

Executive Director's Summary
Winter Policy Council Meeting January 2009
by Roberta L. Spencer

Annual Report

A full Annual Report on Home Office Operations for the FYE 2008 will be presented at the Summer Policy Council meeting at the Albuquerque conference. Below, please find bulleted items on Conferences, Membership Services and Recruitment, Sales, Society Sponsorship, Website, Allocation of Effort, and Finances.

2008 Athens Conference

- Unaudited Net Loss of approximately \$55,000. 386 registrations.
 - (\$61,000 under estimate for income and \$6,000 increase over estimate in expenses)
- Past Conference Registrations:
 - (BOS 07 was largest with 586 registrations, NIJ 06 was 424 plus 51 day, BOS 05 was 521, OXF 04 was 388, NYC 03 was 460, ITA 02 was 372, ALT 01 was 355, Bergen 00 was 358)

Future Conferences

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

Membership Services and Recruitment –

- Membership in 2008 declined (by 48 members)
 - In 2008 we had **1104 members in 71 countries**, down from 1152 in 66 countries in 2007, a decrease of 4.1%.
 - (2006 – 1070 in 64 countries; 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 Greece, Iran and Canada; countries with the largest decrease in number of members were USA, Australia and the Netherlands. No new countries were added this year.
 - Student breakdown of 2008 membership: 731 non-students, 185 student status unknown, 188 students (127 Doctoral, 31 Masters, 16 Other, 13 Undergraduate, 1 K-12). Minimum percentage of student members in 2008: 17%. With the new tiered dues structure, this number is no longer clear.
- Membership retention
 - Over the past 9 years new memberships each year average 24% (ranging between 20% - 28%, reaching highest of 28% new memberships in 2005 and 2007; lowest of 20% in 2008)
 - Over the past 9 years an average of 65% of **new** members renew for a second year (see below Charts 1a and b)
 - Over the past 9 years an average of 79% of all members renew (ranging between 73% - 85%)
- 2009 membership renewals at the end of 2008 are underway.
 - 562 members were recorded as of January 10 (compared to past years at the same time: (2008: 590; 2007: 628; 2006: 577).
 - E-Memberships are increasing. (2009 to date: 99, 2008: 245; 2007: 55, 2006: 45)
 - Please see Chart 2a and b below for tiered dues structure trends for 2007 and 2008.
 - 2009 estimated dues income (to date) is slightly higher compared to 2007: 2007 membership breakdown was 70% regular at \$90, 22% student/supported at \$45, 8% complimentary. Using the 2009 renewals at the end of 2008 the calculated 2007 income would be \$36,304, compared to actual income of. \$38,755 (~7% greater).
 - 2008 new members paying \$45 or less at end of last year: 93 (out of a total of 224 new members). In 2007 we had a total of 326 new members and 107 of them were new student/supported members.
- 7832 records in database at the end of 2008, up from 7,115 in 2007
- Library Campaign: Started by Jim Hines in 2002 to encourage institutional subscriptions. This was done in November and early December, in its seventh year, letters were sent to members whose universities do not subscribe and to non-subscribing course-listers on the “Courses in SD” webpage.

Sales

- Beer Game sales \$121,970, up 17% from 2007 (2008 was a peak year selling 1086 boards, average annual sales over past 10 years is 904 boards per year) (New product: Experienced Deck)
- Proceedings and back issues sales \$591, down from \$700 in 2007
 - Most proceedings (now including 1987) and back issues of the *Review* are now available online
- Forrester Seminar Series sales \$1,500, down 44% from \$2,700 in 2007
- MIT SDG Literature Collection DVD sales \$3,660, up 53%
- Bibliography will soon be updated through Summer/Fall 2008 SDR and Athens Proceedings. There are over 8,800 references.

Society Sponsorship

- 2008 Society Sponsorship: \$37,375, decreased slightly from 2007: \$39,685

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- o 4 new sponsors in 2008, 4 in-kind sponsors
- Pledges to date for 2009: \$30,000
 - o 3 new sponsors in 2008, 4 in-kind sponsors

Website

- Site was moved from EV1 to eSecureData.com in December 2008.
 - o Site had 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

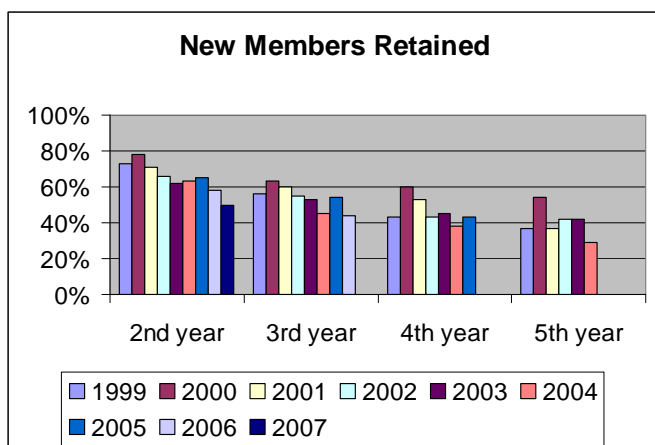
Allocation of Effort

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

Finances (Unaudited)

- Refer to VP - Finance Reports (Unaudited) Net Loss for 2008: **\$56,525**
- Vanguard Funds (unrestricted): Investments this year: \$0; Dividends: \$10,021; Unrealized Loss: **\$94,995**; Total value: \$488,174, down \$84,976 from 2007
- Dana Meadow Award Funds: Dividends: \$2633; Unrealized Loss: **\$5,687**; Total value: \$68,578, down \$4,558 from 2007

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%	29%
2005	65%	54%	43%	
2006	58%	44%		
2007	50%			

50% of the new 2007 members renewed for 2008

Chart 2a: Tiered Dues Structure Trends 2007

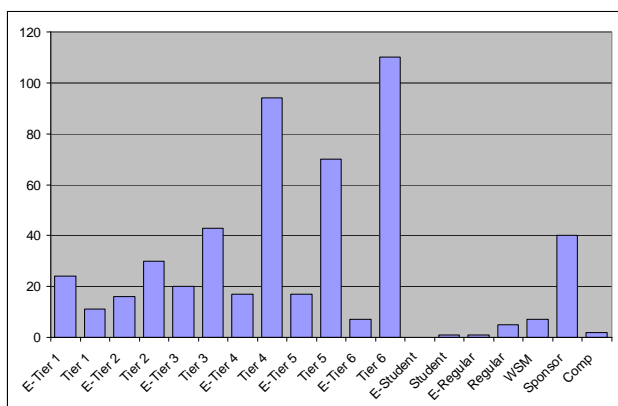
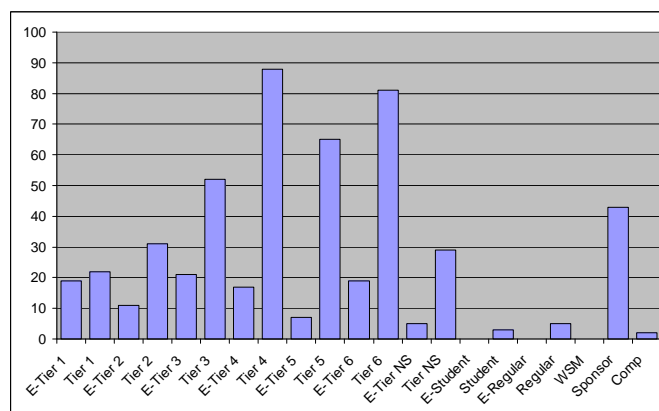


Chart 2b: Tiered Dues Structure Trends 2008



- | | | |
|----------------|-----------------|---------------------------------------|
| E-Tier 1: \$15 | Tier 3: \$60 | E-Tier 6: \$140 |
| Tier 1: \$30 | E-Tier 4: \$85 | Tier 6: \$150 |
| E-Tier 2: \$35 | Tier 4: \$95 | Income Not Specified (Same as Tier 6) |
| Tier 2: \$45 | E-Tier 5: \$110 | |
| E-Tier 3: \$50 | Tier 5: \$120 | |

Does anyone have any questions or comments? Thanks, Roberta