

2018-2019
Society for the Study of Social Problems
Annual Meeting, New York, NY
August 9-11, 2019

Chair: Alexis A. Bender, Emory University

Members: Alexander L. Dzurick, Student Representative (2017-2020), John D. Foster (2017-2020), Nathalie Rita, Student Representative (2018-2021), Leigh H. Taylor, Student Representative (2016-2019), Christina D. Weber (2017-2020), Chris Wellin (2016-2019), Barbara Wejnert (2018-2021), Cameron T. Whitley (2018-2021)

SSSP Divisions (the top five) with the largest number of current members (2019) as of June 30, 2019 are:

Racial and Ethnic Minorities	(392)
Poverty, Class, and Inequality	(257)
Conflict, Social Action/Change	(201)
Crime and Juvenile Delinquency	(179)
Health, Health Policy, & Health Services	(177)

The top four also were the largest divisions at the end of 2018. Health, Health Policy, and Health Services replaced Sexual Behavior, Politics, and Communities in the 5th spot.

Promotional Efforts, as of June 30th, 2019:

Over the past year, our promotional efforts have involved updating promotional materials, including the Membership Brochure and Invitation for the New Member Breakfast. 2,000 of the revised brochures were printed, at a cost of \$489.85; of these, 876 were mailed, with postage fees of \$191.54.

The online presence of SSSP via Facebook continues to reach current and potential members, with postings generating over 4,300 followers and “likes” as of July 15th of this year. The most “liked” post was the announcement of the C. Wright Mills Award finalists. This post had over 1,600 reactions and over 600 engagements. We will continue to welcome a small number of undergraduates this year at the annual meeting, the third consecutive year of a trial period involving a session dedicated to advanced undergraduates.

Graduate student promotions continue; this year, from January 10 to March 31, 437 page-views (via Google) yielded 38 new members, generating \$1,254 in dues revenue (\$1,119 after subtracting promotional webpage design fees).

The “Call to Action: Time to Renew and Recruit” email blast was sent to 918 non-student members, yielded 96 new members for a revenue of \$4,848 (\$4,713 after subtracting promotional webpage design fees)

Total promotional expenses (brochure printing fees, postage fees, and promotional webpage design fees) for the year amounted to \$951.49; total number of members who joined based on our promotional efforts, including target email blasts, was 404, generating a total of \$20,947 in dues, generating \$19,995.51 in promotional revenue.

Recommendations:

We continue to make the shift from printed to digital promotional materials, and we are beginning to gain more exposure in this area. Increasing our presence in this saturated area will require more social media savvy members of the membership & outreach committee. In addition to posting materials on Facebook and twitter forums, being knowledgeable about emerging and alternative media sites could be beneficial. It might also serve the society well to engage in social media “listening” of other organizations with similar focus to learn from their methods and to share information. We have refreshed our member testimonials, but continue facing challenges with featuring non-academic professionals. We made the effort to contact members we knew worked outside of academia without successful replies. I recommend members of the M&O committee use names of mentors or mentees who identify as working outside of academia to broaden this reach.

I would like to recognize Leigh Taylor and Chris Wellin who will be concluding their term on the committee and welcome Janelle Pham, Stephani Williams, and Carley Geiss (student representative) onto the committee for the 2019-2022 term.

Heartfelt appreciation goes to Christina Weber for taking minutes, and to Michele Koontz, Rachel Cogburn, Caitlin Mize, and the SSSP leadership for their outstanding support, knowledge, and patience over the past year.

Respectfully submitted,

Alexis

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