

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
 - 942 Views
 - 146 Interactions
 - 5 follows
- Interactions have decreased by 43% since last year.

X

- 5538 Followers
- Interaction data is not available

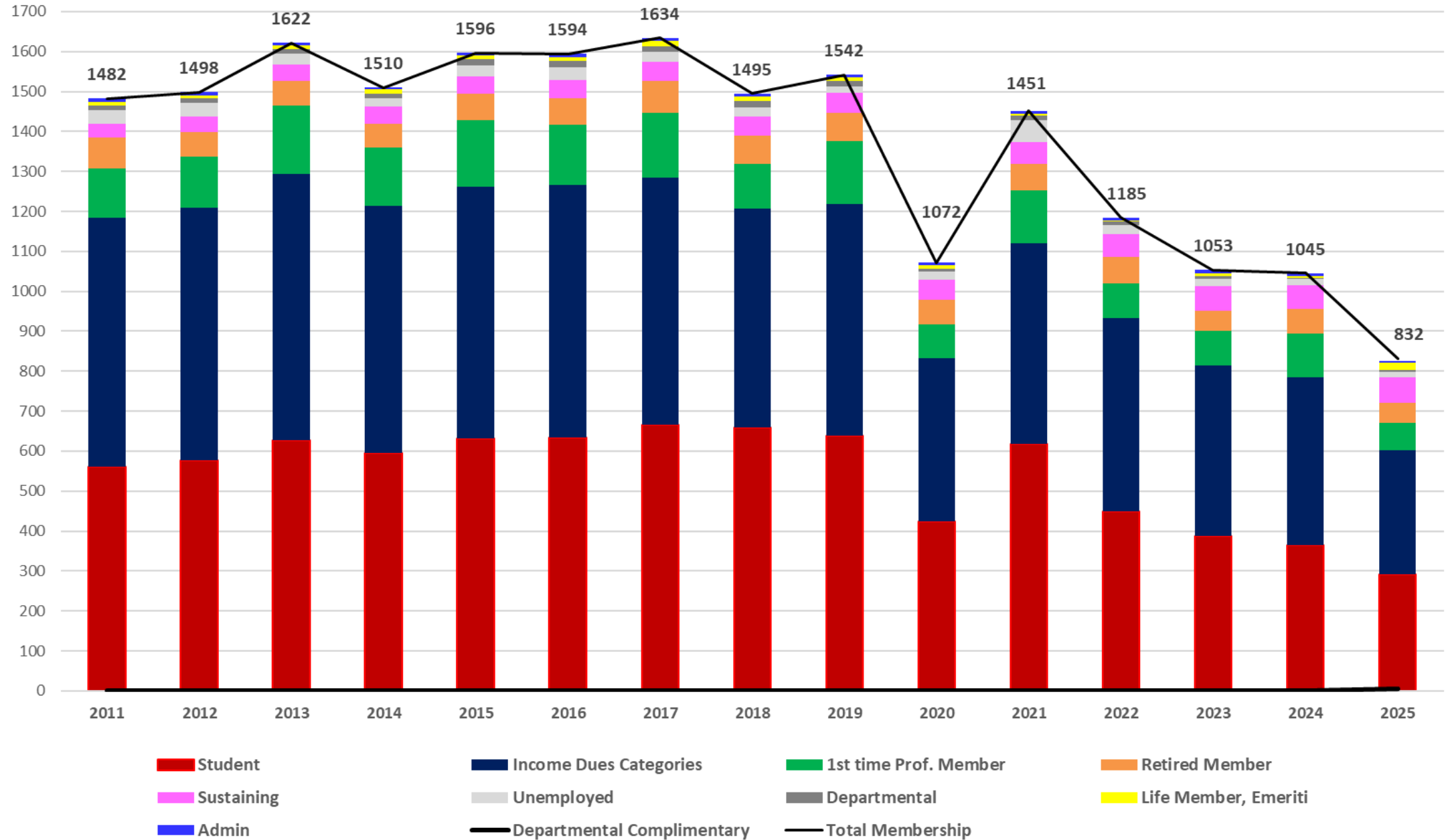
Suggestions for the 2025-2026 committee

- 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

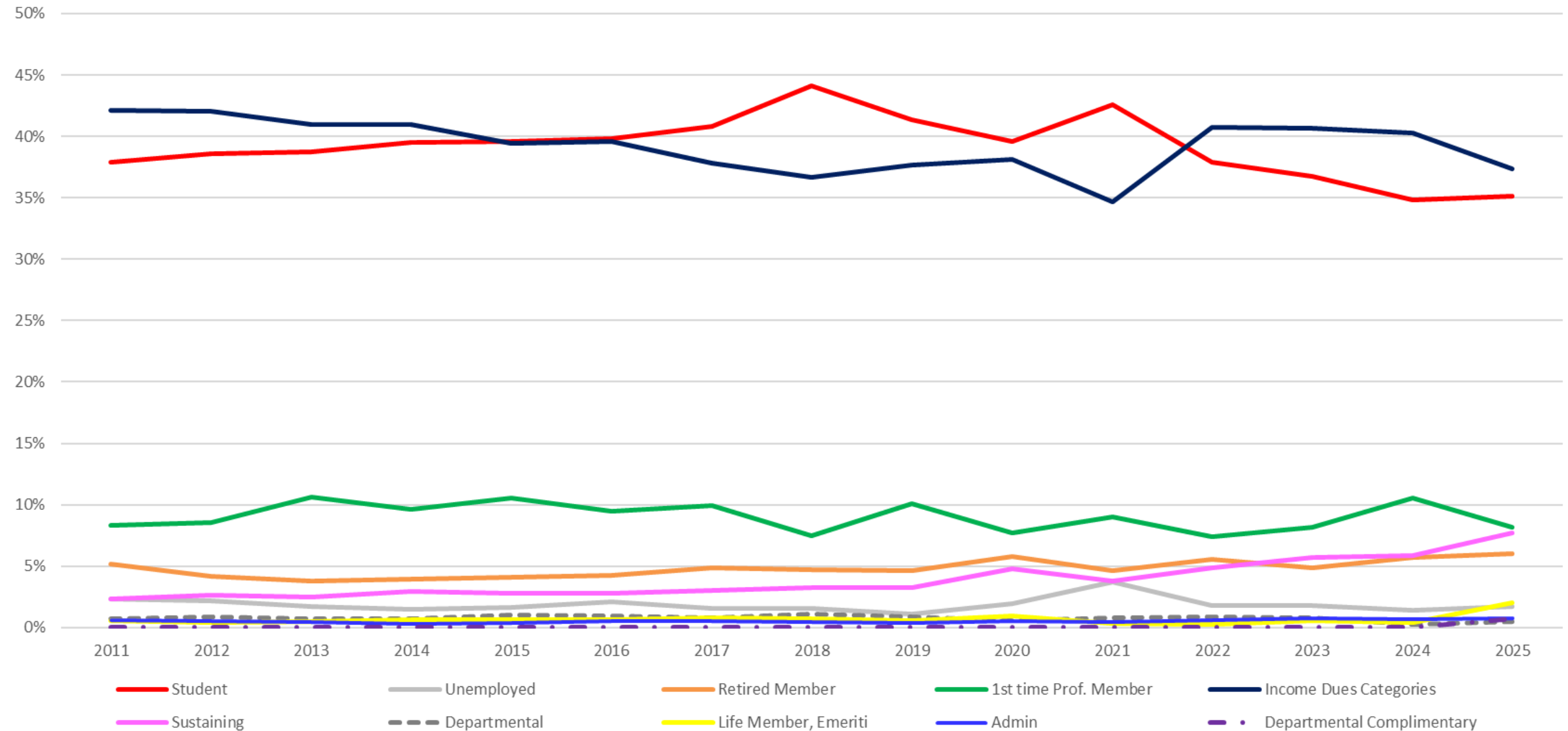
June 2011 - June 2025



SSSP Membership by Dues Categories

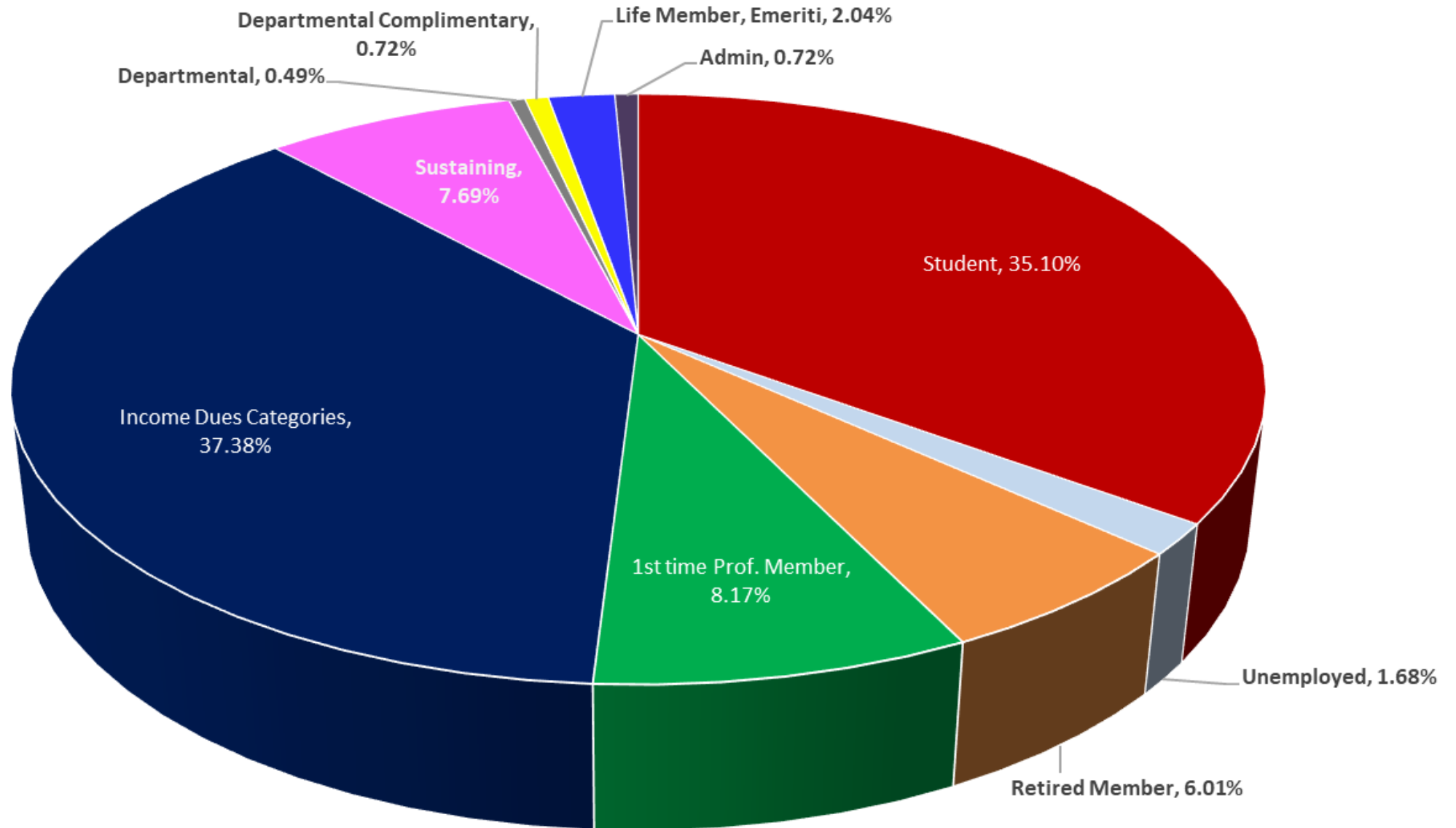
Percent of Total Membership

June 2011 - June 2025



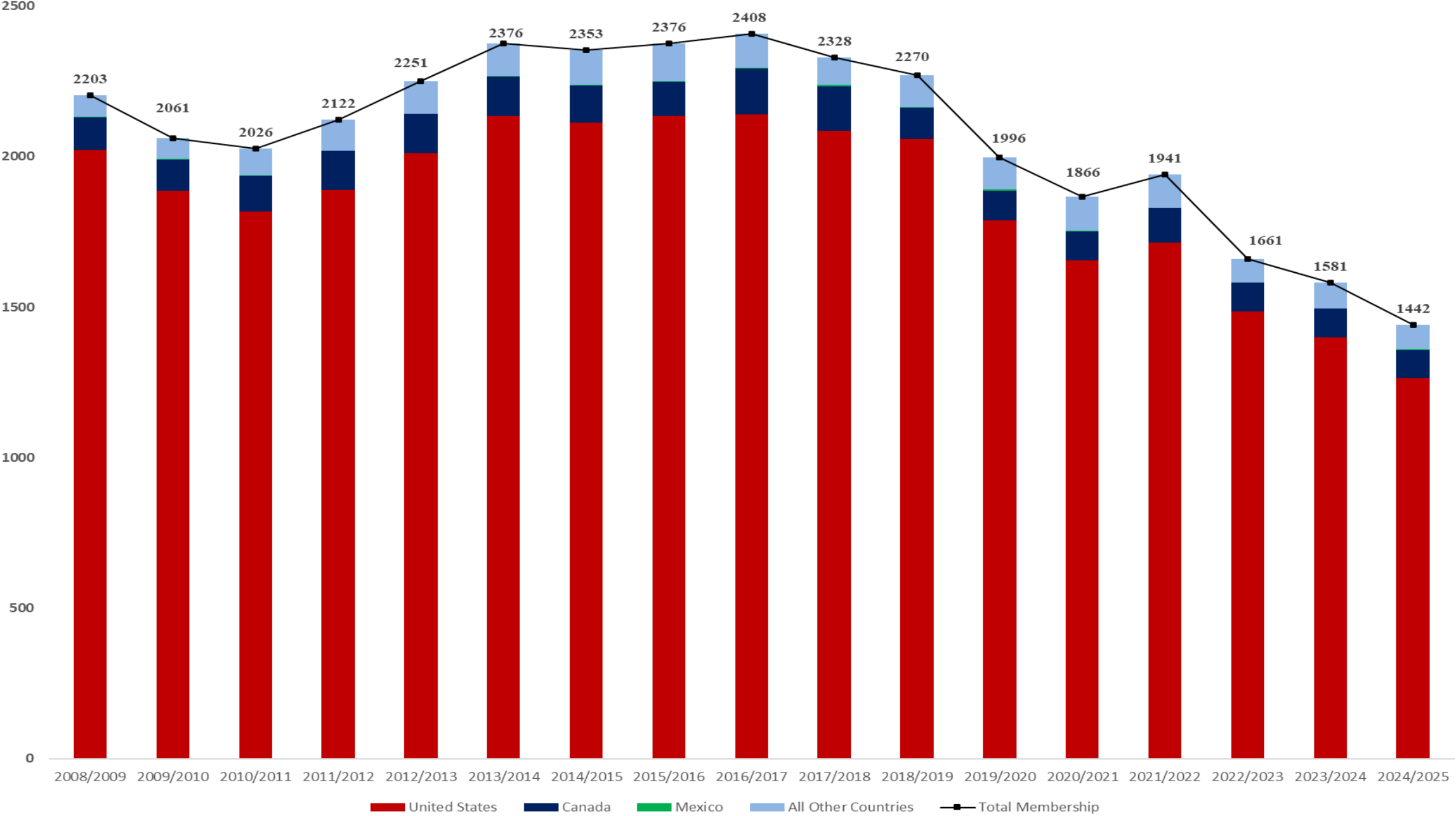
June 2025 SSSP Membership Categories

as percent of total membership



SSSP Membership by Country

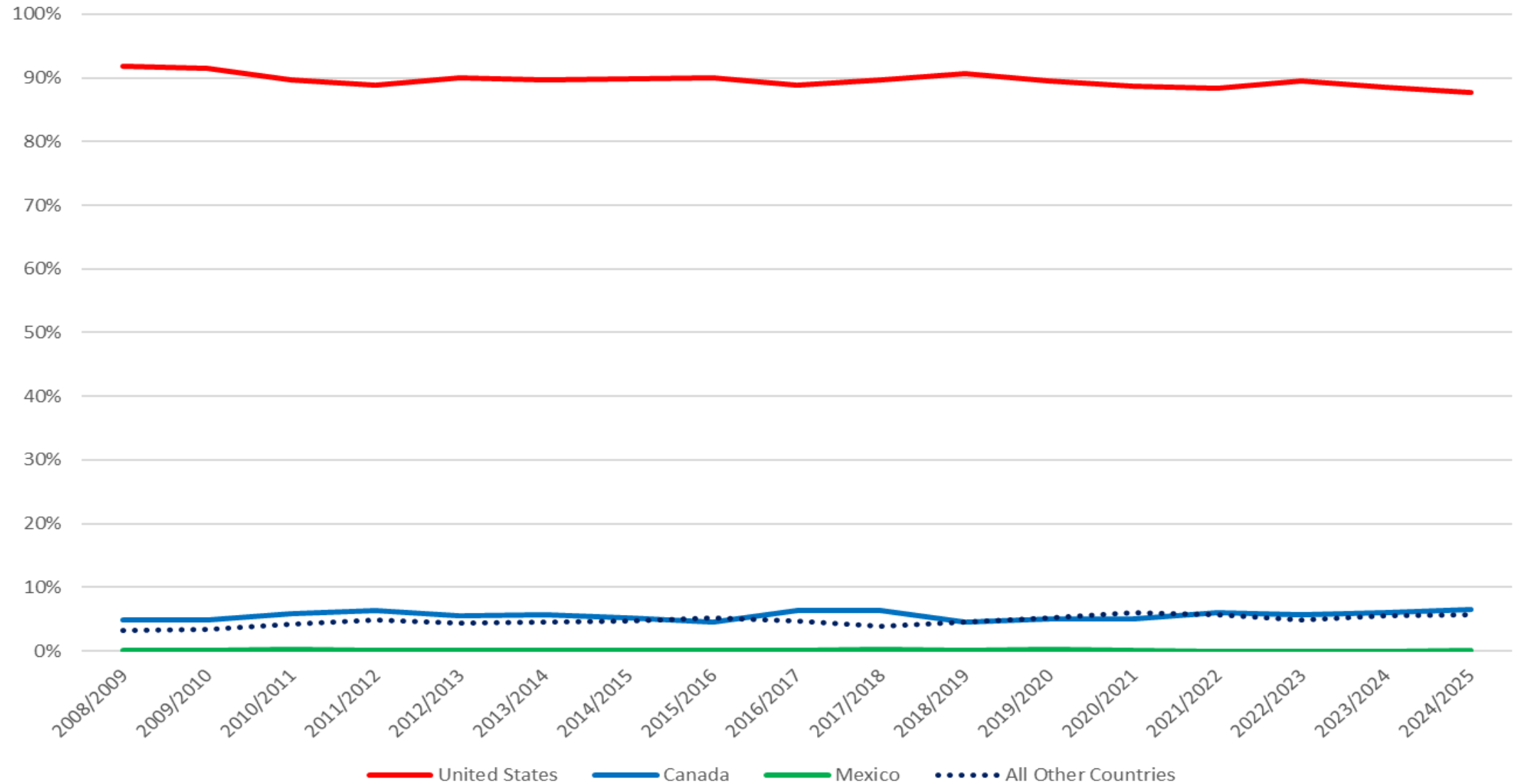
Data is from 8/31 through 6/30 of the following year



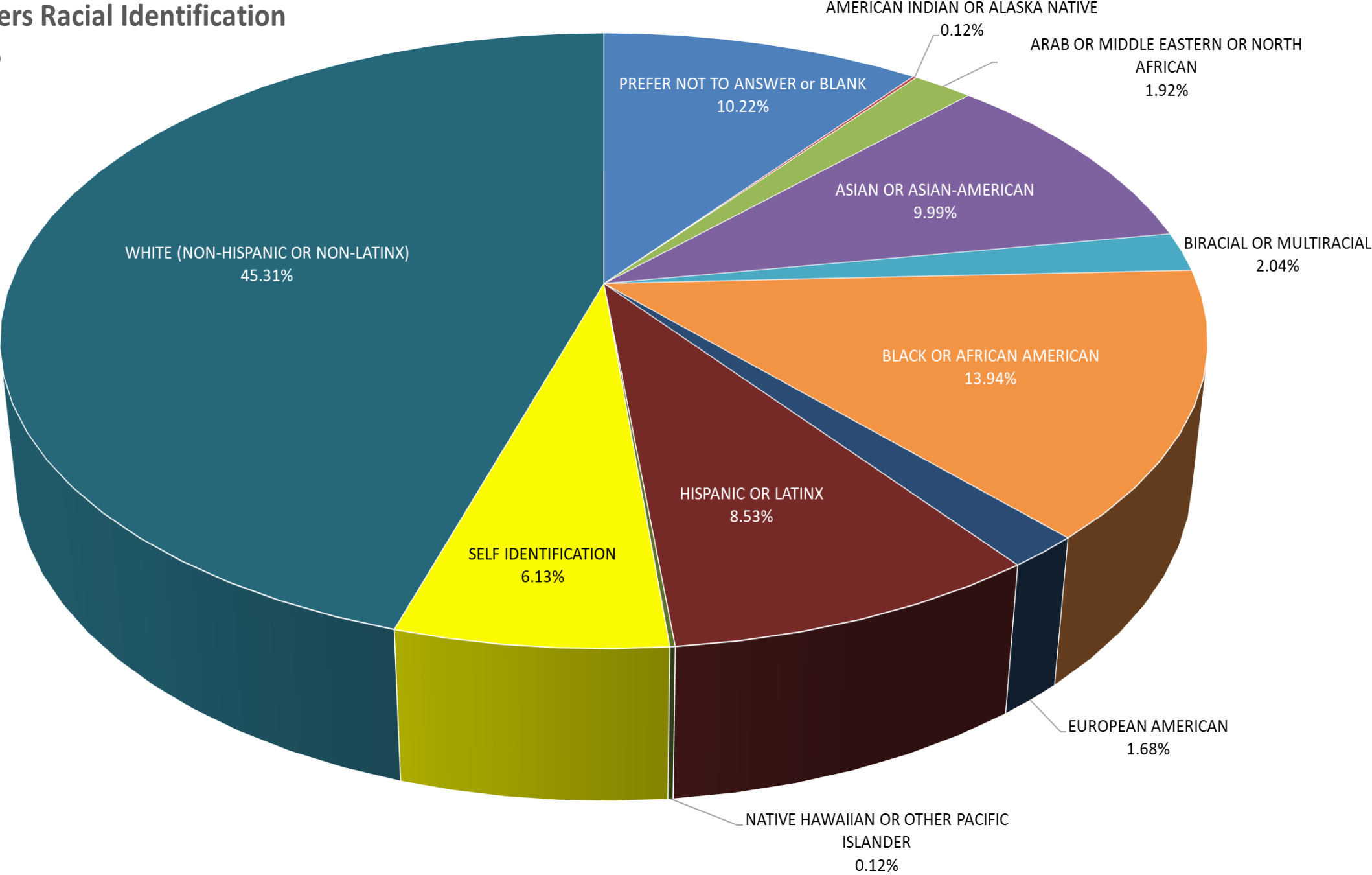
SSSP Membership by Country

Percent of total membership

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



2025+ SSSP Members Racial Identification
as of June 30, 2025



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
14		\$908

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	
	1/1/2025-1/31/2025	2	Graduate Membership, Unemployed 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 automated online gift membership purchase option on January 24, 2022.				
	Gift Membership Type Description: Type of SSSP Membership paid for (Graduate Student, Undergraduate Student, First Time Professional, etc.)				
	January donors purchased 1 graduate membership and 1 unemployed membership.				
	February donors purchased 2 graduate memberships.				
	March donors purchased 1 retired membership.				
	April donors purchased 0 gift memberships.				
	May donors purchased 1 graduate membership and 1 first time professional membership.				
	June donors purchased 0 gift memberships.				