

**Society for the Study of Social Problems 2020 Annual Meeting  
Permanent Organization & Strategic Planning Committee  
Wednesday, July 8, 2020, 12:30-2:30 (CST); 10:30-12:30pm (PST)  
(Zoom Meeting)**

The POSPC committee met on 7/8/2020 to discuss the issue of membership shortfall (and other COVID-19 related issues). The following are our Action Items meant to be delivered to the BOARD OF DIRECTORS. These fall into several categories:

**Targeted Cohorts**

1. The POSPC believes that a significant way a membership drive may gain momentum requires studying membership data. To make the best of a membership drive, our committee recommends the careful study of annual meeting surveys (2016-2019), the most recent membership surveys (2014 + 2019), and month by month membership pattern reports (2016-2019). Studying the aforementioned documents, we believe, will allow for the identification of specific cohorts to be targeted. Targeting these cohorts will make for more efficient and effective recruiting.
2. Our committee recommends the aggressive targeting of non-academic constituencies/potential membership pools, e.g., Government (Research) Agencies; Non-Profit Organizations; NGOs; Private Sector.
3. Targeted cohorts should be exposed to clear statements about our value. What is our value? Praxis and social justice, of course, but what else? What is it about our value that is more than academia?

**Cancelling / Redirecting Next Year's Meeting**

4. Should COVID-19 continue to be a pressing issue at the start of 2021, our committee recommends cancelling the August 2021 Face-to-Face meeting. After cancellation, a virtual meeting, per the Board of Directors, would be in order, even if this means it will take place across regional and temporal boundaries. The POSPC committee, as such, seconds the Board of Directors' approved resolution to adopt a virtual platform – partial and otherwise -- for the 2021 annual meeting (should it prove necessary and in order to not have a repeat of 2020).

**Incentivizing Membership**

5. To boost up membership funds, our committee recommends offering multiple-year memberships at discounted prices. For example, SSSP could offer 2 and 3 year memberships with a 5-10% discount for each additional year (5% for 2 yrs., 10% for 3 yrs.).

## Reaching out to Potential Members

6. As a way to broadcast our value as an organization, embed our ourselves into existent/growing markets, and gain membership, our committee recommends that the SSSP establish partnerships with regional venues, e.g., Pacific Sociological Association, Eastern Sociological Association, Southern Sociological Society, etc.
7. As per Action Item 6, our committee also recommends for the SSSP to embrace an aggressive social media strategy: Blogs, member-driven broadcasting of local symposiums/workshops, author blurbs, social issue blurbs, member-driven virtual social-issue meetings throughout the year (for which registration fees maybe collected).
8. The POSPC committee also recommends reaching out to constituencies other than academic ones. The SSSP is more than an organization made up of academics (as indicated by a recent 2020 membership query). Since the SSSP is a social justice / praxis oriented organization that sets out to tackle social problems, it can reach out to constituencies interested in such an agenda. An effort must be made to focus on “solutions” so as to broaden our reach and maximize the tapping of potential membership pools.