

**2025-2026 Society for the Study of Social Problems  
Annual Report from the Membership and Outreach Committee  
Submitted on July 24, 2026 by Rin Ferraro**

**Chair:** Rin Ferraro (2025-2026)

**Members:** Jasmine Suryawan Buenviaje, Samantha Frisk, Teresa Irene Gonzales, Michael O. Johnston, Jalia Joseph, Kayla Martensen, Korey Tillman

Top three divisions in 2025+:

1. Critical Race and Ethnic Study: 356
2. Gender, Sexual Behavior, Politics, and Communities: 267
3. Community, Research, and Practice: 196

While membership has seen a decrease within the past decade (1,594 in June 2016 compared to 882 in June 2026), we have seen a small but encouraging increase from 2025 to 2026 (up from 832 in June 2025). As of July 21, 2026, membership has increased to 914 members.

**Committee Achievements**

- The committee has worked to increase social media post variety and engagement, especially on platforms including Instagram, Facebook, and X. This has involved monthly social media posts to drive engagement.
- The committee has also introduced weekly virtual writing groups on Zoom to encourage online community throughout the year.
- Sponsored new member welcome session for annual meeting
- Created curated lists of sessions by topics of interest
- Sent personalized outreach emails to past members to renew their membership
- The committee held monthly meetings to conduct business
- Developed flyer for membership benefits

**Efforts Regarding Board Charges from August 2025**

Below are the points that the board tasked the Membership and Outreach Committee to address following the August 10, 2025 board meeting and how this committee has worked towards achieving these changes so far:

- A. Though the primary base of SSSP is sociologists, many of whom are interdisciplinary in their intellectual training, we recommend that the Society actively work to reconstruct the identity of SSSP as an inter-, trans-, multi-, and anti-disciplinary association. As a counternarrative to ASA, SSSP's membership consists of diverse academic and non-academic backgrounds. This rebranding is integral to supporting and reflecting the diverse background of its members and also helping expand SSSP membership by drawing from a broader base of scholars, activists, artists, and many others who share in the association's mission and vision.

- a. **Response:** This point has been at the heart of most of the work we have done this year. We want SSSP to feel like the academic home of as many scholars as we can reach. In our efforts to list the membership benefits, we have worked to emphasize how SSSP's membership and networks span a large range of disciplines. We also emphasize that this membership includes academic and non-academic changemakers as an opportunity to foster engagement from a wider base and bolster collaboration throughout. One way that we are trying to strengthen our strategy to address this is through conversations we anticipate in our 2026 session "Building Community at SSSP". This session will be a dialogue in which committee members will highlight this variety and opportunity for collaboration as a membership benefit as well as engage with attendees to better understand what they enjoy about SSSP and what they look for in a society to help SSSP better serve a range of members.
- B. Establish mechanisms for on-ramping for scholars outside of the social sciences and public scholars into SSSP.
  - a. **Response:** One way in which we are working to engage with a larger variety of scholars is through highlighting different aspects of SSSP membership and the breadth of topics covered in conference sessions on social media. This year, the committee has curated lists of program sessions that touch on a range of hot topics that potential members and attendees may be interested in. We have curated lists on topics such as "Artificial Intelligence," "Organizing, Justice, and Resistance," and "Professional Development" to pull in a larger audience. We plan on continuing these concept in future years so we can share these lists on social media, lists in the meeting materials on the app, and in relevant listservs to reach a larger audience.
- C. Establish clear agreements between SSSP and community organizers and activists who share their knowledge, expertise, and skills. These agreements should make clear what community organizers/organizations might receive in return for their contributions. For example, SSSP could offer organizers/activists honorary memberships and networking opportunities with members, universities, and other potential sites of recruitment or amplification.
  - a. **Response:** One of the action items listed below indicates our intentions to strengthen collaborations with external organizations who already have an established tie to SSSP. Conversations with these groups will be a first step to understanding how their goals and SSSP's align to determine how more relationships can be established and what benefits and resources they would be the most interested in.
- D. Consider how we can better engage and support early-career scholars considering the realities of this difficult moment in higher education.
  - a. **Response:** One of the action items listed below indicates our intentions for our committee to regularly sponsor sessions that focus on academia related topics. These would include topics including job market support and resources, tenure guidance support, and opportunities for early-career scholars to connect with one

another and discuss their experiences and strategies for navigating this ever-changing environment.

- E. Consider additional ways to make membership and conference registration fees more affordable for vulnerable colleagues in various circumstances.
- a. **Response:** Throughout the year, the committee has discussed various avenues to potentially make registration more affordable. While we have brought up different strategies as potential options, the committee has not yet come up with a solution that we feel confident would address this substantial problem. We feel that much of this problem lies in many academic departments reducing overall conference/travel support or not adjusting it according to increased travel/cost of living expenses. Much of these conversations have noted that potential registrants may feel they have to reduce their membership/conference registration from years past and the most efficient approach may be in convincing them that, if they can only afford to go to one conference per year, that SSSP is the best choice in terms of benefit of attendance and academic home. We will continue to discuss avenues such as opportunities for members to sponsor other members, reduced group rates, and raffles for reduced priced memberships.
- F. Expand opportunities for virtual participation, especially for those who wish to attend annual meetings but cannot because of the cost. One possible option would be to offer a lower conference registration fee for participants who are online-only. This would be particularly significant for international participants.
- a. **Response:** We are working to coordinate virtual events such as webinars and virtual writing groups to empower a larger range of members to participate in SSSP events and to demonstrate multiple forms of benefit of membership. Our most immediate effort toward this has been a virtual weekly writing group in Spring 2026 that we advertised on social media, but this had low turn out. We will continue to discuss other ways to expand virtual participation including an online-only registration fee.

### **Action Items**

Action Item: The Membership and Outreach Committee requests two sponsored sessions in the program each year.

Action Item: When SSSP provides space at our annual meetings to external organizations, collaborate with these organizations (via meeting, email, etc.) to promote SSSP membership to said external organizations.

### **Suggestions for 2026-2027**

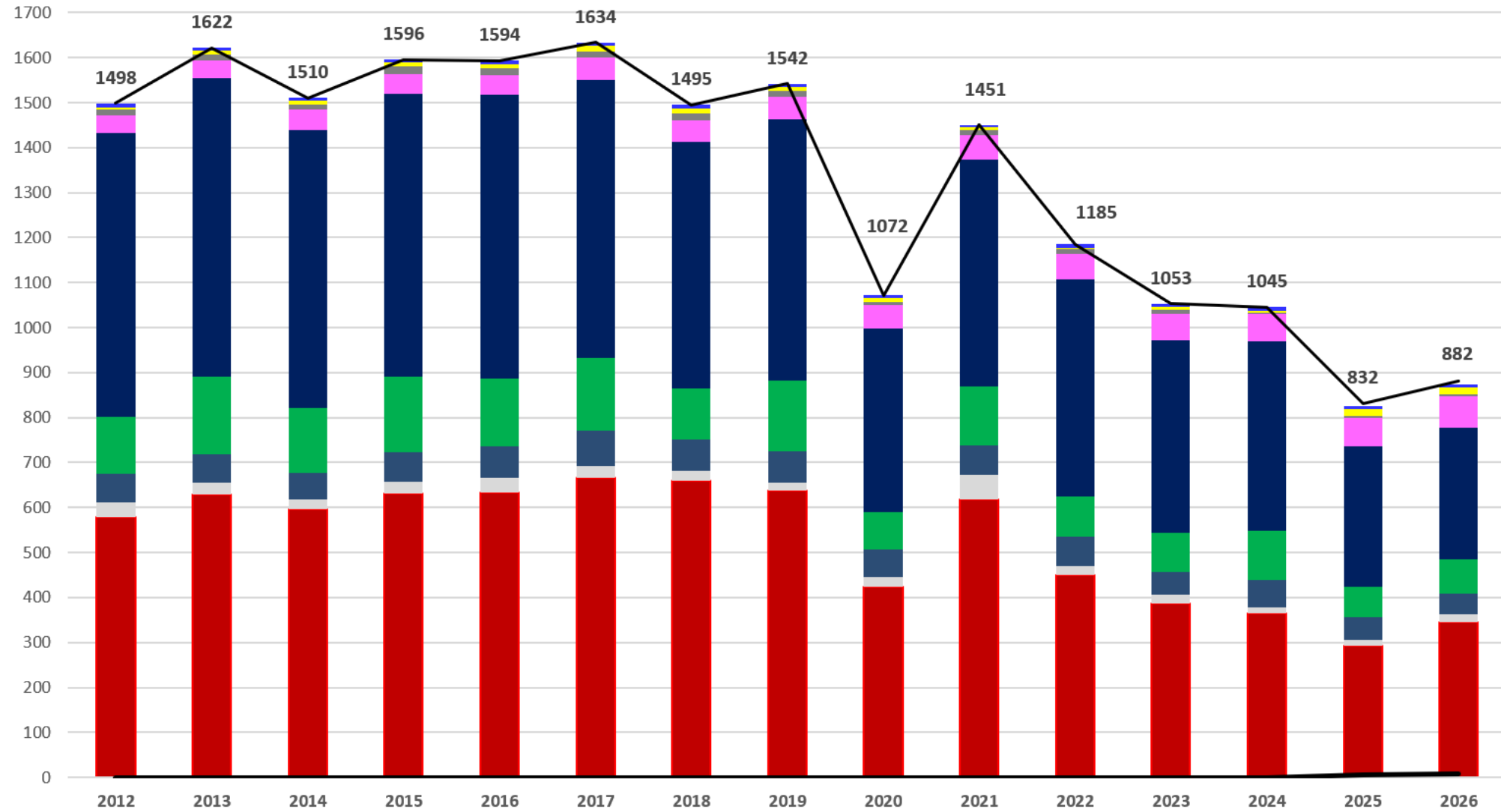
- Sponsored sessions could be used for programming regarding (1) welcome to SSSP session and (2) academia related topics and/or activism outside of the academy.
- We suggest that the committee emails other groups that are leveraging SSSP space to collaborate on recruitment.

- Committee members should continue to create curated lists of sessions in the program highlighting topics of interest. These curated lists can also be used to reach out to external groups to highlight the relevance of SSSP programming to their groups.

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 2012 - June 2026



Student

Income Dues Categories

Admin

Unemployed

Sustaining

Departmental Complimentary

Retired Member

Departmental

Total Membership

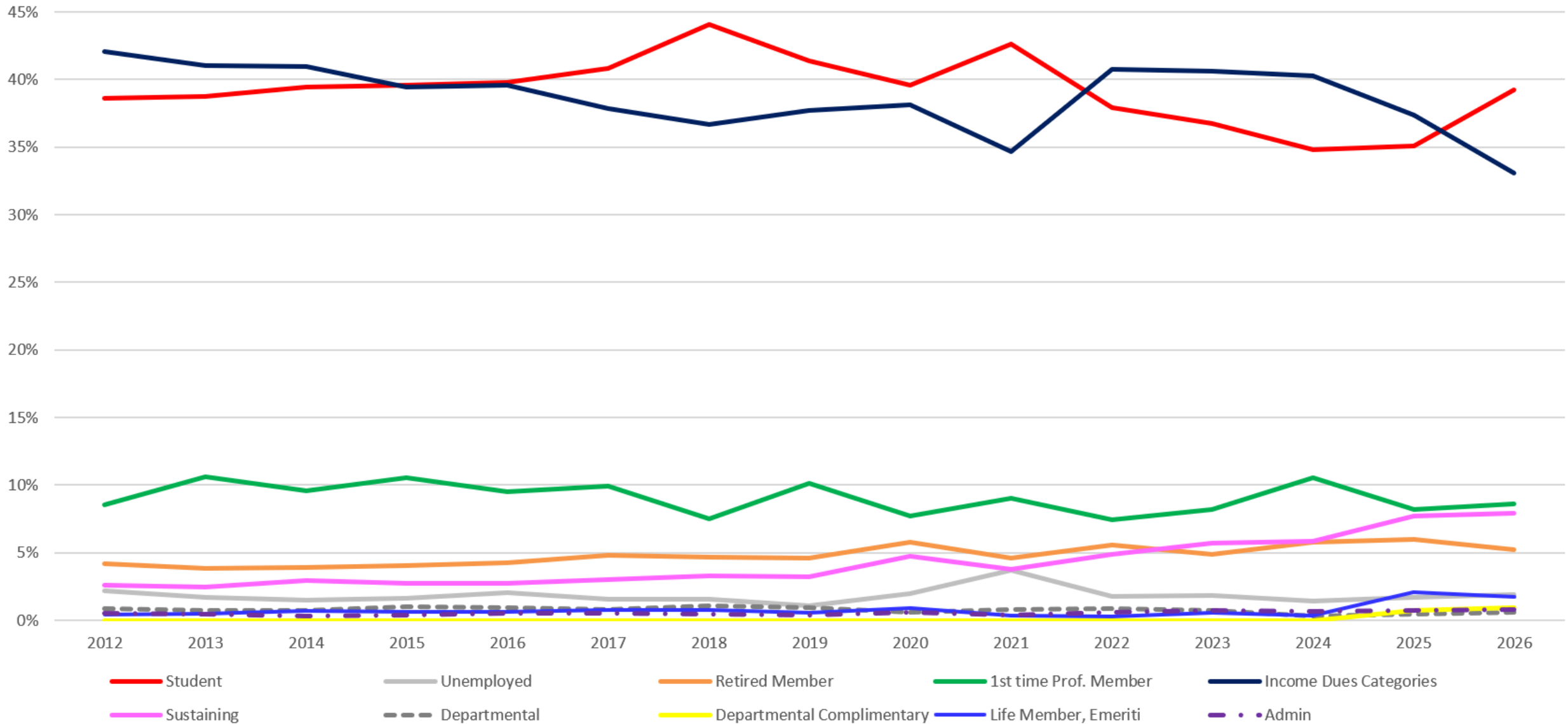
1st time Prof. Member

Life Member, Emeriti

# SSSP Membership by Dues Categories

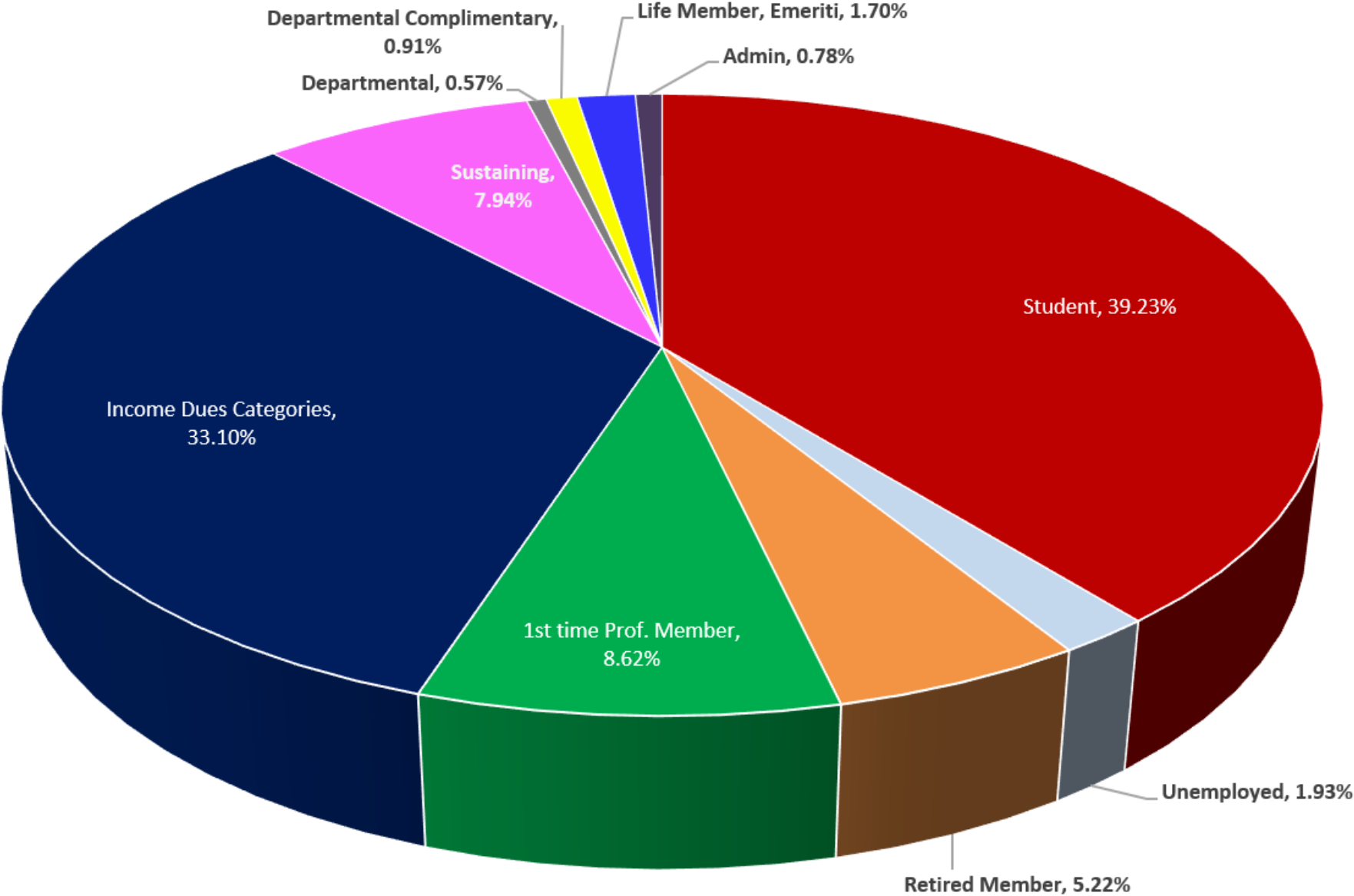
Percent of Total Membership

*June 2012 - June 2026*



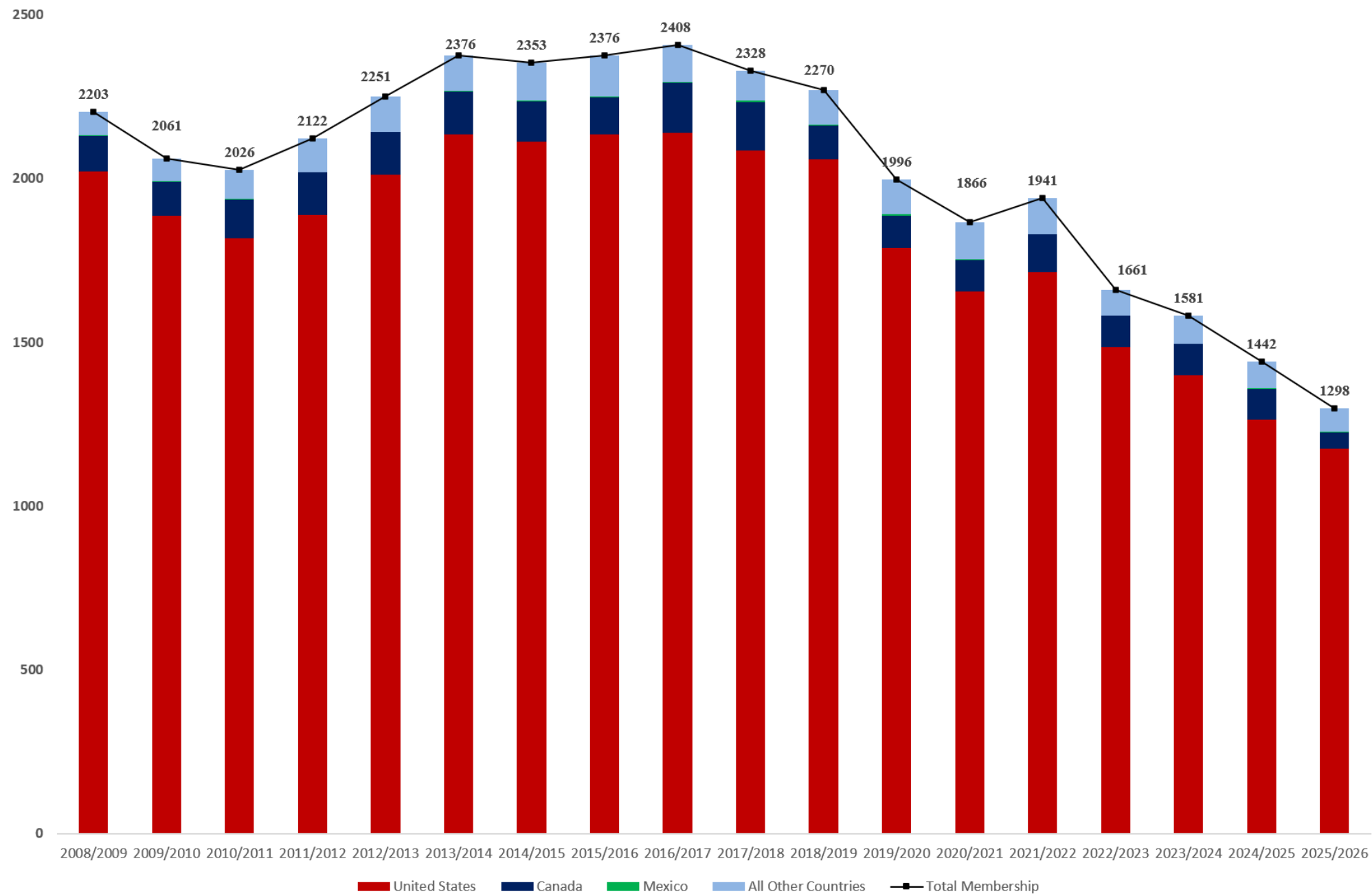
# June 2026 SSSP Membership Categories

*as percent of total membership*



# SSSP Membership by Country

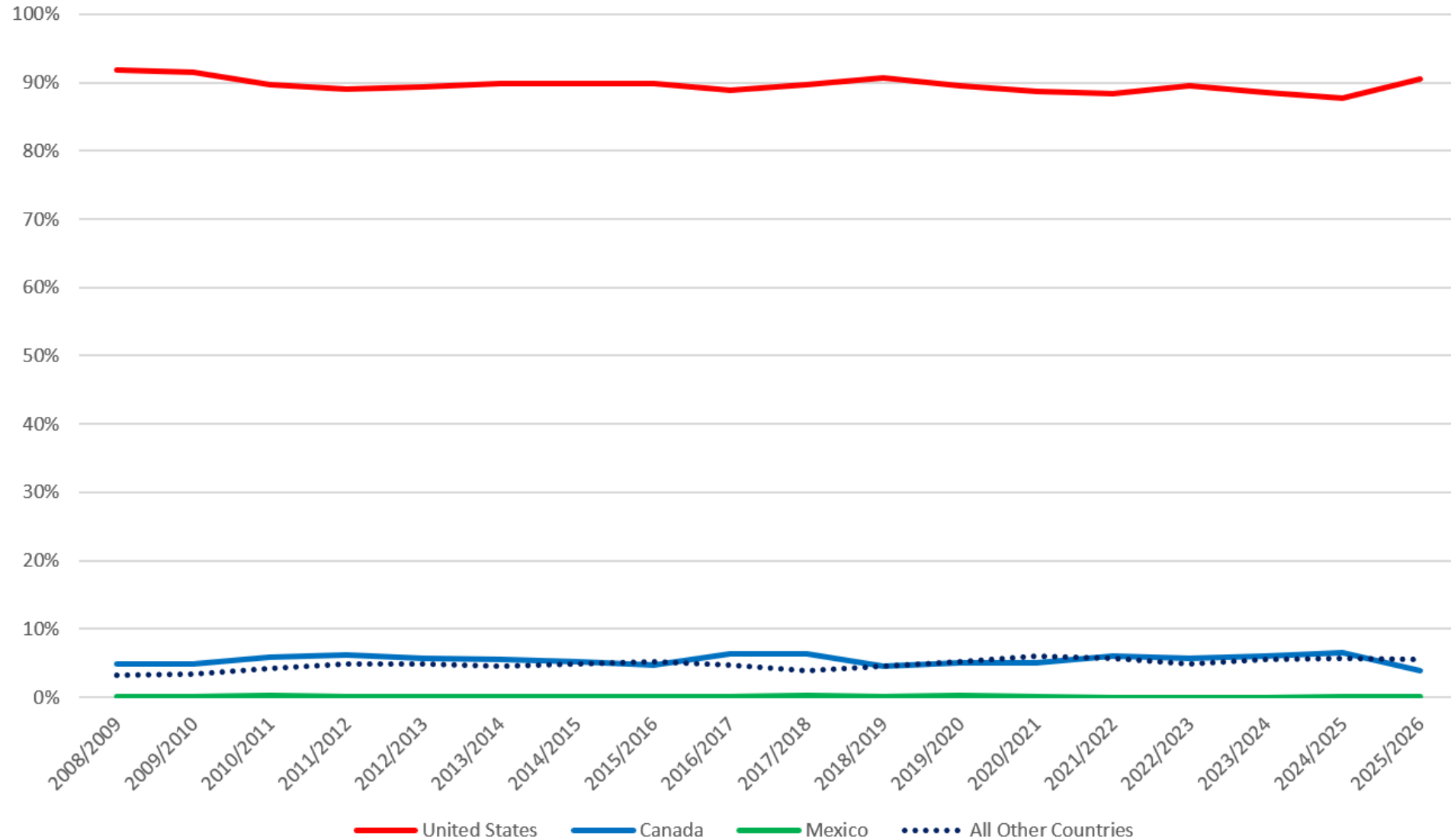
*Data is from 8/31 through 6/30 of the following year*



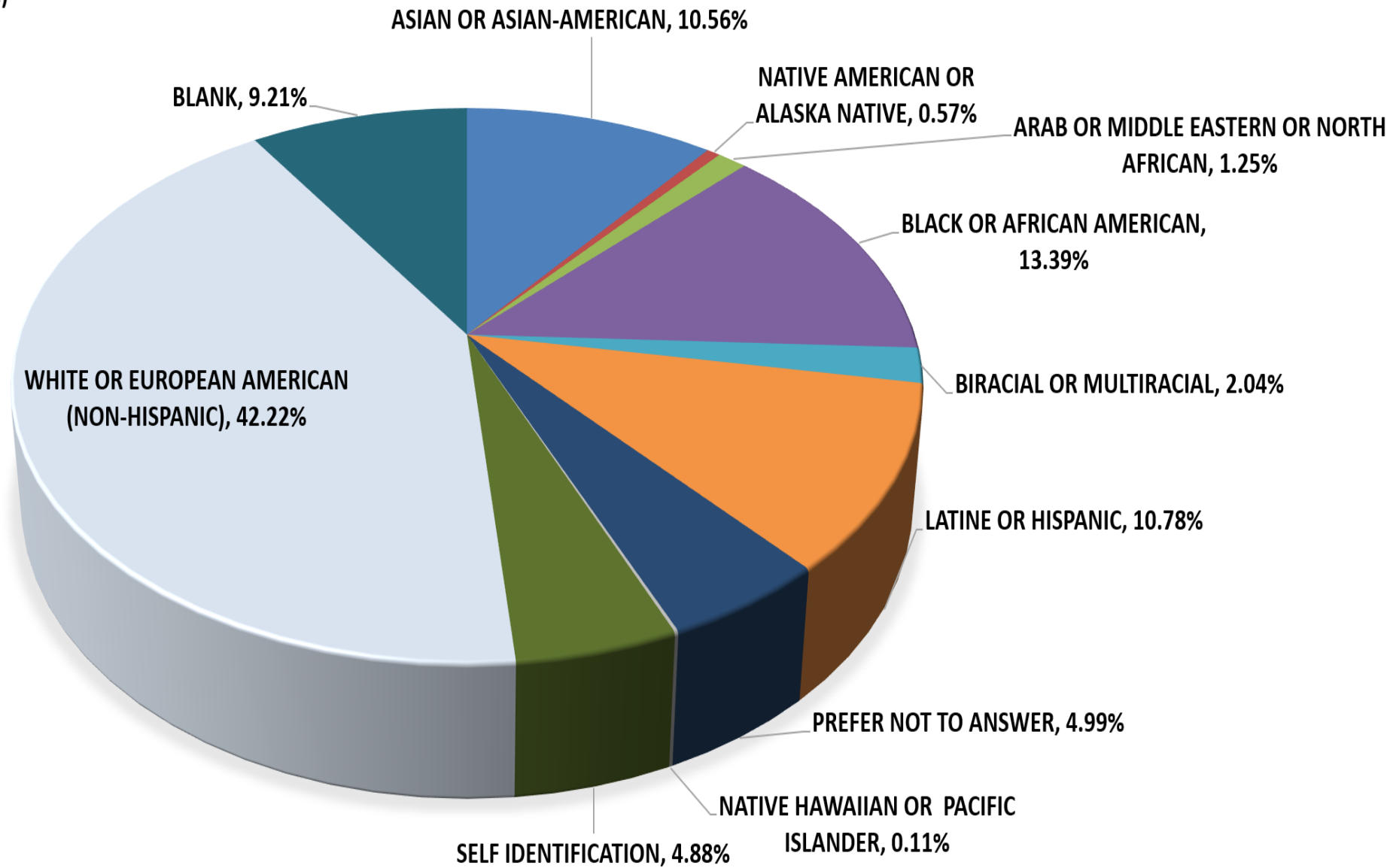
# SSSP Membership by Country

*Percent of total membership*

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



SSSP 2026 PLUS MEMBERS RACIAL IDENTIFICATION  
AS PERCENT OF TOTAL MEMBERSHIP (882)  
THROUGH JUNE 30, 2026



|    |                                                                                                                                                                                                 |             |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------------------------------------------------------------------------------------|---------------------|------------------------|-----------------------------------|---------------------|-----------------------------|------------------------|------------|--|
|    | Promotional Report                                                                                                                                                                              |             |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|    | June 30, 2026                                                                                                                                                                                   |             |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|    | Promotional Efforts                                                                                                                                                                             |             |                                                                                             |                     |                        |                                   |                     | Members Received            | Dues Revenue Generated |            |  |
| 1  | Brochures*                                                                                                                                                                                      |             |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
| 2  | Current Member - Unspecified Promotion Period                                                                                                                                                   |             |                                                                                             |                     |                        |                                   |                     | 43                          | \$4,026.00             |            |  |
| 3  | Professor or During a Class - Unspecified Promotion Period                                                                                                                                      |             |                                                                                             |                     |                        |                                   |                     | 13                          | \$785.00               |            |  |
| 4  | Social Problems Journal                                                                                                                                                                         |             |                                                                                             |                     |                        |                                   |                     | 19                          | \$1,501.00             |            |  |
| 5  | Online Advertisement - Oxford University Press                                                                                                                                                  |             |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
| 6  | Online Advertisement                                                                                                                                                                            |             |                                                                                             |                     |                        |                                   |                     | 6                           | \$324.00               |            |  |
| 7  | List-serv Announcement                                                                                                                                                                          |             |                                                                                             |                     |                        |                                   |                     | 7                           | \$322.00               |            |  |
| 8  | SSSP Annual Meeting                                                                                                                                                                             |             |                                                                                             |                     |                        |                                   |                     | 31                          | \$1,909.00             |            |  |
| 9  | SSSP Virtual Event                                                                                                                                                                              |             |                                                                                             |                     |                        |                                   |                     | 1                           | \$70.00                |            |  |
| 10 | Websearch                                                                                                                                                                                       |             |                                                                                             |                     |                        |                                   |                     | 14                          | \$716.00               |            |  |
| 11 | Other                                                                                                                                                                                           |             |                                                                                             |                     |                        |                                   |                     | 38                          | \$3,905.00             |            |  |
|    |                                                                                                                                                                                                 |             |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|    | Total                                                                                                                                                                                           |             |                                                                                             |                     |                        |                                   |                     | 172                         | \$13,558.00            |            |  |
|    |                                                                                                                                                                                                 |             |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|    | * Board of Directors voted to discontinue mailing promotional materials-7/24/23                                                                                                                 |             |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|    | Target E-mail Blasts                                                                                                                                                                            | Date Sent   | Webpage                                                                                     | Number of New Users | Number of Active Views | Cumulative Number of Active Views | Webpage Design Fees | Cumulative Members Received | Dues Revenue Generated | Net        |  |
| 1  | Student Opportunities and Benefits announcement to 2025+ graduate, undergraduate, and departmental complimentary student members who want to receive group announcements-324                    | 1/7/2026    | <a href="https://www.sssp1.org/membershippromo/">https://www.sssp1.org/membershippromo/</a> | 42                  | 45                     | 248                               | \$278.00            | 24                          | \$1,104.00             | \$965.00   |  |
|    | Student Opportunities and Benefits announcement to Directors of Graduate Studies (ASA list-PhD-118 and Master’s Only-49)-total 154                                                              | 1/7/2026    |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
| 2  | Membership Call to Action: RENEW AND RECRUIT announcement to 2025+ members (minus graduate, undergraduate, and departmental complimentary students) who want to receive group announcements-575 | 1/7/2026    |                                                                                             |                     |                        |                                   |                     | 49                          | \$5,301.00             | \$5,162.00 |  |
|    | Total                                                                                                                                                                                           |             | Not tracking these promotions past 3/31/26                                                  |                     |                        | 248                               | \$278.00            | 73                          | \$6,405.00             | \$6,127.00 |  |
|    |                                                                                                                                                                                                 |             |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|    |                                                                                                                                                                                                 |             |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|    | 2026 Promotion Summary                                                                                                                                                                          | Total       |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|    | Total Expenses                                                                                                                                                                                  | \$278.00    |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|    | Total Members Received                                                                                                                                                                          | 245         |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|    | Total Dues Revenue Generated                                                                                                                                                                    | \$19,963.00 |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |
|    | Promotion Revenue Generated                                                                                                                                                                     | \$19,685.00 |                                                                                             |                     |                        |                                   |                     |                             |                        |            |  |

### New Member Breakdown

6/1/2026 - 6/30/2026

| CountOfPromotion | Promotion                   | SumOfAMOUNT_PAID |
|------------------|-----------------------------|------------------|
| 12               | From a current member       | 901              |
| 4                | List-serv announcement      | 184              |
| 1                | Online Advertisement        | 70               |
| 12               | Other                       | 1469             |
| 6                | Professor or During a class | 415              |
| 2                | Social Problems Journal     | 92               |
| 4                | SSSP Annual Meeting         | 232              |
| 1                | SSSP Virtual Event          | 70               |
| 2                | Websearch                   | 92               |
| <b>44</b>        |                             | <b>\$3,525</b>   |

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.

2026 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.

2026 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 |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|---------------------------------------------------------------------------------------------------------|------------|--|--|
|  | 1/1/2026-1/31/2026                                                                                                                                 | 12                         | Graduate Student Membership,<br>Undergraduate Student Membership,<br>First Time Professional Membership | \$600      |  |  |
|  | 2/1/2026-2/28/2026                                                                                                                                 | 3                          | Graduate Student Membership                                                                             | \$138      |  |  |
|  | 5/1/2026-5/31/2026                                                                                                                                 | 6                          | Graduate Student Membership,<br>Retired Membership,<br>First Time Professional Membership               | \$348      |  |  |
|  | 6/1/2026-6/30/2026                                                                                                                                 | 2                          | Graduate Student Membership,<br>First Time Professional Membership                                      | \$116      |  |  |
|  |                                                                                                                                                    |                            |                                                                                                         |            |  |  |
|  |                                                                                                                                                    | 23                         |                                                                                                         | \$1,202    |  |  |
|  |                                                                                                                                                    |                            |                                                                                                         |            |  |  |
|  | <i>* SSSP released a new automated online gift membership purchase option on January 24, 2022.</i>                                                 |                            |                                                                                                         |            |  |  |
|  | <b>Gift Membership Type Description: Type of SSSP Membership paid for (Graduate Student, Undergraduate Student, First Time Professional, etc.)</b> |                            |                                                                                                         |            |  |  |
|  |                                                                                                                                                    |                            |                                                                                                         |            |  |  |
|  | <b>January donors purchased 3 Undergraduate Student Memberships, 7 Graduate Student Memberships, and 2 First Time Professional Memberships.</b>    |                            |                                                                                                         |            |  |  |
|  |                                                                                                                                                    |                            |                                                                                                         |            |  |  |
|  | <b>February donors purchased 3 Graduate Student Memberships.</b>                                                                                   |                            |                                                                                                         |            |  |  |
|  |                                                                                                                                                    |                            |                                                                                                         |            |  |  |
|  | <b>No gift memberships were purchased in March.</b>                                                                                                |                            |                                                                                                         |            |  |  |
|  |                                                                                                                                                    |                            |                                                                                                         |            |  |  |
|  | <b>No gift memberships were purchased in April.</b>                                                                                                |                            |                                                                                                         |            |  |  |
|  |                                                                                                                                                    |                            |                                                                                                         |            |  |  |
|  | <b>May donors purchased 3 Graduate Student Memberships, 1 Retired Membership, and 2 First Time Professional Memberships.</b>                       |                            |                                                                                                         |            |  |  |
|  |                                                                                                                                                    |                            |                                                                                                         |            |  |  |
|  | <b>June donors purchased 1 Graduate Student Membership and 1 First Time Professional Membership.</b>                                               |                            |                                                                                                         |            |  |  |