

2014-2015 SSSP MEMBERSHIP AND OUTREACH COMMITTEE REPORT

Submitted by Kendra Jason, Chair

Annual Meeting, Chicago, IL August 22, 2015

Membership

Membership numbers have remained stagnant. June 2015 membership figures (N=2353) are about equal to the 2014 reports (N=2376).

Student memberships make up the largest number of memberships (40%) followed by 1st time professional members (10%) then members earning >\$100,000 (8%).

Ninety percent of memberships originate from the United States, followed by Canada (5%).

The Divisions with the largest numbers of memberships as follows:

Racial and Ethnic Minorities (N= 481)

Poverty, Class and Inequality (N =435)

Conflict, Social Action and Change (N= 309)

Sustaining Memberships

We did not gain any Sustaining memberships (formally known as Life Memberships). In 2013-2014 we gained 4 which generated \$6,800 (4 x \$1700) in revenue alone.

Promotional Report

Our membership campaigns have been extremely successful and cost-effective. We gained 409 members, yielding \$18,405 in dues revenue, from our promotional campaign. We expended \$1,606.40 and generated \$16,798.60 in revenue for the organization. Moving away from print promotion into electronic and social media seems to have paid off well. Please note the highlighted points below:

- GAINS
 - Current members (\$3,550), the Annual Meeting (3,510), the Social Problems Journal (\$1,720), and word of mouth by professor or during class (\$1,170) yielded our greatest numbers of new members.
 - The organization netted \$892.50 with Email Blasts and webpage promotions to Graduate Students.
 - The organization netted \$3,282.50 with “Call to Action: Time to Renew and Recruit” Email Blasts and webpage promotion to members.

- LOSSES
 - Mailing brochures costed \$85.56 in postage (mailed 690 brochures) yielded 2 memberships and \$75 of revenue. Please note that brochures have not been printed since 2012. At that time, we paid \$1008 for 3500 brochures.
 - Online Advertisements using ASA *Contexts* costed \$700 and yielded 2 memberships and \$60 in revenue. In 2013 and 2014 we suggested to monitor the return on Contexts advertisements, it has not yielded a positive return on investment since we started using it.
 - No costs were expended, but no revenue was generated in sending an Email Blasts to 146 Directors of Graduate Student Studies.

The Membership and Outreach Committee decided to remain active on social media outlets featuring member testimonials, sample abstracts, and general information about membership benefits. This year we added division-related blasts to promote and recruit for division memberships, as well as, SSSP new memberships. Posts have been successful. The most popular blasts on Facebook have been from different types of reports. For example, “Remembering the Activist Work of MLK” a short video reached 3.2 K viewers, an announcement about SSSP graduate scholarships reached 856, Walda Katz-Fishman’s testimonial reached 923, and a news article about Sweden’s gender-neutral pronoun reached 800. This shows a range of information is successfully received on social media.

2014-2015 Membership Initiatives

The new initiative introduced at the 2014 committee meeting was the introduction of a SSSP blog. The general idea of this Blog was to quickly and readily provide relevant information to the general public about current social issues in a centralized location. Kendra, Lisa, and Marni took the charge to brainstorm this idea and see how it could work for SSSP. We were unable to come to a conclusion as to the format, management, direction, and specific purpose to present by the time of the 2015 Annual Meeting, so this initiative has been tabled for now.

Recommendations and Considerations

- Continue to be vocal and visible about the work of SSSP to new and potential members. Word of mouth has always been one of our most effective recruitment tools. Also, we should encourage current members to remain excited about the potential and work done by our organization.
- Continue to monitor divisions’ membership numbers and revenue. With the introduction of the new divisional fees (2012-2013) we need to assess if the changes have been advantageous for our members and the organization.
- Continue electronic, web-based, and social media promotion.
- Assess the value of print promotions.
- Cancel our ASA *Contexts* promotional efforts. Determine another site/venue to use for promotion.

- Consider ways to increase departmental memberships.
- Consider ways to increase Sustaining memberships. These memberships produce \$1200 and \$1700 in revenue each. It is to our loss not to find ways to make this option more desirable to members.

At our annual meeting, we will need to elect a new chair. We have 2 eligible candidates, Nadia Shapkina and Rachel Rayburn. As of July 13, Rachel has declined to run due to other professional obligations.

I would sincerely like to thank each member of the Membership and Outreach Committee for supporting me throughout this year as chair. This is my favorite organization and my favorite committee within the organization and I have been honored to lead it. Due to completing my dissertation and going up for promotion, I was unable to see some ideas through that we discussed in the 2014 meeting, but the overall mission of our committee was intact and we had a successful year of promotion, retention, and recruitment.

I would especially like to thank Michele Koontz, Lisa East, Sharon Shumaker, Douglas Oeser, and Hector Delgado for their administrative leadership and guidance. They are simply an amazing team of people and I have learned much from working with them over the years.

Thank you!

Kendra Jason, PhD
2014-2015 Membership and Outreach Committee Chair
University of North Carolina at Charlotte