

Mister President and Fellow Councilors,

**[SLIDE 1]**

The Society ended 2017 with over 150,000 members. While this means that ACS remains the world's largest scientific society, this number represents a continuing decline in overall membership for the sixth year in a row.

Shown on the screen are ACS membership trends for the last five years. The primary driver of this trend is the loss of members from the regular paid membership category, the largest segment of ACS members, depicted on the screen in dark blue. Moreover, the number of paid regular members has declined for 11 continuous years, and 15 of the last 17, since the year 2000. The numbers in all other membership categories, such as emeritus, student, and the like, have otherwise remained relatively flat throughout the period depicted.

The Committee on Membership Affairs, known as MAC, is committed to working with Council, the Board of Directors, the Committee on Budget and Finance, ACS staff, and other stakeholders to halt this trend and return ACS to a growing and engaged membership.

**[Slide 2]**

Recognizing the need to focus our energies, MAC has been working closely with these groups to develop five separate workstreams that together will drive us to this positive future state. As noted on the slide, these five work-streams are focused on:

- 1) ensuring that ACS offerings are relevant and valuable for members;
- 2) targeting initiatives on specific, important membership segments;
- 3) removing friction from ACS membership processes and systems;
- 4) communicating individually with our members and potential members; and
- 5) considering new means of membership.

At the same time, the Committee will be guided by a set of key principles woven throughout these work-streams. Initiatives and projects are currently underway in parallel within each of these workstreams that together will address the challenges of recent years. These projects act on many fronts extending well beyond the dues discount tests already approved by MAC. Note that the results of ongoing MAC tests are found on pages 73 and 74 of your agenda book and MAC will report on additional initiatives and outcomes at upcoming Council meetings.

**[Slide 3]**

Based on the goals and strategies produced in our 2017 strategic planning retreat, MAC voted to reorganize its subcommittee structure to address these same membership challenges and ensure alignment with the changing state, needs, and values of Society members. The Categories, Dues, and Process subcommittee is focused on ensuring that members are paying appropriate dues and that the process to join and renew membership is frictionless. The Research and Communications subcommittee is tasked with understanding the trends in membership and ensuring effective communication with our members. The Benefits and Engagement subcommittee is charged with assessing the package of benefits that will create value and engagement opportunities for individual Society members.

Mister President and fellow Councilors, this concludes my report.