

EFFECTIVE DATE: June 1, 2012. This petition was approved March 28, 2012 by Council in San Diego, CA, and confirmed June 1, 2012 by the Board of Directors in Baltimore, MD.

ALTERNATE VERSION

Petition on Market Data Collection

Bylaw XIII, Sec. 3

Petition

We, the undersigned Councilors of the American Chemical SOCIETY, hereby petition to amend the SOCIETY Bylaws as follows (additions **underlined**; deletions ~~struck through~~):

ALTERNATE
VERSION
FOR
COUNCIL
ACTION

BYLAW XIII
Finances
Sec. 3

m. The Committee on Membership Affairs may conduct membership recruitment and retention market testing of SOCIETY memberships, services and benefits, including special dues categories, to provide data as the basis for recommendations to the Council. The number of individuals included in any test related to dues discounts shall not exceed a number equal to 10 percent of the total membership. Each test shall be limited to three years' duration unless granted prior approval by Council. All test results will be reported to the Council at least once a year.

Explanation

In March 2010, the ACS Board and President established the ACS Board-Presidential Task Force on Society Services and Associated Dues Pricing Models. The Task Force was charged with reviewing and making recommendations based on member input related to any concerns, questions, and/or suggestions that they had in these areas. In seeking member input, the Task Force relied on three main sources:

- Actual input from Divisions, Committees, Local Sections and individual members
- Results from the 2010 ACS Membership Satisfaction Survey and,
- Information as to why the Society loses over 20,000 members per year - almost 11.5%

Based on the findings from these sources, the Task Force proposed the following recommendations:

- Allow for test marketing of membership concepts
- Review the dues escalator
- Minimize dues category information within the Society Bylaws

- Consider permitting institutional memberships

The SOCIETY has historically changed bylaws without the benefit of test data. This petition seeks to add a provision to allow for the recommended controlled market testing to collect data before the SOCIETY changes benefits, dues, or membership categories.

The proposed bylaw does not in itself change permanently any dues or membership categories. Any new membership or special dues categories will continue to be submitted to Council for consideration and approval via the bylaw petition process just as they are now.

Signed:

Rita R. Boggs	Jetty Duffy-Matzner
Merle I. Eiss	Zaida C. Morales Martinez
Jacqueline A. Erickson	Jason E. Ritchie
Mark D. Frishberg	Herbert B. Silber
Warren D. Hull, Jr.	Paul J. Smith
Wayne E. Jones, Jr.	Peter Zarras

(This petition has been referred to the ***Committee on Membership Affairs**, Committee on Divisional Activities, Committee on Local Section Activities, Council Policy Committee, Society Committee on Budget and Finance, and Committee on Constitution and Bylaws.)

***Committee having primary substantive responsibility**

FINAL STATEMENT OF FINANCIAL IMPACT

Given the uncertain number and duration of the membership recruitment and retention market tests and the potential variability in the cost of each test, the Society Committee on Budget & Finance cannot assess with reasonable accuracy the range of potential costs resulting from the implementation of this petition.

FINAL REPORT OF THE COMMITTEE ON CONSTITUTION AND BYLAWS

The Committee on Constitution and Bylaws (C&B) received from the Committee on Membership Affairs, on behalf of petitioners, a revised version of the petition that includes additional new language aiming to address C&B's concerns by including limits on the size and length of tests. C&B made additional editorial changes to clarify the wording.

The Committee finds the revised petition to be legal and consistent with other provisions of the Society's documents.

A two-thirds (2/3) vote of Council is required for approval of amendments to the Bylaws. If approved by Council, the amendments will become effective upon confirmation by the Board of Directors.

Harmon B. Abrahamson
Chair