# 2024-2025 Society for the Study of Social Problems Annual Report from the Membership and Outreach Committee Submitted on July 15, 2025 by Christina Barmon

Chair: Christina Barmon, Central Connecticut State University (2024-2025)

Members: Jacqueline M. Zalewski (2022-2025), Teresa Irene Gonzalez (2023-2026), Korey
Tillman (2023-2026), Felicia Arriaga (2024-2027), Michael O. Johnston (2024-2027), Kenya L.
Goods (Student Rep 2022-2025) and Jasmine S. Buenviaje (Student Rep 2023-2026), Abass
Muhammed (Student Rep 2024-2027).

Membership dropped dramatically in 2020 and 2021, remained fairly stable until 2025 and has dropped again this year (Please see attached)

The three largest divisions are:

- Critical Race and Ethnic Study: 375 members
- Gender, Sexual Behavior, Politics, & Communities: 271 members
- Poverty, Class and Inequality: 222 members

#### Promotional Efforts, 2024-2025

#### 2025 Member Campaign

- In addition to the annual meeting, the promotional efforts this year included targeted email blasts, online advertisements, listserv announcements, a virtual events.
- First-time memberships were \$70 and student memberships were \$46.
- Resulted in 192 members
- Graduate students are still one of the largest groups and continue to decrease.

#### Social Media

#### **Facebook**

- 4,581 total followers
  - The majority are between the ages of 35 and 54 and located in the US
- 121 Posts between August 6, 2024-July15, 2025
  - o 942 Views
  - 146 Interactions
  - o 5 follows
- Interactions have decreased by 43% since last year.

- 5538 Followers
- · Interaction data is not available

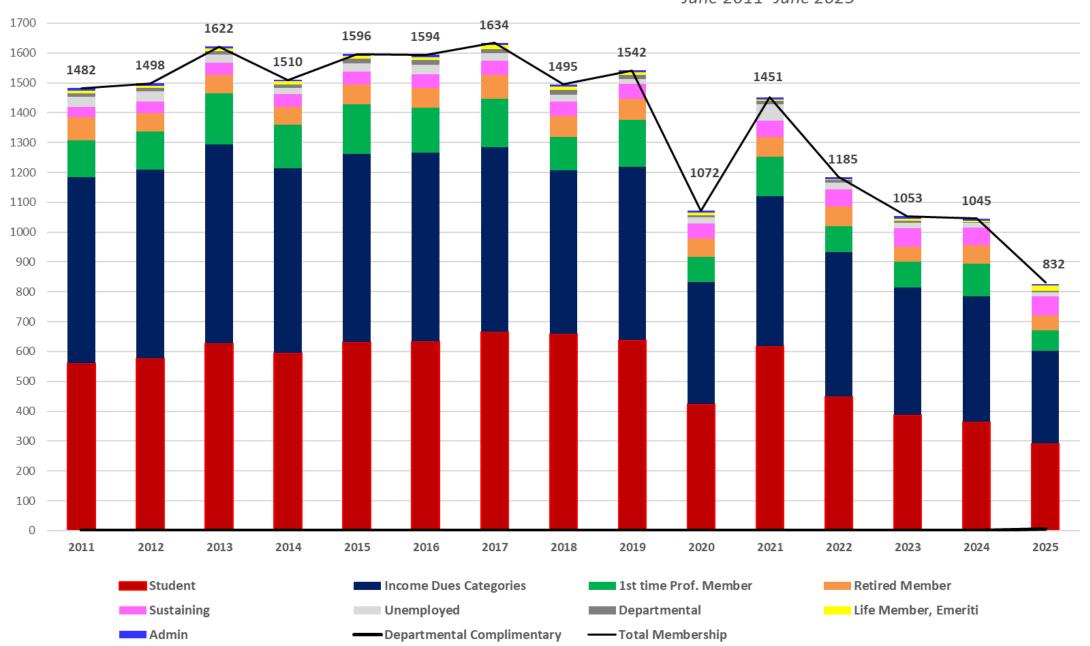
### Suggestions for the 2025-2026 committee

- Social media use has become more fragmented and politically segregated. Because of their support for far-right politics, fewer people may be using Facebook and X. We might consider shifting some efforts to Bluesky and Linked In.
- Because graduate students are such an important part of our membership, we may consider bringing back the Graduate-Student Spotlight in a more manageable way for the graduate students to administer
- We may also consider surveying graduate student members on their social media use.

The chair would like to thank all committee members as well as Michele Koontz, Elroi J. Windsor, and Rachel Cogburn for their additional support.

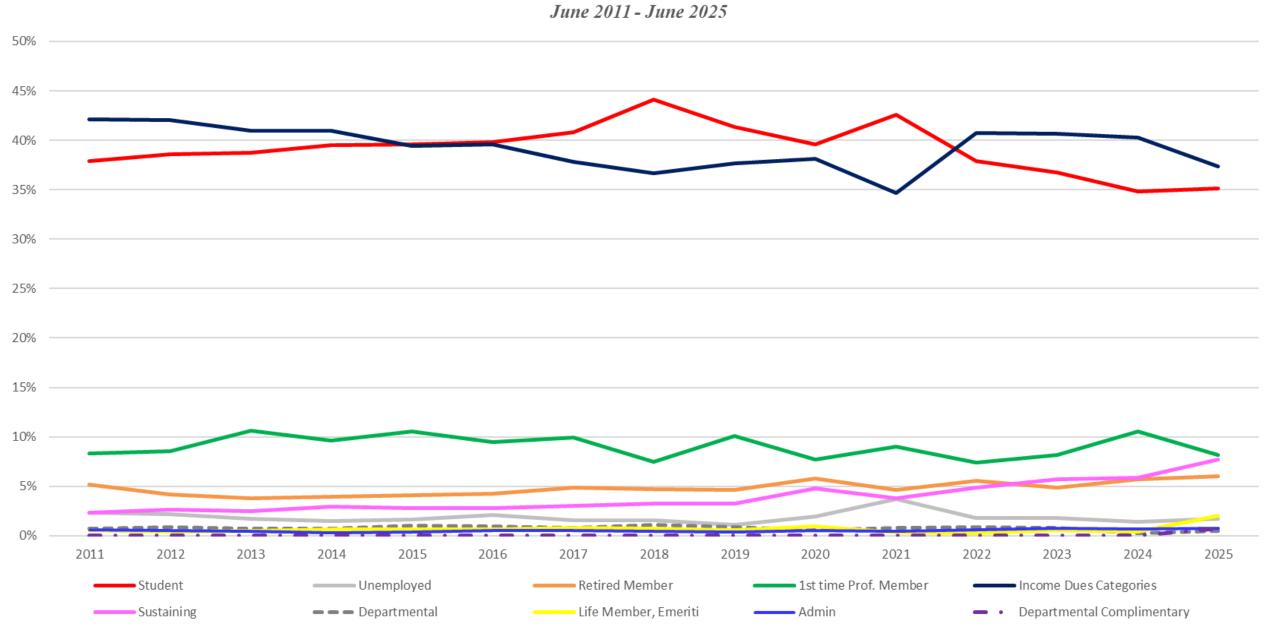
### **SSSP Membership**

June 2011 -June 2025



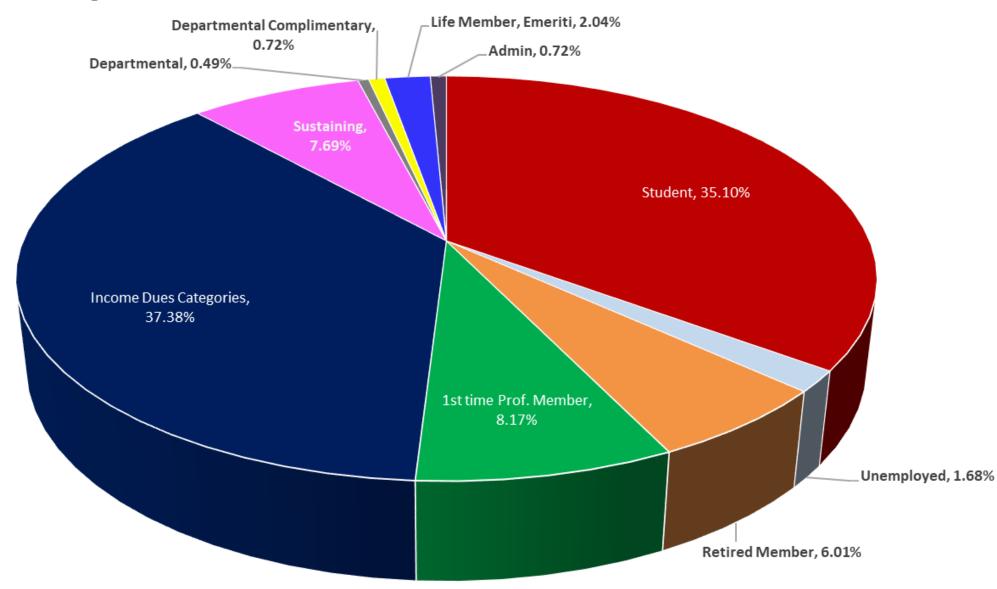
## **SSSP Membership by Dues Categories**

**Percent of Total Membership** 



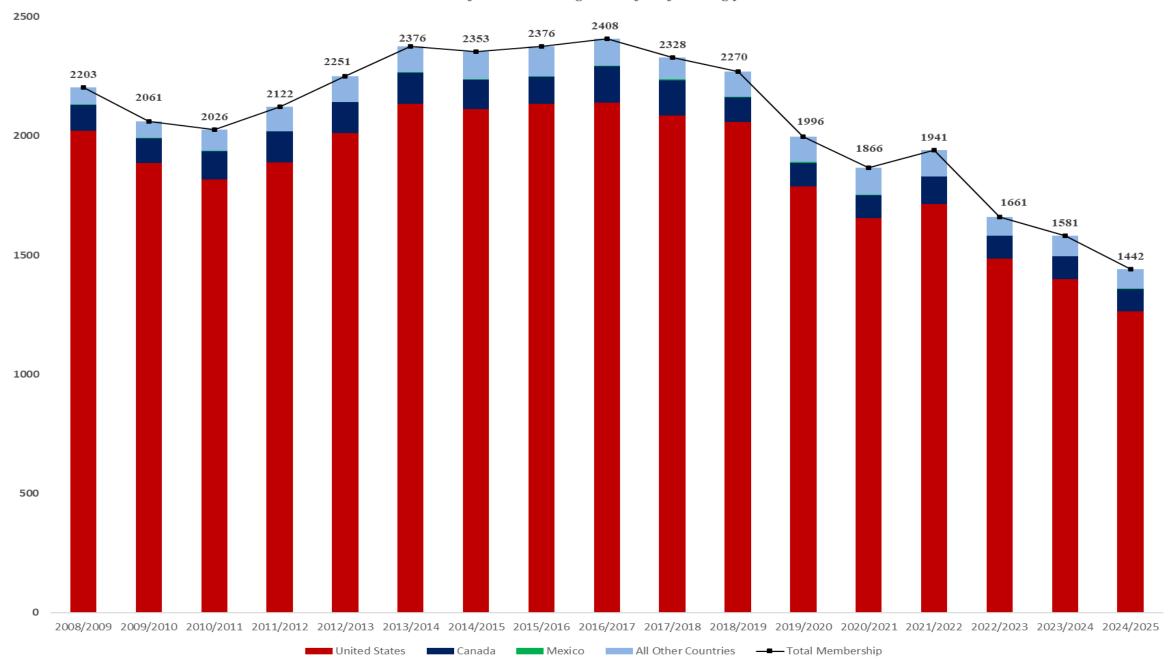
# **June 2025 SSSP Membership Categories**

as percent of total membership



### **SSSP Membership by Country**

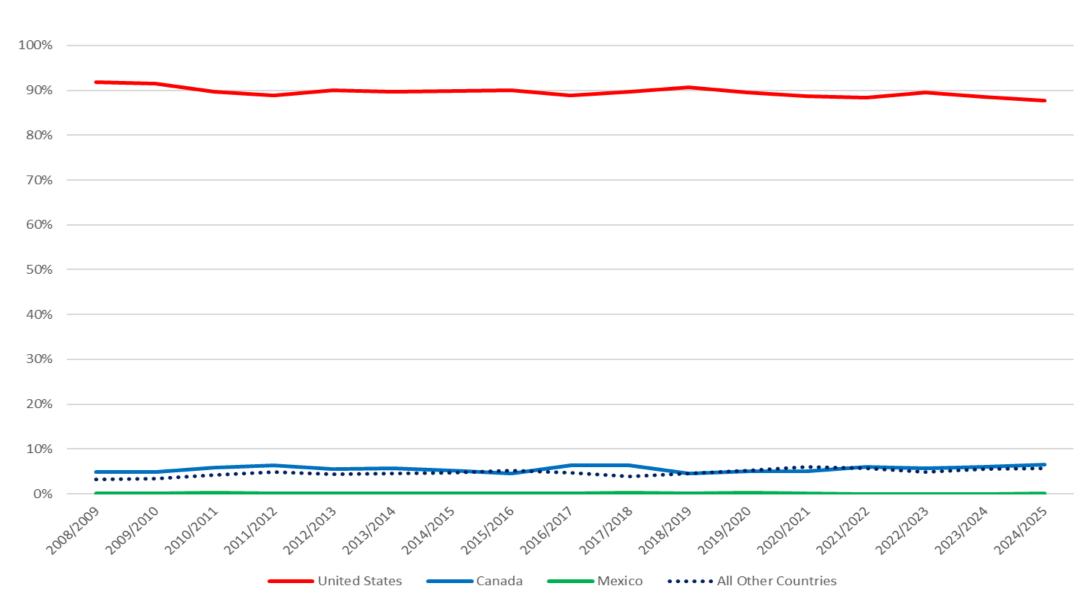
Data is from 8/31 through 6/30 of the following year

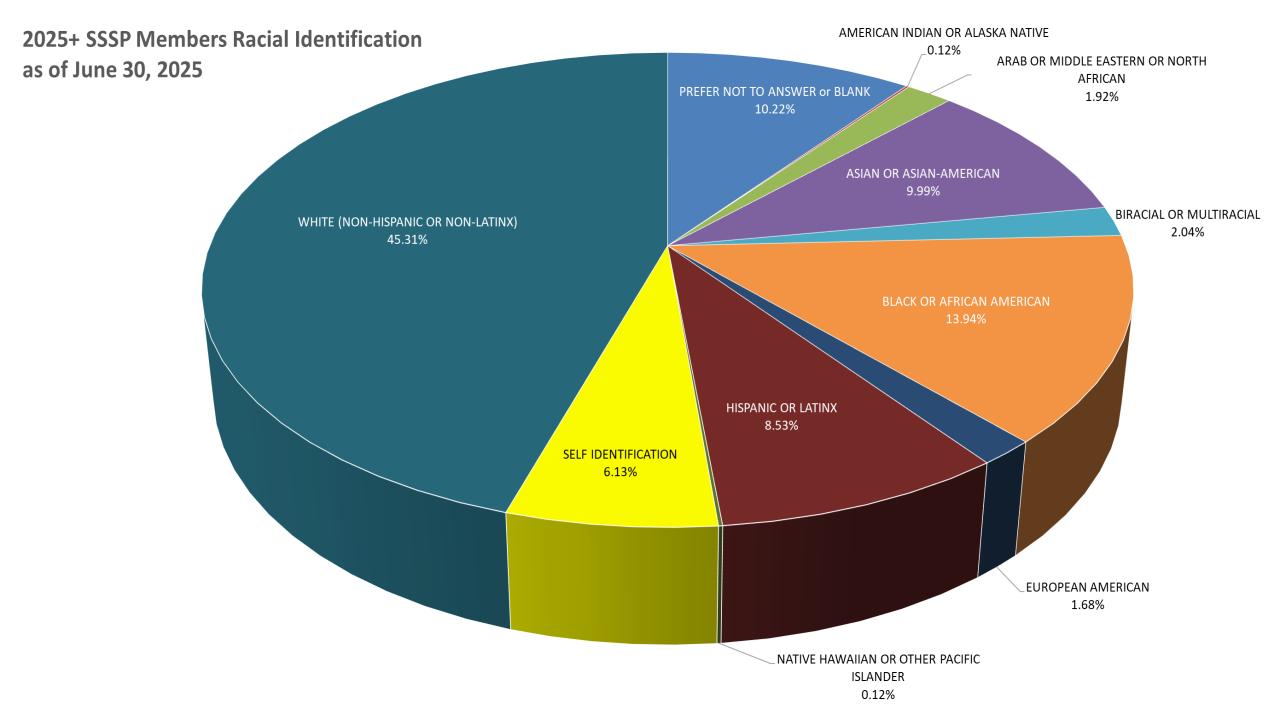


## **SSSP Membership by Country**

Percent of total membership

Data is from 8/31 through 6/30 of the following year





		Promotional Report							
		June 30, 2025							
Promotional Efforts							Members Received	Dues Revenue Generated	
1 Brochures* 2 Current Member - Unspecified Promotion Period 3 Professor or During a Class - Unspecified Promotion Period 4 Social Problems Journal 5 Online Advertisement - Oxford University Press 6 Online Advertisement 7 List-serv Announcement 8 SSSP Annual Meeting 9 SSSP Virtual Event 10 Websearch 11 Other  Total							21 13 18 1 1 3 10 15 1 16 29	\$2,164.00 \$598.00 \$1,287.00 \$293.00 \$138.00 \$484.00 \$714.00 \$46.00 \$1,301.00 \$1,412.00	
* Board of Directors voted to discontinue mailing promotional materials-7/24/23  Target E-mail Blasts	Date Sent	Webpage	Number of Active Users	Number of Views	Cumulative Number of Views	Webpage Design Fees	Cumulative Members Received	Dues Revenue Generated	Net
SSSP: Student Opportunities and Benefits (to current graduate and undergraduate student members) – <b>393</b>	1/8/2025								
SSSP: Student Opportunities and Benefits (to Directors of Graduate Studies) – <b>321</b> SSSP: Student Opportunities and Benefits (to LAC list) – <b>29</b>	1/8/2025	https://www.sssp1.org/membershippromo/	53	72	466	\$357.24	33	\$1,496.00	\$1,317.38
SSSP Membership Call to Action: RENEW and RECRUIT! (to current members minus graduate and undergraduate student members) – <b>700</b>	1/8/2025						32	\$2,181.00	\$2,002.38
Total		Not tracking these promotions past 3/31/25			466	\$357.24	65	\$3,677.00	\$3,319.76
		The stateming these promotions past 0/01/20							
2025 Promotion Summary	Total								
Total Expenses	\$357.24								
Total Members Received	192								
Total Dues Revenue Generated	\$12,114.00								
Promotion Revenue Generated	\$11,756.76								

## New Member Breakdown 6/1/2025 - 6/30/2025

CountOfPromotion	Promotion	SumOfAMOUNT_PAID
4	From a current member	448
2	Other	92
6	Professor or During a class	276
2	SSSP Annual Meeting	92

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Current Member (recorded on upper portion of promotion schedule when not within a special promotional window of time)

- Any new member that selects "From professor or during class" and the referral is a current member.
- · Any new member that selects "current member" with a referral or without a referral.

Professor or During Class (recorded on upper portion of promotion schedule when not within a special promotional window of time)

Any new member that selects "From professor or during class" and the referral is NOT a current member or there is no referral.

2025 Student Promo - Sent to Student Members, Directors of Graduate Studies, and selective Department Chairpersons (recorded on promotion schedule), through 3/31

- Any new member that selects "From professor or during class" and the named professor is NOT a current member or there is no referral.
  - Assumption is that it was forwarded from the student promo sent to chairpersons or from a list serv.
- Any new member that selects "current member" and the referral is a student.

2025 Call to Action: Time to Renew and Recruit! Promo - Sent to SSSP members excluding students (recorded on promotion schedule), through 3/31

- Any new member that selects "From professor or during class" and the referral is a SSSP member.
- Any new member that selects "current member" and specifies a member that is not a student.
- · Any new member that selects "current member" that does not specify a referral.

Journal

· From the Social Problems Journal

### Gift Membership Breakdown

Purchase Date*	Number of Gift Memberships	Gift Membership Type Description	Total Paid	
		Graduate Membership, Unemployed		
1/1/2025-1/31/2025	2	Membership	\$92	
2/1/2025-2/28/2025	2	Graduate Membership	\$92	
3/1/2025-3/31/2025	1	Retired Membership	\$70	
5/1/2025-5/29/2025	2	Graduate Membership, First Time Professional Membership	\$116	
	7		\$370	
* SSSP released a new a	utomated online gift membership pu	urchase option on January 24, 2022.		
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		ip paid for (Graduate Student, Undergraduate S	tudent, First Time Profession	al, etc.)
Gift Membership Type I		ip paid for (Graduate Student, Undergraduate S	tudent, First Time Profession	al, etc.)
Gift Membership Type I January donors purchas	Description: Type of SSSP Membersh	ip paid for (Graduate Student, Undergraduate S	tudent, First Time Profession	al, etc.)
Gift Membership Type Description  January donors purchase  February donors purcha	Description: Type of SSSP Membersh ed 1 graduate membership and 1 un sed 2 graduate memberships.	ip paid for (Graduate Student, Undergraduate S	tudent, First Time Profession	al, etc.)
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Gift Membership Type I January donors purchase February donors purcha March donors purchased April donors purchased	Description: Type of SSSP Membersh ed 1 graduate membership and 1 un sed 2 graduate memberships. d 1 retired membership.	ip paid for (Graduate Student, Undergraduate Stemployed membership.	tudent, First Time Profession	al, etc.)