

Committee on Membership Affairs
Oral report to Council
Boston
8/22/18

[SLIDE 1]

Mister President, Members of Council, and Guests:

Shown on the screen is the monthly membership trend since 2014, represented as a percentage of the previous year's closing membership count. As of yesterday, ACS had 149,584 members which is a decline of only eight tenths of one percent from the over 150,000 members we had in 2017.

Importantly, this year-to-date figure represents an increase of over 1,200 members when compared to the last few years. The Committee on Membership Affairs (MAC) is also pleased to note that 5 of the last 7 months have respectively been the best months for membership since at least 2014.

Due in part to the many membership initiatives guided by MAC, the current member count puts ACS in the position for a strong close to the year and we are cautiously optimistic that we will see total membership growth for the first time since 2011.

[SLIDE 2]

A multitude of initiatives are currently underway to ensure that membership remains healthy and robust in both the short and long term.

First, MAC would like to call attention to the in-line membership program. This undertaking grew out of the realization that traditionally—even noting the steep registration discount available for members—15-20% of attendees at national meetings remained non-members.

To remove friction in the join and registration process, non-member attendees of this Boston meeting were offered the ability to purchase both their membership and registration in-line using the same form at the same time. Through yesterday, 1,951 new members have been created through this process and the number of non-member attendees has been reduced to approximately 11%. Focus groups and surveys are being conducted to learn more about the rationale for those who did and did not become members. This information will be used to further improve the process for future ACS meetings, events, and products where an in-line transaction would make sense.

Secondly, MAC is pleased to note the introduction of our renewal drive test. All ACS members attending the meeting are eligible to stop by the membership lounge in the main lobby of the convention center, renew their membership, and receive 20% off of their national dues. By offering renewals onsite we save significant time and resources, removing the need to mail, email, and call members to remind them that their membership is expiring. Freeing this resource also allows a shift in focus to target at-risk members for renewal, thus improving our overall retention rate.

Through yesterday, we've processed 376 renewals, which is a 1,200% increase over the 30 renewals traditionally handled at a national meeting. Pending data gathered from this test, other venues and mechanisms to encourage members to renew early will be explored.

[SLIDE 3]

The Committee on Membership Affairs has considered the Petition on Affiliation with Other Technical Organizations, which is up for action at this meeting. The Committee supports the petitioner's intent to add DAC's and LSAC's respective responsibilities to approve affiliations with other technical organizations to Bylaw 11 because these duties are already in their respective duties in Bylaw 3. I now yield the floor to Dean Adams, Chair of the Committee on Constitution and Bylaws, for action on the petition beginning on page 84 of the Council agenda.

[SLIDE 4]

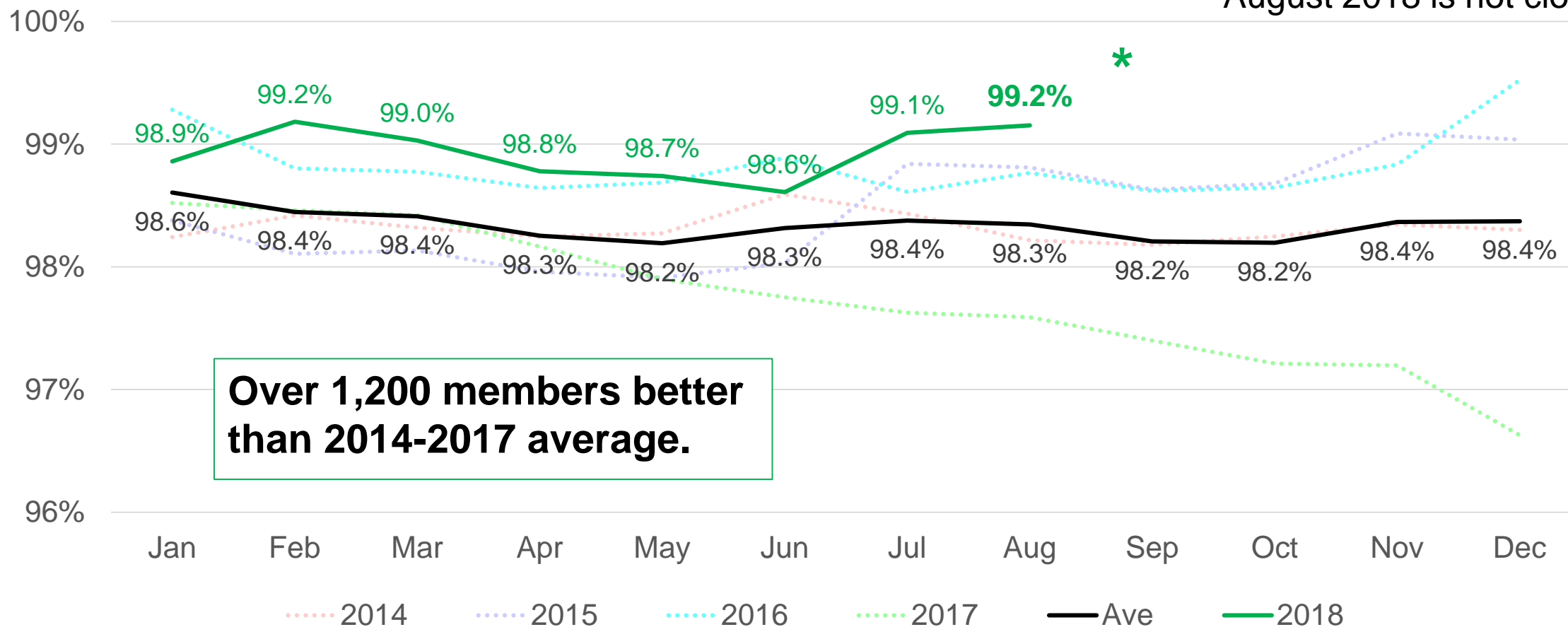
The Committee on Membership Affairs has considered the Petition to Remove Restrictions for International Chemical Sciences Chapters, which is up for action at this meeting. The Committee supports the petitioner's intent to remove the allotment restriction for International Chemical Sciences Chapters, which it is important to note does not take away any dues funds from Divisions or Local Sections. The petition also removes the restriction that International Chemical Sciences Chapters are not entitled to elected representation on the Council. It still does not permit them to have Councilors. I now yield the floor to Dean Adams, Chair of the Committee on Constitution and Bylaws, for action on the petition beginning on page 86 of the Council agenda.

Mister President, this concludes my report.

Member Count as a Percentage of Previous Year's Close



*August 2018 is not closed



Over 1,200 members better than 2014-2017 average.

National Meeting Initiatives



- **In-line Membership and Registration Process**
 - Past Meetings: 15-20% attendees are non-members
 - Boston: 1,951 new members; 11% non-members
- **Renewal Drive**
 - Past Meetings: 30 renewals
 - Boston: 376 renewals
 - Same hours as the meeting registration
 - Saturday: 3:00pm-6:00pm
 - Monday: 7:30am-9:00pm
 - **Wednesday: 7:30am-7:00pm**
 - Sunday 7:30am-8:00pm
 - Tuesday: 7:30am-7:00pm
 - **Thursday: 7:30am-1:00pm**

*Numbers through end of day Monday, August 20, 2018

For Council Action



Petition on Affiliation with Other Technical Organizations

Council Agenda Book, pages 84-85

For Council Action



Petition to Remove Restrictions for International Chemical Sciences Chapters

Council Agenda Book, pages 86-87