

TO: Board of Directors, SSSP

FROM: Justice 21 Committee: (Kathleen Ferraro, Brian Klocke, JoAnn Miller, Robert Perrucci, Jon Shefner, Glenn Muschert, Chair)

RE: 2011 Committee Report

DATE: June 30, 2011

The 2010/2011 year has been an active one for the Justice 21 Committee. In all, the Committee is making timely progress toward producing the 2012 *Agenda*. The Committee distributed a call for chapter proposal, and invited select key contributors. After reviewing the submitted chapter proposals, the Committee invited twelve chapters, which are to be included in the 2012 publication, *Agenda for Social Justice, Solutions 2012*.

The Committee now operates at a zero budget, and hopes that the production of the 2012 *Agenda* might generate modest revenue for the project and the Society. The Committee determined that the 2012 *Agenda* would be distributed in electronic formats only. Specifically, the plans are to continue the practice of publishing the *Agenda* electronically on the SSSP website, and seriously to explore the possibility of publishing the *Agenda* for Kindle download via Amazon.com. This initiative could potentially generate revenue from the project, and may broaden the reach of the project. In addition, the Committee is beginning efforts to develop a marketing plan for the project, and to generate interest from graphic artists to contribute front- and rear-cover artwork. Both of these initiatives involve the cost-free use of students and/or volunteers.

The Committee also initiated efforts to measure the impact of the project, which we are pleased to report seems broad. Data indicate that in the past 15 months there have been over 1700 hits to the publication's main portal on the SSSP web site (<http://www.sssp1.org/index.cfm/m/323>), including over 1200 unique views (that is, excluding repeat visitors). Given that the March 2010 to June 2011 period is between 2 and 3 years since the volume first appeared, it seems that this is a reasonably high level traffic for the site. In addition, a "ClustrMap" was recently added to the site which tracks global traffic to our site and creates a graphic showing from where in the world people are accessing the site. Between June 13 and June 30, there were hits from 16 U.S. states, and hits from the following countries: Canada, the U.K., Turkey, Morocco, the Philippines, and Cambodia. All these came within a period of just over two weeks, and it seems that global hits to the site happen at a brisk pace.

At the 2011 meetings, the Committee will meet to discuss its continued work toward producing the 2012 *Agenda*, most of which will take place during the 2011/2012 year.

We thank our Committee members for their service to the Society, and we acknowledge the support of the Society. The Justice 21 Committee also expresses thanks to the Board for its continuing support of this project. In particular, the Committee also expresses gratitude to the staff in the SSSP office, for their assistance with practical matters and for the assistance of the Society's webmaster.