

Executive Director's Summary

Winter Policy Council Meeting January 2008

by Roberta L. Spencer

Annual Report

A full Annual Report on Home Office Operations for the FYE 2007 will be presented at the Summer Policy Council meeting at the Athens conference. Below, please find bulleted items on Conferences, Membership Services and Recruitment, Sales, Society Sponsorship, Website, Home Office Physical Space, Allocation of Effort, and Finances.

2007 Boston Conference

- Net gain approximately \$57,000. Largest conference to date with 586 registrations. (Nijmegen 06 was 424 plus 51 day, Boston 05 was 521, Oxford was 388, NYC was 460)

Future Conferences

- Athens and Albuquerque conference planning is advancing; please see separate reports.

Membership Services and Recruitment –

- Membership continues to grow
 - In 2007 we had **1148 members in 66 countries**, up from 1070 in 64 countries in 2006, an increase of 7.3%.
 - (2005 – 1052 in 59 countries; 2004 – 977 in 57 countries; 2003 – 953 in 63 countries; 2002 – 883 in 63 countries; 2001 – 835 in 62 countries; 2000 – 814 in 55 countries)
 - Countries with the largest increase in number of members were the US, Australia, and Colombia. New countries with at least one member: Liechtenstein
 - Percentage of student members in 2007: 22%
- Membership retention
 - Over the past 9 years new memberships each year average 25% (ranging between 22% - 28%, reaching 28% new memberships in 2005 and 2007)
 - Over the past 8 years an average of 67% of **new** members renew for a second year (see below Charts 1a and b)
 - Over the past 9 years an average of 80% of all members renew (ranging between 77% - 85%)
- 2008 membership renewals at the end of 2007, using the new tiered dues structure, was well underway and on schedule.
 - 590 members were recorded as of January 10 (compared to past years at the same time: 2006: 577; 2007: 628).
 - 2008 E-Memberships have significantly increased. (2008 to date: 121, 2007: 55, 2006: 45)
 - Please see Chart 2 below for tiered dues structure trends to date.
 - 2008 estimated dues income (to date) is higher compared to 2007: 2007 membership breakdown was 70% regular at \$90, 22% student/supported at \$45, 8% complimentary. Using the 2008 renewal number of 515 (end of 2007) the calculated 2007 income would be \$37,544, compared to actual income of. \$44,890 (~20% greater).
 - 2008 new members paying \$45 or less at end of last year: 23 (17 at the end of 2006). In 2007 we had a total of 326 new members and 107 of them were new student/supported members.
- 7,115 records in database at the end of 2007, up from 6,611 in 2006
- Library Campaign: Started by Jim Hines in 2002 to encourage institutional subscriptions. To be done this January, in its sixth year, letters will be sent to members whose universities do not subscribe and to non-subscribing course-listers on the “Courses in SD” webpage.

Sales

- Beer Game sales \$104,145, up 5% from 2006 (sold 966 boards, average annual sales over past 10 years is 879 boards per year)
- Proceedings and back issues sales \$700, drastically down from \$7,546 due to the moving sale in 2006
 - Most proceedings (now including 1994) and back issues of the *Review* are now available online
- Forrester Seminar Series sales \$2,700, down 31% from \$3,900 in 2006
- MIT SDG Literature Collection DVD sales \$2,400, down more than half from 2006
- Bibliography (version 2008a) is currently being updated through Summer/Fall 2007 SDR and Boston Proceedings. There are over 8,800 references.
 - A new project is to clean up the bibliography database.
- Reprinting of the *Electronic Oracle* was completed for the recent summer conference in Boston. 168 copies sold; revenue of \$2,246.
- The Fireside Chat DVD sold 36 copies with revenue of \$321.

Society Sponsorship

- 2007 Society Sponsorship: \$38,685, up from \$35,411 in 2006
 - Includes \$4,000 in sponsorship for *Electronic Oracle*
 - 5 new sponsors in 2007, 4 in-kind sponsors
 - 2 new sponsor for *Electronic Oracle*
- Pledges to date for 2008 \$33,000
 - 2 new sponsors in 2008, 4 in-kind sponsors
- New Sponsor benefit: Standardized annual membership fee of \$100/\$110* for the 4th membership and beyond, rather than a membership fee based on income

Website

- Site was moved from the University at Albany server to EV1 in October 2006
- Site is being continuously updated thanks to Webmaster and VP Electronic Presence
- Conference submission/review system continues to be upgraded, more automated

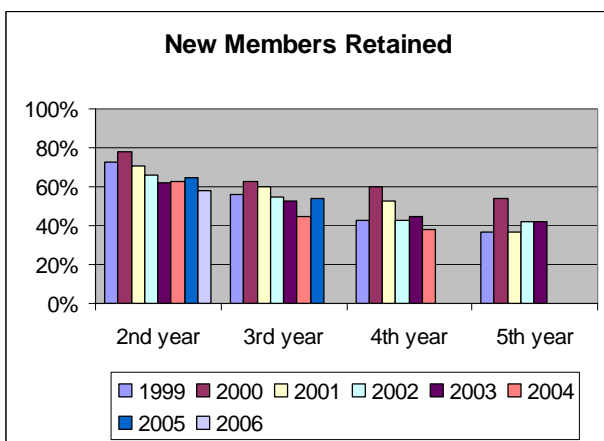
Allocation of Effort

- Cost centers are Core, Sales, Conference, Web, and Publications

Finances

- Refer to VP - Finance Reports (Unaudited) Net Income (Gain) for 2007: \$54,000
- Vanguard Funds (unrestricted): Investments: \$81,000; Dividends: \$14,753; Unrealized Gain: \$23,929; Total value: \$573,150, up \$119,642 from 2006
- Dana Meadow Award Funds: Dividends: \$1,453.82; Unrealized Gains: \$1,341.22; Total value: \$70,341, up \$2,795 from 2006

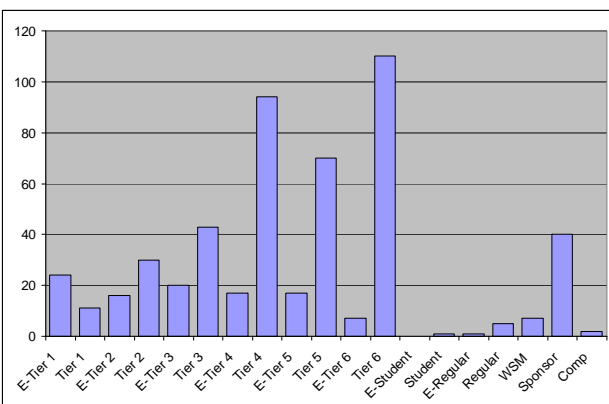
Chart 1a and b. New Member Renewals



	2nd year	3rd year	4th year	5th year
1999	73%	56%	43%	37%
2000	78%	63%	60%	54%
2001	71%	60%	53%	37%
2002	66%	55%	43%	42%
2003	62%	53%	45%	42%
2004	63%	45%	38%	
2005	65%	54%		
2006	58%			

58% of the new 2006 members renewed for 2007

Chart 2: Tiered Dues Structure Trends



- E-Tier 1: \$15
- Tier 1: \$30
- E-Tier 2: \$35
- Tier 2: \$45
- E-Tier 3: \$50
- Tier 3: \$60
- E-Tier 4: \$85
- Tier 4: \$95
- E-Tier 5: \$110
- Tier 5: \$120
- E-Tier 6: \$140
- Tier 6: \$150

Does anyone have any questions or comments? Thanks, Roberta