

Membership Affairs

Mister President-Elect, fellow Councilors, and ACS members:

The ACS Committee on Membership Affairs, MAC, is keenly focused on examining and responding to the impacts which the ongoing pandemic is having on our members. Unsurprisingly, we have observed marked decreases in new member enrollments over the last few months. On a more positive note, both our renewals metrics and the member employment and economic-confidence measures have been faring well. As the pandemic extends we will continue to perform pulse checks and respond as needed, especially with the creation of additional membership values which to date has included an invitation to experience LinkedIn Learning, our member assistance program, increased virtual career services, a surge in webinars, and messaging on dues waiver options.

We are pleased to report that our membership count currently stands at over 158,000 and so ACS will record a third consecutive year of growth. As you can see on the screen (show **Slide 1**), this is primarily a result of an important, ongoing market test called Community Membership--shown as the yellow bar--that MAC chartered in March 2020. The performance of this unadvertised, no cost, low benefit membership opportunity significantly beat expectations and substantiates the enthusiasm that customers of the Society have for deepening their engagement with us.

In accordance approval of petition on benefits and dues in Spring 2020, MAC is presently engaged in examining how this market test and other research can be developed into an inclusive, relevant, and growing ACS membership model. We have been discussing a range of possible options at governance groups and we welcome your continued input and feedback. Extensive research to date has validated that not only will all of these options increase our membership demand and continue ACS on a path of growth but will also result in increases in dues revenue over our current trajectory.

We are excited to work with you to bring forward membership options for your consideration that are reflective of a 21st century organization.

Mister President-Elect, this concludes my report.

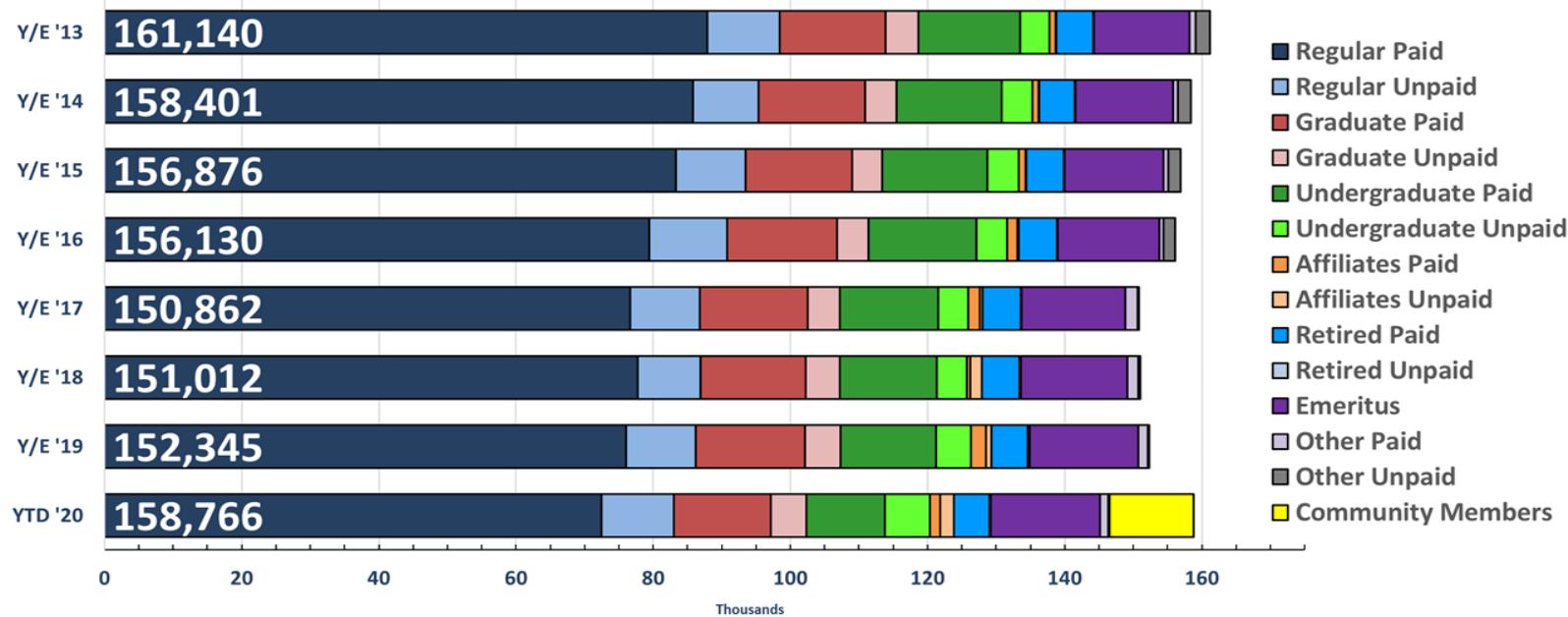
Brian Mathes, Chair



Report from the Committee on Membership Affairs

Brian Mathes

ACS Membership Totals 2013-2020



*2020 YTD is through July 31, 2020