

2015-2016 SSSP MEMBERSHIP AND OUTREACH COMMITTEE REPORT

Society for the Study of Social Problems

Annual Meeting, Seattle, WA

August 19-21, 2016

Chair: Nadia Shapkina, Kansas State University

Members: Rachel L. Rayburn, Indiana University – Purdue University Fort Wayne, Raeven Faye Chandler, Penn State University, Marni A. Brown, Georgia Gwinnett College, Tanya L. Saunders, The Ohio State University, Cameron T. Whitley, Michigan State University, Rachel Allison, Mississippi State University, Jean M. Beaman, Purdue University, Janelle M. Pham, University of California, Santa Barbara.

Membership

SSSP total membership has slightly increased in June 2016 (N=2376) compared to June 2015 (N=2353). Students are the largest group of all members (40%), followed by first time professional members (9.6%), and by a group of members earning above \$100,000 (8%).

The majority of members come from the United States (approximately 90%).

Members from Canada comprise about 5%.

Sustaining membership (formerly life membership) remained at the same level for several years.

SSSP divisions with the largest numbers of members are:

Racial and Ethnic Minorities (N= 528)

Poverty, Class and Inequality (N =405)

Conflict, Social Action and Change (N= 317).

Promotion

Our promotion strategy was quite successful. The expenses in 2015-2016 were \$368.03. This past year SSSP has gained 423 members generating \$18,270 in dues revenue. Promotion revenue constituted \$17,901.97. The strategy continued from previous years (minimizing print promotion and maximizing electronic and social media outlets) keeps working.

Current members (\$4,090), annual meeting (\$2,790), professor's recommendation (\$1,095), and Social Problems journal (\$1,420) gave the highest amounts of revenue.

Mailing 709 printed brochures did not yield any members or revenue. The brochures were produced in February 2015 (\$641 for 5,000 brochures).

Online advertisement in *ASA Contexts* generated \$480 in dues. Other online advertisement (including Oxford University Press) was not that successful and yielded \$135 in revenue.

Targeted email blasts remains a good promotion strategy for SSSP. Two of these email blasts were especially successful. Graduate student promotion generated \$1,845, and «Time to Renew and Recruit!» email generated \$3,180 in revenue. Promotional email to directors of graduate studies did not yield any revenue.

Recommendations:

- Continue increasing SSSP visibility and disseminate information about the society's activities.
- Minimize printed promotional materials; maximize electronic and social media promotional strategies.
- Come up with strategies to reach potential members through social media outlets.
- Think of new ideas how to invite sustaining members.
- Consider ways to increase departmental memberships.
- Evaluate *ASA Contents* promotion. (in 2015 committee discussed cancelling this promotion, however, it did produce some revenue in 2016).

This year we will elect a chair of this committee among three candidates:

- Marni A. Brown, Georgia Gwinnett College (2016 member)
- Tanya L. Saunders, The Ohio State University (2016 member)
- Cameron T. Whitley, Michigan State University (2016 member).

I would like to thank the members of this committee for their wonderful ideas and their commitment to serve SSSP. I also would like to thank Michele Koontz, Sharon Shumaker, and Douglas Oeser for their assistance, guidance, and patience.

Sincerely,

Nadia Shapkina, Ph.D.
2015-2016 Membership and Outreach Committee Chair
Kansas State University