

TO: Board of Directors, SSSP

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

RE: 2012 Committee Annual Report

DATE: June 30, 2012

The 2011/2012 year has been a very active one for the Justice 21 Committee. The Committee has 1) completed the process of securing eleven chapter contributions for the 2012 *Agenda*, 2) is moving forward with the production phase of the 2012 volume, and 3) has secured and is implementing a marketing plan for the volume. It is anticipated that the 2012 volume will appear in both electronic and print versions prior to the August 2012 SSSP meetings in Denver.

The Committee now operates at a zero budget, and is intending to distribute its volume as widely as possible, while potentially generating modest revenue stream for the project and the Society. In the marketing plan, which was developed in the previous year, the volume will be available for a nominal fee via Amazon in both Kindle and print-on-demand formats. The volume will be distributed free of charge in electronic copy to all Society members, and an electronic copy would also be available gratis to those who request a copy free of charge due to economic hardship. A graphic designer has contributed cover art work *pro bono*, and a marketing consultant has also contributed to the development of the marketing plan on a volunteer basis. The SSSP Editorial and Publications Committee approved a publication agreement for use by the Justice 21 committee for the *Agenda*. The SSSP office has provided significant support and logistic assistance, particularly with regards to the electronic/Internet aspects of the process (i.e., the project's web presence).

The Committee also initiated efforts to measure the impact of the project, which we are pleased to report seems broad. In the past year, there were over 1300 unique visits (that is, excluding repeat visits) to the publication's main portal on the SSSP web site (<http://www.sssp1.org/index.cfm/m/323>). Given that this period is between 3 and 4 years since the 2008 volume first appeared, it seems that this is a reasonably high level traffic for the site. A "ClustrMap" now tracks global traffic to our site and creates a graphic showing from where in the world people are accessing the site. In the previous year, there were 1100 hits from 47 U.S. states and Washington, DC. The remainder of the hits comes from 58 countries, most notably Canada (31), the U.K. (26), the Philippines (19), and India (14). We note that our Society's membership is drawn most commonly from the U.S. and Canada; however we also need to consider that many non-members compose an audience for our volume. It seems that our project has both North American and global reach, and this helps us to consider the broad audience which may consume our volume. The following page contains a visual which places dots on a world map, representing visitors, and may help to convey the broad reach of the 2008 volume.

By the 2012 meetings, the 2012 *Agenda* should be available to readers in electronic and print formats, and will have been distributed to the Society membership. In 2012, the Committee will meet to discuss its continued work toward publicizing and distributing the *Agenda*.

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.