

**SSSP Membership Committee Report**  
**Submitted by: Betsy Ettorre, Chair**  
**Submitted to: SSSP Board of Directors**  
**Annual Meeting, Las Vegas, August 2011**

***A. June Membership Reports***

Total paid current membership in SSSP is currently 1482 up 6.3% from this time last year (n=1394). Combining current paid members with 2010 members who have not yet renewed membership is currently at 2026, which is down slightly at 1.6% from this time last year (when the number was 2061). The largest category of dues paying members is, as in the past, among our student members (n=561), where their dues rate is \$30. The second largest dues category is the \$85,000+ where the dues rate is \$210 (n=166 members). The third largest dues category is the range from \$45,000 to \$54,999 (dues rate is \$120) where we have 125 members. This year, we have 123 “first time professional members” (dues rate at \$45). This is a 20.5% increase from last year, when we had 102 members in this category.

Our membership (N=2026) is predominantly based in the United States (n=1817). Other members include those residing in Canada (n=118), Mexico (n=4) and other countries (n=87).

The Special Problems Divisions with the largest memberships are as follows:

1. Poverty, Class, and Inequality (n=667)
2. Racial and Ethnic Minorities (n=589)
3. Conflict, Social Action, and Change (n=466)

The membership for these Divisions is slightly down from last year when these numbers were recorded as 684, 631 and 482 respectively.

***B. 2011 Sustaining Membership Report***

This year we have 35 members in the “sustaining membership” category paying the \$1,300/\$1,700 dues rate. This represents a slight increase from last year when the number was 33.

### C. 2011 Promotion Report

This year, Michele Koontz, Héctor Delgado, Javier Treviño, Sarah Ellen Hendricks and Kelley Flatford helped to implement the membership outreach strategies that were revamped last year. We moved away from costlier (i.e. hard copy, distribution) strategies. As a result, this year's promotion campaign appears more successful in comparison with the previous year. For example:

- There is no net loss on our membership campaign this year compared with \$606.24 last year.
- The total revenue generated this year was \$7,920 compared to \$1,185 last year.
- We recruited 192 members through this campaign in comparison to 26 members last year which represents a noteworthy 638% increase.

Costs and yield of various elements of the campaign are further detailed below.

<b>Promotion Summary</b>	<b>2011</b>	<b>2010</b>
Total Expenses	<b>\$510.15</b>	\$1,791.24
Total Members Received	<b>192</b>	26
Total Dues Revenue Generated	<b>\$7,920.00</b>	\$1,185.00
Promotion Costs Not Covered by Campaign	<b>None</b>	\$606.24

- 400 brochures and flyers at a cost of \$92.83 were printed and distributed at various meetings, through current members, through *Social Problems* and at the 2010 Annual meeting. From this hard work, 118 new members were generated, resulting in \$5,410 in dues revenue and a real gain for the promotion campaign.
- Three E-mail blasts were organised in January 2011 to Departmental chairpersons, Graduate Students and the membership. Webpage set up charged for this work was

\$417.32. This resulted in 74 new members and \$2, 510 in dues revenue. Again this is another success story.

- We have planned a “New members” breakfast at the Las Vegas meeting on Friday, August 19 from 7.15 - 8.15 am.

Obviously, the new brochure designed by the team last year was a significant improvement and as hoped the new promotion and recruitment strategy reaped the benefits of increased membership and revenue. The team should be congratulated on the success of this year’s campaign.

#### **D. Comparison Membership Report, 2001-2011**

Total paid current membership is currently 1482. This is a 5.8% decrease from the year 2001 (n=1569). During this ten year period, the highest recorded number of members was 1772 in 2007. Last year was the lowest recorded number of paid members at 1394. As stated earlier, this year the largest category of dues paying members was among our student members (n=561). In 2001, this number was 469. The second largest dues category for this year was the \$85,000+ category with 166 members. In 2001, the second largest dues category was in the \$45,000-\$54,999 dues category with 178 members. This year, the third largest dues category was the range from \$45,000-\$54,999 (dues rate is \$120) where we had 125 members. In 2001, the third largest dues category was \$35,000-\$44,999 dues category (n= 154). This year, we have 123 “first time professional members” (dues rate is \$45). In 2001 this number was 49.

#### **Recommendations:**

- While we need to sustain the specific membership/dues categories as reported above, we should perhaps look at how we can target recruitment of new members in the under \$24,999 dues category (with a dues rate of \$70) and the \$25,000-\$34,999 dues category (\$90 dues rate) as these dues categories tended to be more robust in the past ten years.
- Continue web based promotions and develop new ones.

- Consider having special targeted web based promotions to other Sociological Societies outside the USA including for example, European Sociological Association, British Sociological Association, etc.

A big thanks goes to the members of this committee, SSSP Executive Officer and the staff of the Administrative Office for doing the implementation of this year's campaign strategy. I especially want to thank Michele Koontz for keeping me continually informed of new developments.

Yours faithfully,

Elizabeth (Betsy) Ettore, Chair