

Revenue Generating Committee Meeting: July 21, 2020

Members:

Héctor L. Delgado, Chair
Yvonne Braun
Lauren Eastwood
Nancy Mezey
Michele Koontz, ex officio

The meeting began with a financial overview of the organization provided by Michele and Héctor, which included informing the committee of the decrease in membership and a sizeable projected deficit. We have good reserves, but depending on a number of factors that are difficult to predict, we may have some difficult decisions ahead of us to make.

What follows are ideas that the committee recommends we entertain.

- Regarding membership, we may want to provide members, and potential members, with more information on how the Society operates.
- We may want to think about ways to solicit donations from members.
- We may want to conduct a campaign, targeting younger members, to encourage sustaining memberships, with an emphasis on the long-term benefits. This is an idea that requires very careful thinking, to make sure that it would also be in the Society's interest to have more sustaining members.
- Make an effort to increase departmental memberships.
- Consider consulting an expert on legacy gifting.
- Try to improve the financial arrangement we have with UTK, or consider having a comparable relationship with another institution instead of UTK.
- We are asking members, so far with some success, to pay for students' memberships. Discuss ways to make this more effective or productive.
- We plan to ask Divisions to return, minimally, that portion of their budgets allotted to the joint reception or a private reception, which will of course not take place this year. Could we ask them to put that and other return monies toward a specific fund (e.g. Racial/Ethnic Minority Graduate Fellowship) instead of returning it to the general operating budget? They may be more apt to return the money in this way.
- Revisit the awards, the amounts awarded, and the frequency of the awards. For example, can some awards be given every two years, instead of every year? For the time being, for example, could we reduce the amount of the Social Action Award (e.g. from \$5,000 to \$2,500).

- We discussed as well, whether the SSSP should be more of an activist organization, as originally envisioned by its founders, which in turn, especially in this political climate, may attract new members who are interested in being part of an organization that is part of a social justice movement, and not simply one more organization that people join to present papers. One possibility discussed is partnering with activist organizations.