

**2017-2018**  
**Society for the Study of Social Problems**  
**Annual Meeting, Philadelphia, PA**  
**August 10-12, 2018**

**Chair:** Chris Wellin, Illinois State University

**Members:** Rachel Allison (2015-2018), Jean Beaman (2015-2018), Alexis Bender (2016-2019), Alexander L. Dzurick, Student Representative (2017-2020), John Foster (2017-2020); Janelle Pham, Student Representative (2015-2018), Leigh H. Taylor, Student Representative (2016-2019), Christina Weber (2017-2020).

**SSSP Divisions (the top five) with the largest number of members as of June 30, 2018 are:**

Racial and Ethnic Minorities	(395)
Poverty, Class, and Inequality	(266)
Conflict, Social Action/Change	(204)
Crime and Juvenile Delinquency	(184)
Sexual Behavior, Politics/Communities	(175)

**Promotional Efforts, as of June 30<sup>th</sup>, 2018:**

Over the past year, our promotional efforts have involved updating promotional materials, including the Membership Brochure and Invitation for the New Member Breakfast. 5000 of the revised brochures were printed, at a cost of \$ 759.80; of these, 809 were mailed, with postage fees of \$174.05. This past year SSSP has gained 260 members, generating \$11,695 in dues revenue.

The online presence of SSSP via Facebook has taken root, with postings generating some 4,200 “likes” between June 26<sup>th</sup> and July 24<sup>th</sup> of this year. We will also welcome a small number of undergraduates this year at the annual meeting, the second consecutive year of a trial period involving a session dedicate to advanced undergraduates.

Graduate student promotions continue; this year, between January-March2018, 306 page-views (via Google) yielded 45 new members, generating \$1, 350 in dues revenue (\$1,260 “net”).

Total promotional expenses for the year amounted to \$1,113.85; total number of members who joined based on our promotional efforts was 386, generating a total of \$16,540 in dues, generating \$15,426.15 in promotional revenue generated.

**Recommendations:**

Shifting from printed to digital promotional materials has been effective, and nascent efforts to utilize social media hold promise. We badly need members of the *Membership and Outreach Committee* with comfort and skill in social media in order to enhance and advance our social media presence. The present M&O Committee has begun discussions regarding how to vet and prioritize social media postings, e.g., on the Facebook page, in order to maximize the quality, relevance, and coherence of this forum for sharing and promoting SSSP more broadly. Promising online strategies include featuring

winner of SSSP awards; new books by members; and perhaps editorials or other statements of members' engagement with timely and broad themes/issues reflecting SSSP's distinctive tradition. In closing, three new members were elected for the period 2018-'21. Barbara Wejnert and Cameron T. Whitley as regular members, and Nathalie P. Rita (student member). Though Chairs are ideally chosen from those with at least one year of service and experience, a slim quorum resulted in a new member, Chris Wellin, assuming the role of Chair in Montreal. Having overcome a series of challenges in the year since taking on the post, he (I) will be a more engaged and effective chair in the year to come, building on a promising and relevant set of goals that were discussed and recorded in the 2017 meeting. He will inform other members of the need to elect a new Chair at the upcoming meetings in Philadelphia.

Heartfelt appreciation goes to Alexis Bender for taking minutes, and to Michele Koontz for her unfailing skill, knowledge, and patience.

Respectfully submitted,

*Chris*

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