

2020-2021
Society for the Study of Social Problems
Report for Virtual Meeting
July 12, 2021

Chair: Barbara Wejnert, University at Buffalo, SUNY (2020-2021)

Members: Nathalie Rita, student representative (2018-2021); Barbara Wejnert (2018-2021); Cameron T. Whitley (2018-2021); Janelle M. Pham (2019-2022); Carley Geiss, student representative (2019-2022); Cynthia Zhang (2020-2023); Alessandra Bazo Vienrich (2020-2022); Amaka Camille Okechukwu (2020-2023); Martin “Mil Chistes” Jacinto, student representative (2020-2023); Andrea D. Miller (2021-2024); Morena Tartari (2021-2024), Greer Ayanna Hamilton, student representative (2021-2024).

As of June 30, 2021, SSSP Divisions (the top three) with the largest number of current members (2020+) are:

Racial and Ethnic Minorities (523)
Poverty, Class, and Inequality (323)
Conflict, Social Action/Change (280)

The top three were also the largest divisions at the end of 2020. It should be stressed that ALL top divisions saw increase, however, some division experiencing declines. It is important to note that at the end of June 2021, there were 131 first time professional members out of total 1451 members, which is larger number than last year, a year of COVID (1072), but lower number than the year 2019 with 1542 members. Unfortunately, 415 of 2020 members did not renew membership.

Promotional Efforts, as of June 30th, 2021:

This past year we continued our efforts to connect with people through digital means. In December we approved call for action: RENEW and RECRUIT page, which was sent to Graduate Studies Directors, as well as both student and non-student members. We updated our Testimonials page on the SSSP website. In an effort to boost our online presence, committee members contributed monthly media blasts that were posted on Facebook and Twitter. Topics varied in substance, including one blast informing members of their option to gift a membership. As of July 12th of this year, the SSSP Facebook page had 4,592 followers and 4,473 “likes.” We also prepared *Membership and Outreach Committee’s Blog Proposal* that was discussed at the Board of Directors ZOOM Meeting on February 1, 2021.

We had no brochure fees because there were no additional brochures printed. In all, 442 brochures were mailed out, costing \$111.95 in postage. These brochures did not attract new members.

Our graduate student promotions continued: student opportunities and benefits announcement was sent to 2000+ graduate and undergraduate students who want to receive group announcement. The announcement was sent to total 540 students this year and 190 directors of Graduate Studies, from January 10th to June 30th, 293 page-views (via Google) yielded 40 new members, generating \$1,354 in dues revenue (\$1,212 after subtracting promotional webpage design fees).

The “Call to Action: RENEW and RECRUIT” email blast was sent to 771 of 2020+ members, yielded 57 new members for a revenue of \$3,108 (\$2,966 after subtracting promotional webpage design fees).

Total promotional expenses (postage fees and promotional webpage design fees) for the year amounted to \$395.95. The number of members who joined based upon our promotional efforts, including target email blasts, was 336, generating a total of \$16,294 in dues, generating \$15,898.05 in promotional revenue.

Recommendations:

The attempt to maintain and grow our membership during end of the pandemic in the US is still our challenge. Doubling our efforts to increase the Society’s exposure on social media will help us to take on this challenge. Committee members proposed to open a blog on our website. The blog proposal was discussed at the Board Directors meeting in February 2021. The Committee members will contribute at least two media blasts to post on SSSP media platforms during the 2021-2022 promotional campaign. While the Testimonials webpage has been updated, we will continue to work on recruiting non-academic professionals to submit testimonials for the page. We will reach out to divisional heads to consider gifting memberships in order to increase their numbers, and we recommend that the gifting process be evaluated to see if it can be more inclusive. We will also have another “we want you back” letter sent out in the fall in order to help bring back past members.

I would like to thank Nathalie Rita, Student Representative, Cameron T. Whitley, and Barbara Wejnert who will be concluding their term on the committee and welcome Andrea D. Miller and Morena Tartari and Greer Ayanna Hamilton (student representative) onto the committee for the 2021-2024 term. Finally, I want to thank Michele Koontz, Rachel Cogburn, and the SSSP leadership for their guidance and support during these still tumultuous times.

Respectfully submitted,

Barbara Wejnert
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