

**Executive Director's Summary  
Winter Policy Council Meeting January 2010  
by Roberta L. Spencer**

**Annual Report**

A full Annual Report on Home Office Operations for the FYE 2009 will be presented at the Summer Policy Council meeting at the Seoul conference. Below, please find bulleted items on Conferences, Membership Services and Recruitment, Sales, Society Sponsorship, Website, Allocation of Effort, and Finances.

**2009 Albuquerque, NM Conference**

- Unaudited Net Revenue of approximately \$29,000. 478 (includes 32 day passes)
- Please see Chart 1 below for conference attendance, surplus and sponsorship since 1999.

**Future Conferences**

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

**Membership Services and Recruitment**

- Membership in 2009 declined (by 67 members)
  - o In 2009 we had **1039 members in 70 countries**, down from 1106 in 71 countries in 2008, a decrease of 6.1%.
  - o (2007 - 1152 members in 66 countries; 2006 - 1070 in 64 countries; 2005 - 1052 in 59 countries; 2004 - 977 in 56 countries; 2003 - 953 in 65 countries; 2002 - 883 in 63 countries; 2001 - 835 in 62 countries; 2000 - 814 in 55 countries)
  - o Countries with the largest increase in number of members were United States, France and Australia; countries with the largest decrease in members were United Kingdom and Pakistan. New this year: Cuba, Myanmar, Nepal and Trinidad.
  - o Student breakdown of 2009 membership: 711 non-students, 143 student status unknown, 185 students (128 Doctoral, 44 Masters, 5 Other, 8 Undergraduate, 0 K-12). Minimum percentage of student members in 2009: 17.8%. With the new tiered dues structure, this number is less exact.
  - o 2009 new members paying \$45 or less: 99 (out of a total of 221 new members), compared with 2008 new paying \$45 or less: 93 (out of a total of 224 new members).
  - o E-Memberships are increasing: 2009: 281 (2008: 248; 2007: 55, 2006: 45)
- Membership retention
  - o Over the past 11 years new memberships each year average 22% (ranging between 18% - 25%, reaching highest of 25% new memberships in 1999; lowest of 18% in 2004) 21% were new members in 2009.
  - o Over the past 10 years an average of 63% of **new** members renewed for a second year (see below Charts 2a and b)
  - o Over the past 11 years an average of 78% of all members renewed (ranging between 69% - 85%)
- Tiered Dues 2-Year Overview
  - o Please see Chart 3a and 3b below for tiered dues structure trends and fees for 2008 and 2009.
  - o Dues revenue has increased an estimated total of \$19,240 (a 12% increase) for the past two years with the new tiered payment scheme over what the expected income would have been under the \$90/\$45 payment scheme.

Membership Year	Actual Income	Estimated Income under \$90/\$45 scheme*	Difference	Number of Members	Average Dues Paid
2007	\$83,981			1152	\$72.90
2008	\$90,065	\$80,627	\$9,438	1106	\$81.43
2009	\$85,545	\$75,743	\$9,802	1039	\$82.55
Total	\$175,610	\$156,370	\$19,240		

\*These figures are calculated using the 2007 membership breakdown of 70% Regular at \$90, 22% Student/Supported at \$45 and 8% Complimentary.

- 2010 membership renewals at the end of 2009 are underway.
  - o 544 members were recorded as of January 6 (compared to past years at approximately the same time: (2009: 562, 2008: 590; 2007: 628; 2006: 577).
- 8,671 records in database at the end of 2009, up from 7,832 in 2008
- Library Campaign: Started by Jim Hines in 2002 to encourage institutional subscriptions. This was done in November and early December, in its eighth year, 281 letters were sent to members whose universities do not subscribe and to non-subscribing course-listers on the "Courses in SD" webpage.

**Sales** (unaudited, amounts will change after accounting review by CPA)

- Beer Game sales \$65,610, down 46% from 2008 (sold 608 boards in 2009; average annual sales over past 10 years is 902 boards per year)
- Proceedings and back issues sales, 3 year history: \$750 in 2009, \$591 in 2008, \$700 in 2007
  - o All proceedings (1983-2009, plus 1976 Geilo and 1981 Rensselaerville) and back issues of the *Review* are now available

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online

- Forrester Seminar Series sales \$1,560, same as last year
- MIT SDG Literature Collection DVD sales \$2,820, down 16%
- Bibliography is updated through Oct-Dec 2009 SDR and Albuquerque Proceedings. There are over 9,300 references.
  - o Ongoing "clean-up" is being performed (deleting duplicate entries, title correction, and consistency)
- Monitoring costs
  - o UPS continues to be our primary shipping company, but we are currently assessing the efficiency and cost-savings available through the University at Albany Mail Services (using the New York State contract rate). Past years' shipping expenses range between \$10,000 and \$20,000; we anticipate seeing significant savings on 2010 shipping expenses.
  - o A lower rate was negotiated with our credit card processing provider, which went into effect December 1, 2009. We anticipate savings of up to \$200/month on processing fees.

**Society Sponsorship**

- 2009 Society Sponsorship: \$34,400, decreased slightly from 2008: \$36,375
  - o 4 new sponsors in 2009, 2 in-kind sponsors
- Pledges to date for 2010: \$25,000 (4 new)

**Website**

- Site has been with eSecureData.com since December 2008.
- Webmaster resigned; role temporarily filled by Home Office staff.
- Site is being continuously updated thanks VP Electronic Presence and Home Office staff.
- Conference submission/review system continues to be upgraded, more automated.

**Comment [r1]:** • (previously with theplanet.com 4/07 - 12/08, EV1 9/06 - 3/07 and the University at Albany servers)

**Allocation of Effort**

- Cost centers are Core (includes Web), Sales, Conference, and Publications

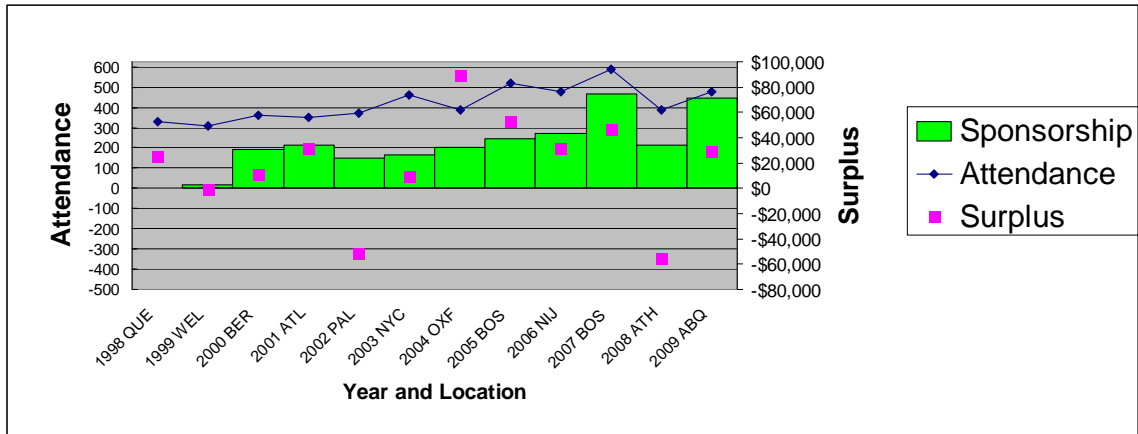
**Finances** (unaudited, amounts will change after accounting review by CPA)

- Refer to VP - Finance Reports (Unaudited) Net Gain for 2009: \$28,500
- Vanguard Funds (unrestricted) to September 2009: Investments: \$0; Dividends: \$9,555; Unrealized Gain: \$73,633; Total value: \$531,474, original investment \$480,385
- Dana Meadow Award Funds Investments to September 2009: Dividends: \$1631; Unrealized Gain: \$3185; Total value: \$71,444, original investment \$65,752

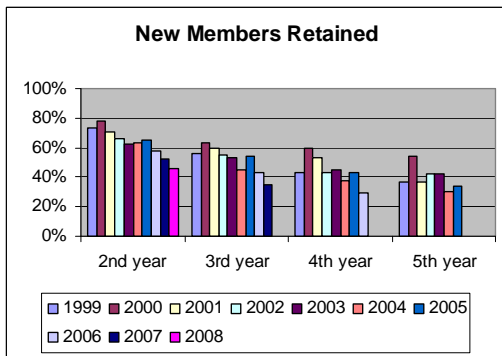
See next page for charts.

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**Chart 1: Conference Attendance, Surplus and Sponsorship**



**Chart 2a and b: New Member Renewals**

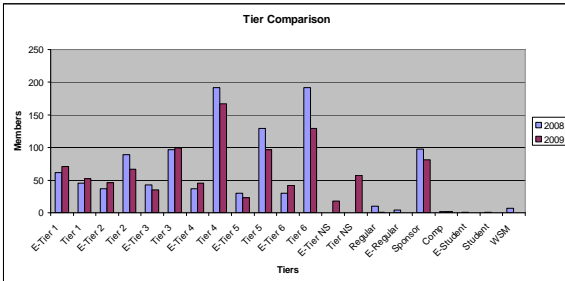


**2b: Percentage of Renewing New Members**

	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%	30%
2005	65%	54%	43%	34%
2006	58%	43%	29%	
2007	52%	35%		
2008	46%*			

\*46% of the new 2008 members renewed for 2009

**Chart 3a: Tiered Dues Structure Trends 08-09**



**Chart 3b: Fees Per Tier**

Tier Name	Fee	Tier Name	Fee
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
E-Tier NS*:	\$140	Tier NS*:	\$150

\*Income Not Specified (Same as Tier 6)

Does anyone have any questions or comments? Thanks, Roberta