** Current SSSP members were sent a brochure and letter encouraging them to ask a friend/colleague to join SSSP or suggesting that they pay for a graduate student membership. 1,651 members were emailed at no cost to the society. It was also decided to target other societies whose membership might be

interested in the SSSP. Additionally, the committee suggested targeting members of the American Society of Criminology (3136 brochures mailed), American Public Health Association (3853 brochures were mailed), Society for the Study of Symbolic Interaction (336 brochures mailed), American Association of Colleges of Nursing (100 brochures were mailed), Institutional Ethnography (168 brochures mailed). The committee had suggested a few other lists that might be contacted, but Rebekah Darksmith of University of California Press suggested that we use a Market Data Retrieval System that would be less expensive and contact more potential members (14,281 brochures mailed), and members of the following ASA sections:

- Community and Urban Sociology
- Environment and Technology
- Marxist Sociology
- Sociological Practice
- Asia and Asian America
- Latino/a Sociology
- Race, Gender, and Class
- Labor and Labor Movements.

(3542 brochures mailed)

This campaign netted 87 members.

The Chair would like to express appreciation for the work of all of the committee members and especially to Michele Koontz for her expertise and support throughout the year.

Respectfully submitted,
Frances G. Pestello