

**SSSP Membership Committee Report**  
**Submitted by: Noelle Fearn, Chair**  
**Submitted to: SSSP Board of Directors**  
**Annual Meeting, New York, August 2007**

**I. MEMBERSHIP as of June 2007**

SSSP membership has increased over the past twelve months. Including members paid through 2008, we currently have 1,772 members—representing approximately a 12 percent increase in membership since June 2006. (At this time last year, we had 1,587 members comparable to the previous year's (June 2005) 1,585 membership total.) Although membership for **all** membership categories has increased over the past year, the largest category of membership remains “students” (N=639; compared to N=526 last year). The second largest membership category remains “those earning over \$75,000” [\$135 dues] (N=204); and the third largest membership category is “those earning \$55,000-\$64,999” [\$105 dues] (N=142). The third largest membership category last year was the \$90 due category and although in fourth place this year (N=131) its growth was overtaken in 2007 by increased membership in the \$105 membership bracket. All in all, I think quite a positive membership-generating/sustaining year.

Recently collected (May and June 2007) membership-related data reveals that SSSP members are overwhelmingly located in the United States (N=1618; 91 percent). However, we also have SSSP members in Canada (N=79; 4 percent), Mexico (N=4; .2 percent), and “other foreign countries (N=71; 4 percent). Increasing international membership appears to be a potential fruitful area for improvement especially given the increase in web-based membership and renewal (discussed below) along with the various international organizations that may be willing to share (or rent) their mailing lists if asked.

Currently, the top special problems divisions are:

1. Poverty, Class and Inequality (N=550)
2. Racial and Ethnic Minorities (N=469)
3. Conflict, Social Action, and Change (N=389)
4. Crime and Juvenile Delinquency (N=371)
5. Social Problems Theory (N=367)

The only notable change in this ordering is the flip between numbers 4 and 5. Last year, the Social Problems Theory division came in fourth (N=345) while the Crime and Juvenile Delinquency division was fifth (N=327). However, membership in each of the special problems divisions has increased (some significantly).

**II. MEMBERSHIP RECRUITMENT EFFORTS**

**A. Web-based Membership Renewal**

Web-based membership renewal was encouraged, following past years' efforts and continues to be a success. Fifty-three percent of all members renewed their membership via the SSSP website whereas only 43.3 percent renewed through regular postal mail (3.7 percent of sustaining/emeriti

members do not pay dues). Web-based membership renewal seems to be extremely cost-effective (and cost saving) and we should continue to strongly encourage this renewal method.

### **B. Targeted Recruitment Drive—Promotion Campaign**

This past year the membership committee targeted specific organizations (including our own members) in our promotion campaign to encourage others to join SSSP.

#### *SSSP Members:*

Each SSSP member was sent a promotion brochure and encouraged to try to recruit new members. This generated 4 new members.

#### *ASA:*

We specifically targeted the following ASA sections: Collective Behavior and Social Movements and Racial and Ethnic Minorities. This effort generated 5 new members.

#### *Other Organizations:*

We attempted to target several organizations whose goals and mission overlap with those of SSSP. Unfortunately, some do not sell/rent their mailing lists and/or the cost to purchase them was prohibitive. We did, however, target several organizations who shared (for free!) or rented their mailing lists (numbers of new members generated by this effort are in parentheses):

<i>American Society of Criminology</i>	(10)
<i>International Sociological Association</i>	(0)
<i>Law and Society</i>	(5)
<i>Population Association of America</i>	(2)
<i>Sociologists for Women in Society</i>	(1)
<i>Symbolic Interaction</i>	(1)
Ph.D. granting departments	(1)

As a side note, we also received 13 new members via online registration but were unable to determine a specific target mailing.

Similar to last year, I note the same concern about this recruitment/promotion campaign: the cost-to-benefit ratio. This strategy is not very cost effective as we expend resources on: renting mailing lists, printing brochures, and postage. Therefore, this strategy should be revisited as the Board sees fit.

Although much more conservative than the 2006 targeted recruitment (at least in terms of dollars), the 2007 promotion campaign cost \$6,770.34 and only generated revenues of \$2,180.00 for a total loss of \$4,590.34.

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

**Respectfully submitted,  
Noelle E. Fearn, Chair**