

Committee on Membership Affairs (MAC)

Oral Council Report

ACS National Meeting, Orlando, FL

April 3, 2019

Slide 1:

Madam President and fellow Councilors,

The Committee on Membership Affairs continues to focus on the value provided to our members. Our interest is both the value of the package of benefits offered and relevant ways to incentivize renewals and joins. I'd also like to remind all of us that membership is everyone's responsibility and you are our best membership ambassadors. Please continue to share the value of ACS with your friends, family, and colleagues.

We are delighted to join our colleagues in reporting that in 2018, we saw a net membership growth of a tenth-of-one-percent. This is the first membership growth ACS has recorded in the better part of a decade.

MAC has been encouraged that about 20% of our 25,000 new members last year were incentivized by market testing initiatives, without these new members, we would have seen continued declines. For details on the specifics of the tests, please refer to pages 131-133 in your Council agenda book.

Slide 2:

One such test is the international country pricing chartered by MAC in 2016. This test provides reduced dues for international members residing in emerging nations. For all of last year, only 18 countries met both the World Bank criteria for income and hosted an ACS international chemical sciences chapter or international student chapter.

MAC chartered the test with four intents. First, it is in service of ACS's mission. Second, it increases global membership, bringing a stronger network to our global enterprise. Third, the differing salaries of many chemical scientists and engineers outside the US leads to lower purchasing power limiting the diversity of ACS membership. Fourth, for fairness as many member benefits are either lacking or less significant in many of these locations.

We estimate its financial impacts have been minimal to positive. In January 2015 as MAC begun discussing the concept, the 18 countries participating had over 3,700 members. By December 2018 that more than doubled to over 8,800 likely offsetting the decrease in average dues from those members. Surveys are being conducted presently to determine more about these members' decision processes.

Slide 3:

The market test of the international dues discount program based on World Bank country income levels is set to expire in August 2019. Initial evidence is encouraging but more time is needed to make a final recommendation to Council. Additional information about the test can be found on pages 134-135 of your agenda book. On behalf of the Committee on Membership Affairs, I move and CPC concurs, that the market test be extended for an additional three years. Madam President the motion is ready for discussion and vote by Council.

Thank you for your vote.

Madam President this concludes my report.