

SSSP Membership Committee Report
Submitted by: Kathryn Fox, Chair
Submitted to: SSSP Board of Directors
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I. MEMBERSHIP as of June, 2006

As of June 2006, SSSP membership is stable. Including members paid through 2008, we have 1587 members currently which is comparable to last year's number at this time (n=1585). The largest category of membership remains "students" (n=526); the second largest category is the \$135 dues (those earning over \$75,000; n=196); and the third largest category is the \$90 dues (those earning between \$45k and \$54,999; n=144).

One significant growth category is the departmental memberships, which is 74 currently compared to 46 in 2005 and 24 in 2004. This appears to be a successful membership campaign and opportunity.

The top three divisions for membership are:

1. Poverty, Class and Inequality (n=541)
2. Racial and Ethnic Minorities (n=413)
3. Conflict, Social Action and Change (n=350)

Social Problems Theory and Crime and Juvenile Delinquency follow closely in 4th and 5th places with 345 and 327 respectively. The only notable change this year is that Crime and Juvenile Delinquency moved from the #3 spot to #5 (2005 n=362; 2006 n=327).

II. MEMBERSHIP RECRUITMENT EFFORTS

a. Web membership renewal

Web-based membership renewal was encouraged this past year, and was a great success. 42.91% of member renewed via the SSSP website. 53.06% still renewed through regular mail. (4.03% of sustaining/emeriti members do not pay dues.) However this seems to be a cost saving effort we should continue.

b. Targeted Recruitment Drive

This year the committee targeted specific organizations to encourage joining SSSP.

SSSP Members: We sent two brochures to each member asking that they try to recruit two members. This generated 1 new member.

ASA: We specifically targeted these ASA sections:

1. Teaching and Learning
2. Crime, Law and Deviance
3. Sociology of Education
4. Family
5. Aging and the Life Course

6. Sociology of Law
7. Sociology of Sexualities

This effort generated 9 new members.

Other organizations: We tried to target several organizations whose goals and mission overlap with those of SSSP. Several of them do not sell their mailing lists or the cost to purchase them was prohibitive. We did target several organizations who rented their mailing lists:

1. Academy of Criminal Justice
2. American Association of University Women
3. College Professors of Social Sciences
4. Ph.D. granting departments

This generated 15 new members.

Overall, this strategy is very expensive because the costs include: a) renting mailing lists; b) printing brochures; c) postage.

Targeted recruitment this year cost \$12,142.36 and only netted \$1370.00 for a total loss of \$10,772.36. This strategy should be revisited next year and possibly scrapped as too costly for too little benefit.

The chair thanks her committee members for their efforts, and Michele Koontz from the SSSP office for all of her assistance and expertise this year.

Respectfully submitted,

Kathy Fox, Chair