

Membership and Communications Report

2020 November Board Meeting

Amelia Neely – Membership & Communications Manager

Membership Overview

	as of 10/31/20		10/15/19		All of 2019									
	2020	% of Total	2019	% of Total	2019	% of Total	2018	% of Total	2017	% of Total	2016	% of Total	2015	% of Total
Corresponding	69	2.3%	70	2.5%	69	2.3%	65	2.2%	68	2.3%	63	2.0%	62	1.9%
Life	93	3.1%	84	2.9%	87	2.9%	76	2.6%	69	2.4%	60	1.9%	57	1.8%
Emeritus	283	9.5%	281	9.8%	283	9.4%	280	9.5%	281	9.6%	262	8.4%	255	7.9%
E Family	42	1.4%	39	1.4%	39	1.3%	39	1.3%	38	1.3%	36	1.2%	36	1.1%
Retired	65	2.2%	54	1.9%	66	2.2%	65	2.2%	53	1.8%	49	1.6%	52	1.6%
R Family	3	0.1%	2	0.1%	2	0.1%	0	0.0%	4	0.1%	4	0.1%	2	0.1%
3 Yr Professional	278	9.3%	296	10.4%	300	9.9%	242	8.2%	178	6.1%		0.0%		0.0%
3 Yr Prof Family	21	0.7%	22	0.8%	20	0.7%	17	0.6%		0.0%		0.0%		0.0%
Professional	841	28.3%	854	29.9%	881	29.1%	984	33.5%	1050	36.0%	1305	41.8%	1367	42.6%
P Family	102	3.4%	106	3.7%	111	3.7%	129	4.4%	145	5.0%	173	5.5%	186	5.8%
CC Professional	43	1.4%	37	1.3%	38	1.3%	34	1.2%	44	1.5%	46	1.5%	41	1.3%
CC Family	3	0.1%	3	0.1%	3	0.1%	2	0.1%	4	0.1%	2	0.1%	4	0.1%
PostDoc	160	5.4%	155	5.4%	159	5.3%	173	5.9%	173	5.9%	207	6.6%	183	5.7%
PD Family	3	0.1%	3	0.1%	3	0.1%	3	0.1%	1	0.0%	2	0.1%	5	0.2%
3 Yr Student	135	4.5%	35	1.2%	94	3.1%		0.0%		0.0%		0.0%		0.0%
Student	639	21.5%	650	22.8%	692	22.9%	643	21.9%	630	21.6%	751	24.0%	818	25.5%
S Family	0	0.0%	0	0.0%	0	0.0%	2	0.1%	3	0.1%	5	0.2%	6	0.2%
S Chapter	21	0.7%	25	0.9%	22	0.7%	34	1.2%	37	1.3%	41	1.3%	24	0.7%
K-12 Teachers	12	0.4%	11	0.4%	12	0.4%	15	0.5%	13	0.4%	19	0.6%	21	0.7%
Affiliate	27	0.9%	20	0.7%	22	0.7%	24	0.8%	33	1.1%	38	1.2%	35	1.1%
Associate	0	0.0%	1	0.0%	1	0.0%	2	0.1%	5	0.2%	3	0.1%	2	0.1%
Amateur	56	1.9%	46	1.6%	51	1.7%	60	2.0%	64	2.2%	58	1.9%	54	1.7%
Developing Nations	78	2.6%	62	2.2%	69	2.3%	52	1.8%	24	0.8%		0.0%		0.0%
	2974		2856		3024		2941		2917		3124		3210	
Professional	2084	70.1%	2068	72.4%	2130	70.4%	2161	73.5%	2132	73.1%	2209	70.7%	2250	70.1%
Student	795	26.7%	710	24.9%	808	26.7%	679	23.1%	670	23.0%	797	25.5%	848	26.4%
Other	95	3.2%	78	2.7%	86	2.8%	101	3.4%	115	3.9%	118	3.8%	112	3.5%
Growth/Decline	2974		2856		3024		2941		2917		3124		3210	
	as of 10/31/20		as of 10/15/19		All of 2019									

Membership has increased almost 4% over the same time last year, with 118 more members. We are very pleased with this number in light of the pandemic as well as the change to the virtual conference. The BSA Renewal season started on October 1st with email renewals being sent to those due to renew at the end of this year as well as lapsed members back to 2016. The renewal season will continue for the next few months and into the new year to encourage our members to renew, give gift memberships, update their information, and to make donations.

Membership Category Highlights compared to October 2019:

- We saw an increase of 9 new **Life members** who took advantage of our one-time cost to stay members in perpetuity.
- **Student membership** numbers continue to increase this year, adding 85 members (about 12% growth) over this time last year.
 - 135 student members have taken advantage of the **3-Year student membership category**.

- There have been 375 **New Student members** this year so far, which is 47% of our student member total.
- The **Developing Nations** category grew by 16 members (25% growth compared to last year at this time), continuing to show the importance of offering this membership level to developing country members.
- **Professional Members** (Professional, 3-Year Professional and Professional Family) decreased by only 36 members. As seen in past years, this category renews at a high rate, but we do not have the same new member numbers as we need to keep this category growing. We are working on ways to acquire new members of this membership type.

Professional members are asked each year to consider a membership fee increase of \$25 per year. This additional amount goes toward the Graduate Student Research Award fund. This fiscal year \$24,450 was raised by Professional members Opting-In to this membership fee increase. A total of 648 1-Year and 110 3-Year Professional members opted-in to the increase. This leaves 484 (39%) Professional members who joined/renewed this year who Opted-Out of the increase. This year we were able to give out 25 GSRA awards. Due to the continued generosity of the Professional members we are hoping to be able to keep the number of GSRA awards high for the coming year.

- **Post Doc Members** are also almost exactly at the same point they were at this time last year, with just about 5 additional members than in October 2019. We just announced the **3-Year Post-Doc membership option** on October 1st so there may be data to report from this membership type at the next board meeting.

Overall the membership numbers are very strong considering this challenging year. As we venture into the new year we will continue to provide new online resources, webinars and talks, and, if needed, another virtual conference to support our members. These additional membership benefits will continue to make a strong case for member retention as well as acquisition of new members.