

2016-2017
Society for the Study of Social Problems
Annual Meeting, Montreal Canada
August 11-13, 2017

Chair: Marni Brown, Georgia Gwinnett College

Members: Tanya L. Saunders, (2014-2017), Cameron T. Whitley, Student Representative (2014-2017), Rachel Allison, (2015-2018), Jean Beaman, (2015-2018), Janelle M. Pham, Student Representative (2015-2018), Alexis A. Bender, (2016-2019), Chris Wellin, (2016-2019), Leigh H. Taylor, Student Representative (2016-2019), Lynn H. Green, (2017-2020), Christina D. Weber, (2017-2020), Alexander L. Dzurick, Student Representative (2017-2020)

SSSP divisions with the largest numbers of members as of June 30 are: top three

Racial and Ethnic Minorities (553)

Poverty, Class, and Inequality (438)

Conflict, Social Action and Change (342)

Promotional Efforts as of June 30

Our promotion strategy was quite successful, consisting of email blasts, social media and brochure mailings to members and departments. The expenses in 2016-2017 were \$294.36. This past year SSSP has gained 430 members generating \$17,950 in dues revenue. Promotion revenue constituted \$17,655.64. The strategy continued from previous years (minimizing print promotion and maximizing electronic and social media outlets) keeps working.

Current members (\$3,490), annual meeting (\$2,620), professor's recommendation (\$690), and *Social Problems* journal (\$1,950). Mailing 916 printed brochures did yielded \$90 in revenue.

Graduate student promotion went out in January, email blasts, department email blasts and department brochures, costing \$90 and generating a total 154 members and \$5,065. Targeted email blasts remain a good promotion strategy for SSSP. Two of these email blasts were especially successful. Graduate student promotion generated \$1,605, and «Time to Renew and Recruit! » email generated \$3,460 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, including undergraduate sociology majors, through social media outlets. • Think of new ideas how to invite sustaining members. • Work with other regional organizations. Consider ways to increase departmental memberships. • Evaluate ASA Contents promotion.

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

1. Rachel Allison, Mississippi State University, rallison@soc.msstate.edu (2015 member)
2. Jean Beaman, Purdue University, beamanj@purdue.edu (2017 member)
3. Janelle M. Pham, University of California, Santa Barbara, janellepham@umail.ucsb.edu (2017 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, Rachel Cogburn, Bethany Nelson and Marisa Stone for their assistance, guidance, and patience.

**Sincerely,
Marni A. Brown PhD**