

Ad Hoc Revenue Generating Committee Report
Submitted by Héctor L. Delgado
August 2012, Annual Meeting, Denver, CO

Committee Members:

Susan Carlson
Hector L. Delgado, Chair
Alison Griffith
David Levinson
Raymond J. Michalowski Jr
JoAnn Miller
Barbara Katz Rothman

The Revenue Generating Committee met in Vegas to discuss ways in which the SSSP can raise revenues. The committee was created in Atlanta (August 2010) to explore ways in which the SSSP could lessen its heavy dependency on *Social Problems* and compensate for losses incurred every year with its annual meetings. The following were the principal suggestions that came out of our conversation in Las Vegas.

1. Offering online courses and certificates
2. A service similar to newspaper services that provide electronic versions of papers for teaching purposes
3. Foundation support. Dr. Greg Reed, Associate Vice Chancellor for Research at the University of Tennessee, has offered us access to the resources of his office to pursue funding opportunities. I will write to him to see what, if any assistance they can provide.
4. Justice 21 Project
 - a. Distribute the booklets electronically, concentrating on emailing notices and copies to our intended audience of progressive policy makers, journalists, activists, and politicians. Also, we will email copies to the SSSP members and conference attendees. We request the assistance of the SSSP Administrative Office to send these.
 - b. E-publish the text on Amazon, so folks can buy it with their kindles and other devices. Propose a nominal fee TBD (say \$3 or \$5) for the volume, and those who are interested will pay the fee (70% of which is retained as royalties, which we can designate to the SSSP).

Thus far the most important action we have taken is a meeting with Dr. Reed at UTK and meetings with UTK fundraising staff subsequent to our meeting with Dr. Reed.

Meeting with Dr. Reed, UTK

Michele and I met with Dr. Reed during my visit in Knoxville for the Budget, Finance, and Audit meeting in June 2012. It was a very good meeting. Unfortunately the university's fundraisers were not able to make the meeting, but since our meeting with Dr. Reed, Michele has met with them and these meetings produced some promising possibilities that we will be exploring.

The following is a brief report on Michele's meetings with UTK fundraisers.

Michele Koontz's Report

On Tuesday, July 3, I met with Susan W. Ballentine, Director, Foundation & Corporate Engagement. Susan identified five foundations from UT's Foundation Directory that SSSP might want to consider. Earlier today I asked Lisa to review each foundation's web site. Please take a few minutes and review each foundation by clicking on the link.

1. [Ford Foundation](#) (Susan's first choice)
2. [William Randolph Hearst Foundation](#) (Susan's second choice)
3. [Sociological Initiatives Foundation, Inc.](#)
4. [The Frost Foundation, Ltd.](#)
5. [Charles A. Frueauff Foundation, Inc.](#)

During our meeting, Susan stated that SSSP must do the following before identifying a foundation(s).

A. Identify our Cause - What does the Society want to accomplish?

Possible suggestions include:

- a. Educational Seminars - Training
- b. Programming
- c. Teaching Opportunities
- d. Student Travel and Awards

B. How would the grant money benefit the Society?

C. Identify who will write the grant proposals. Susan suggested a multi-disciplinary team from various universities. I will need to be involved. Susan suggested adding a graduate student to the team. Lisa East is very interested in being involved. Our UT liaison or Principal Investigator on the grant proposal would need to be Dr. Jon Shefner, SSSP Project Director. We need to have a conversation with Jon to make sure that he's on board.

D. Develop a Plan of Action

Susan suggested Anheuser Busch Foundation as a potential corporate funder for SSSP. She also suggested that the Administrative Office staff attend grant writing seminars offered at the University of Tennessee this fall.

On Monday, July 9, I met with Susan and Charlie Senn, Director, Proposal Management, Office of Research. Once the board identifies a foundation(s) to target, I will contact Charlie and he will put together our Proposal Development Team. This team will consist of a Manager (most likely Charlie), an Editorial representative, and a Sponsored Programs representative (assist with budget preparations). Charlie will develop our time line and guide us through the process. I hope to meet with Cathy Dodge, Development Office, College of Arts & Sciences soon. She may have other funding opportunities.

I would like to thank Michele for her report, as I would Lisa East for providing us with the links above to the most promising of the foundations UTK helped us to identify. Please take a look at these, as we will be doing, and if you have ideas for proposals, please let the Administrative Office know.

You will be receiving a report from the Budget, Finance, and Audit Committee, which will reflect a discussion we had in Knoxville in June that will have an impact on revenue in a very fundamental way. Instead of assuming that we would lose money in NYC, the committee and Administrative Office is proposing that we make an attempt to reduce the amount of money that we typically lose at annual meetings, by calculating the anticipated cost of a meeting to the SSSP and charging members fees that will cover these costs as much as possible, if not completely. The Board will of course have the final word on this proposal.

The Revenue Generating Committee will meet in Denver on Friday, August 17 from 8:00am – 9:40am in the Torreys Peak.