

Executive Director's Summary  
**Winter Policy Council Meeting February 15, 2018**  
 by Roberta L. Spencer

**Winter Report**

A full Annual Report on Home Office Operations for the FYE 2017 will be presented at the Summer Policy Council meeting at the 2018 Reykjavík Conference. Below, please find bulleted items on Conferences, Membership Services and Recruitment, Sales, Society Sponsorship, Website, Allocation of Effort, and Finances. All statistics are early estimates and financial numbers are pre-CPA review; they are subject to change.

**Conferences**

- 2017 Cambridge Conference: Pre-CPA review, unaudited net revenue of approximately \$56,000; 527 registrants and 496 attendees.
- Please see Chart 1 on page 4 for conference attendance, revenue and sponsorship since 1999.
- Future Conferences: 2018 Reykjavík Conference preparation is successfully underway; 2019 status, and 2020 and 2021 prospects to be reviewed at the 2018 Winter Policy Council Meeting.

**Membership Services and Recruitment**

- 2017 Membership is **1,247**, the highest membership ever, increased from 1,149 in 2016.



source: V:\SDS\RLS Folders\Statistical Information\Growth Indicators\membership stats.xls\MemTotals (also see charts in MemOverTime tab)

- Countries with the largest increase in members were the United States, Singapore, Indonesia, and Australia; the largest decreases were in the Netherlands, United Kingdom, and Mexico. New in 2017: Morocco and Zimbabwe.
- Breakdown: 713 non-students, 283 status unknown, 251 students (157 Doctoral, 66 Masters, 10 Other, 17 Undergraduate, 1 K-12). Minimum percentage of student members in 2017: 20.2%.
- E-Memberships increase to 719: In 2017, 58% of membership subscriptions were electronic only.  
 ♦ 2016: 600 ♦ 2015: 478 ♦ 2014: 485 ♦ 2013: 456 ♦ 2012: 397 ♦ 2011: 401 ♦ 2010: 332 ♦ 2009: 282 ♦ 2008: 248 ♦ 2007: 55

Note: Should the number of members taking print fall below 250 per year, then the subscription rate will be reviewed and revised so that the cost of manufacturing and dispatch of the copies is still covered.

- Membership Retention
  - Over the past 10 years new memberships each year average 20% (ranging between 18% - 29%, reaching highest of 29% new memberships in 2017; lowest of 18% in 2012).
  - Over the past 10 years an average of 52% of **new** members renewed for a second year (see Charts 2a and 2b on page 4).
  - Over the past 10 years an average of 72% of **all** members renewed (range 66% - 78%).
- Tiered Dues Overview
  - Please see Chart 3a and 3b on page 4 for tiered dues structure trends and fees for 2008 to 2016.

continued on next page.

**Executive Director's Summary**  
**Winter Policy Council Meeting February 15, 2018**  
**by Roberta L. Spencer**

**Membership Services and Recruitment** continued

- Tiered Dues Overview (continued)
  - The average dues paid continues to decline.
  - University Sponsored Student Group Membership increased from 59 in 2016 to 109 in 2017.
- 2018 membership renewals are underway.
  - 587 members were recorded as of January 18 (compared to past years at approximately the same time: (2017:515 ♦ 2016: 519 ♦ 2015: 593 ♦ 2014: 626 ♦ 2013: 596 ♦ 2012: 562 ♦ 2011: 628 ♦ 2010: 544 ♦ 2009: 562 ♦ 2008: 590 ♦ 2007: 628).
- 10,695 active records in the contacts database as of January 1, up from 9,752 in 2016.

**Sales 2017** (unaudited, amounts *will change* after accounting review by CPA)

- Beer Game (only) sales in 2017 were \$41,230 (\$39,014 in 2016). Sold 325 boards in 2017; average annual sales over past 10 years are 501 boards per year
- Fish Banks sales: \$3,600
- Forrester Seminar Series sales: \$1,140
- Total books sales: \$1,585
- Sales of other products totaled \$366 (MIT SDG Literature Collection, Fireside Chat, and conference satchels)

**Society Sponsorship**

- 2017 Society sponsorship, donations and donated services total: \$38,189 - decreased from 2016: \$40,484; Pledges to date for 2018: \$22,000.

**Website**

- Transitioned from WordPress to MemberClicks, complete as of January 2018. Thanks to VP Electronic Presence and Home Office staff, especially Mike Breslin. MemberClicks provides membership access and management, governance, website maintenance, Chapter/SIG communication, and more.
- Still maintaining InMotion Hosting (since 2016) as auxiliary website.
- In 2017, the WordPress site was continuously updated thanks to VP Electronic Presence and Home Office staff, including Graduate Assistant, Babak Bahaddin.
- X-CD will be the new conference submission and scheduling service. This transition began in late 2017 for use for the 2018 Iceland Conference.
- Bibliography is updated and has 11,894 references.
- Daily news posts on the homepage and social media.

**Who Does The Work**

- Cost centers are Core (includes Web), Sales, Book Sales, Conference (and Summer School since 2015), and Publications. We also track time spent on CPA/CPEs with NASBA.
- Home Office Team members work collaboratively to provide services for all cost centers. Please recognize the excellent work performed by our staff in 2017:
  - Robin Langer (started with the Society in 2000)
  - Joan Yanni (started in 2000)
  - LouAnne Lundgren (started in 2008)
  - Babak Bahaddin (started in 2015)
  - Mary Kenney (started in 2014)
  - Carrie Stickman (started in 2016)

Executive Director's Summary  
Winter Policy Council Meeting February 15, 2018  
by Roberta L. Spencer

- Mike Breslin (Started 2016)
- Colleagues at Capitol Hill Management Services that we worked with in 2017 include Barbara Beauchamp, Jeff Boss, Sarah Buck, Brian Buff, Donna Johnson, Jon Murray, Ashley Sweet, and President John Graziano

**Capitol Hill Management Services (CHMS)**

- Successfully completed phase 1 contract with CHMS
- Contracted items listed as of June 2017 included:
  - Transfer of Web Portal and Material to a New Online Solution Platform
  - Transfer Financial Accounting to CHMS
  - Develop Budget and Scope of Activities for 2018 and 2019 SDS Budgets and Contracts
  - Provide Support for the 2018 Conference
  - Management for a Legacy Campaign
- Meet the CHMS team at this meeting

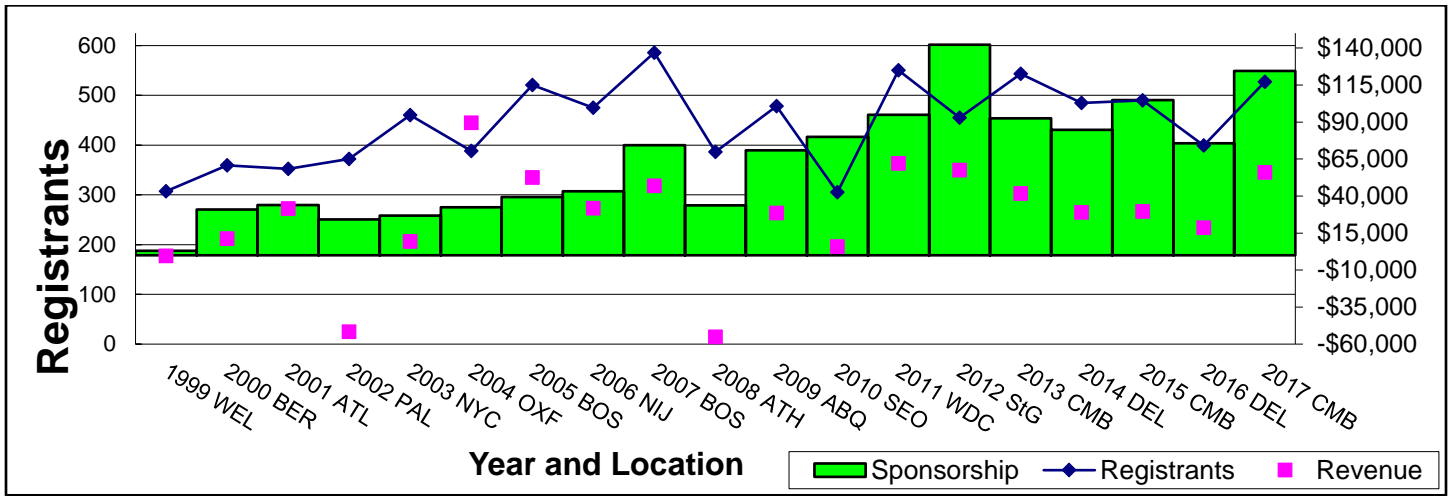
**Finances** (amounts *will change* after accounting review by CPA)

- Please see VP Finance Report (amounts *will change* after accounting review by CPA).

See next page for charts.

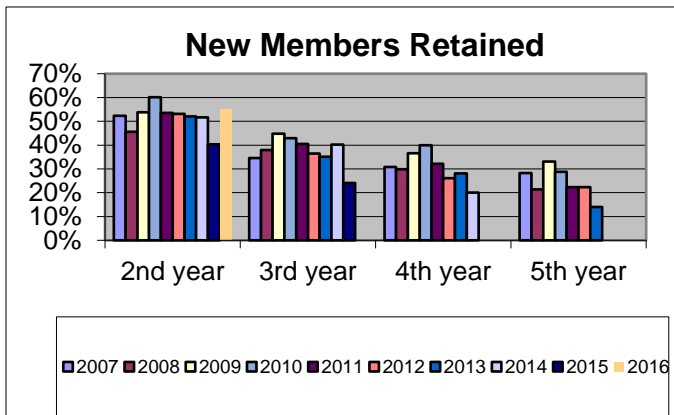
Executive Director's Summary  
 Winter Policy Council Meeting February 15, 2018  
 by Roberta L. Spencer

**Chart 1: Conference Attendance and Finances**



source: rs/statistical information/conference related/attendees.xls;profit-loss

**Chart 2a: Renewing New Member (Graphic)**



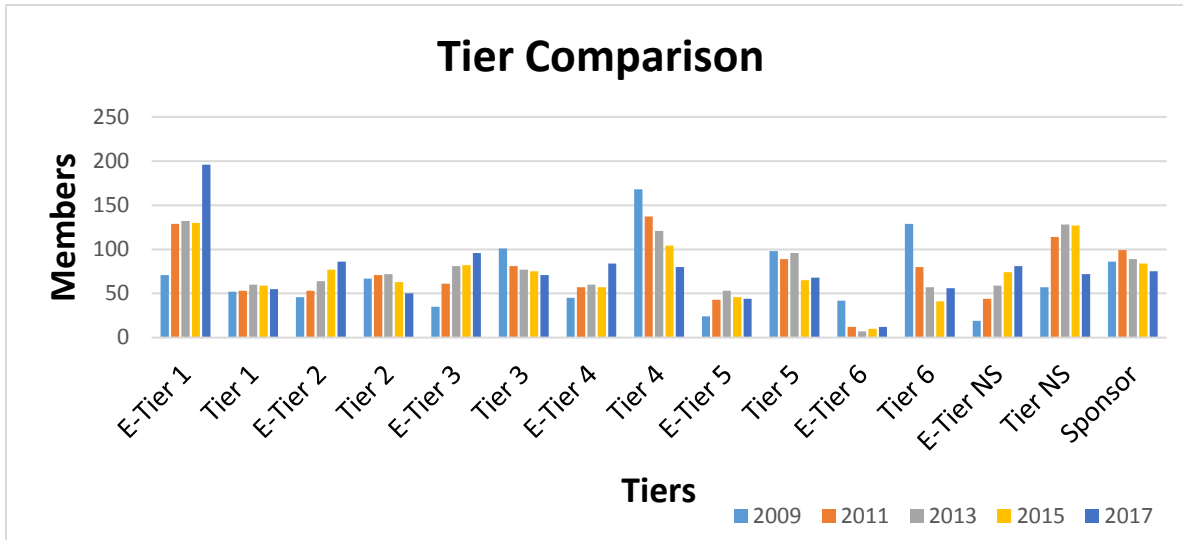
source: membershipanalysis/retention date.xls;retain new

**Chart 2b: Renewing New Members (Percentages)**

	2 <sup>nd</sup> year	3rd year	4th year	5 <sup>th</sup> year
2007	52%	35%	31%	28%
2008	46%	38%	30%	21%
2009	54%	45%	37%	33%
2010	60%	43%	40%	29%
2011	53%	40%	32%	22%
2012	53%	36%	26%	22%
2013	52%	35%	28%	14%
2014	52%	40%	20%	
2015	40%	24%		
2016	55%*			

\*55% of new 2016 members renewed for 2017

**Chart 3a: Tiered Dues Structure Trends** source: membershipanalysis/tier vs. non-tier.xls



**Chart 3b: Fees Per Tier**

- Tier Fees**
- 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, first offered in 2009.