

**Society of American Archivists  
Council Meeting  
May 19, 2021  
Virtual Meeting**

**Staff Report: Membership  
(Prepared by Peter Carlson and Carlos Salgado)**

As of April 30, SAA membership totaled 5,852, an increase of 224 from the same time last year (although that number includes 165 complimentary memberships for AWEF recipients) and 381 below our all-time high of 6,233 in November 2014. Individual membership less students totals 4,192; our all-time high was 4,608 in February 2015. We continue to see declines in the ID2 through ID6 categories, though the ID6 and ID8 categories are stable. See the table on the next page for details by membership category, April 2020 to April 2021.

Of note in overall membership trends is the increase in student memberships (up by 249, or 26.77% year over year). Although we have not yet analyze all of the data, we know anecdotally that one common response to the disruption brought on by the COVID-19 pandemic was for members to return to school.

A particularly troubling trend that has been exacerbated by the pandemic is the sharp decline in Institutional memberships, which declined by 67 (or 12.23%). Although the SAA staff actively monitor lapsed institutional memberships, the dislocation of workers has resulted in many not renewing due to operational interruptions. This is particularly unfortunate for membership writ large because these memberships are typically high yield for SAA and help to underwrite dues rates for individual categories. In the last six months, SAA's Service Center staff have focused on converting institutional members to the Sustaining category, and these efforts have resulted in an *increase* of four (5.33%).

**On the membership marketing front:** We developed a new member communications program that will improve and automate the on-boarding and welcoming of new members. New members will receive six to seven date-specific targeted messages throughout their first year with SAA. Messages focus on advocacy efforts, career services, mentoring opportunities, enhancing knowledge with SAA books and courses, networking opportunities with Section discussion lists, accessing the online journal and newsletter, and meeting SAA staff. These efforts are designed to create a more welcoming environment and improve retention.

**We look forward to discussion with the Council about removal of the requirement for all-member referenda to change dues rates. This creates a significant barrier to thinking creatively and moving nimbly to strengthen membership.**

Dues Category	Dues	Apr-20	Apr-21	Change	% Change
Associate Domestic	\$115	130	128	(2)	(1.54%)
Associate International	\$145	37	38	1	2.70%
Complimentary	\$0	-	165	165	-
Bridge	\$55	32	16	(16)	(50.00%)
ID1 (part-time)	\$80	717	735	18	2.51%
ID2 (\$20-\$29k/yr)	\$105	247	231	(16)	(6.48%)
ID3 (\$30-\$39k/yr)	\$140	289	255	(34)	(11.76%)
ID4 (\$40-\$49k/yr)	\$174	550	478	(72)	(13.09%)
ID5 (\$50-\$59k/yr)	\$218	604	582	(22)	(3.64%)
ID6 (\$60-\$74k/yr)	\$250	621	634	13	2.09%
ID7 (\$75-\$89k/yr)	\$285	312	307	(5)	(1.60%)
ID8 (>\$90k/yr)	\$325	357	362	5	1.40%
Lifetime	-	11	10	(1)	(9.09%)
Honorary	\$0	1	1	-	0.00%
Retired	\$77	242	250	8	3.31%
Student	\$55	930	1,179	249	26.77%
Total Individuals		5,080	5,371	291	5.73%
Regular	\$340	473	402	(71)	(15.01%)
Sustaining	\$595	75	79	4	5.33%
Total Institutions		548	481	(67)	(12.23%)
<b>TOTAL MEMBERS</b>		<b>5,628</b>	<b>5,852</b>	<b>224</b>	<b>3.98%</b>