

AN ALLEN PRESS SEMINAR

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BLUEPRINT FOR SUSTAINABLE PUBLICATIONS

BEST PRACTICES & INNOVATIVE SOLUTIONS

Curb Appeal: Member Retention and Marketing

Jacky Williams

Radiation Research Society
(University of Rochester)

Radiation Research Society

History of the Society:

Formed on April 2, 1952 with 238 members

First quarter century, steady gain in membership to 1400-1500 by mid-70s

Rapid interest and initiation of the journal, *Radiation Research*, in February 1954

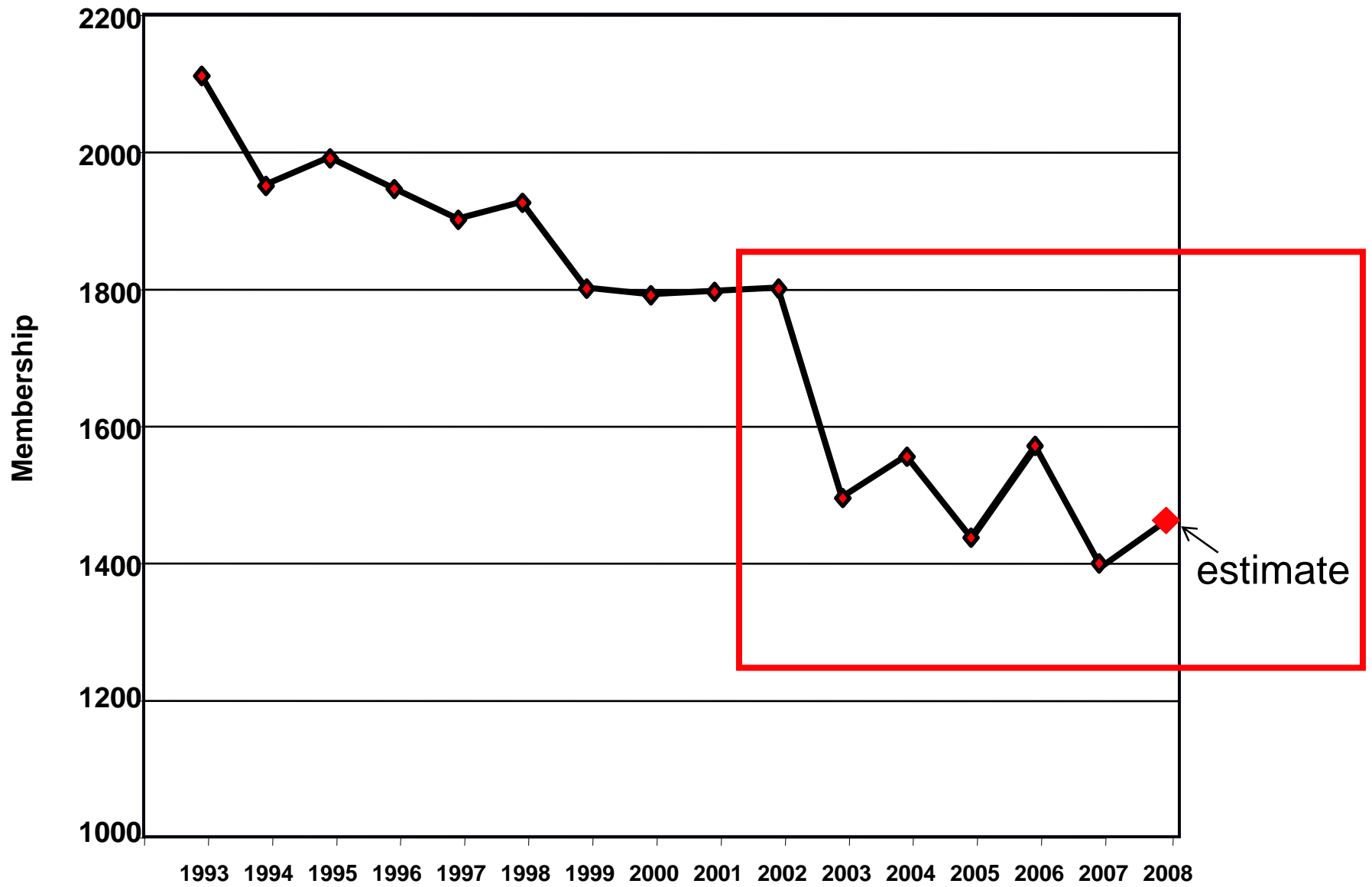
Personal History with the Society:

Joined in 1991

Chair of the membership committee 2007-2008

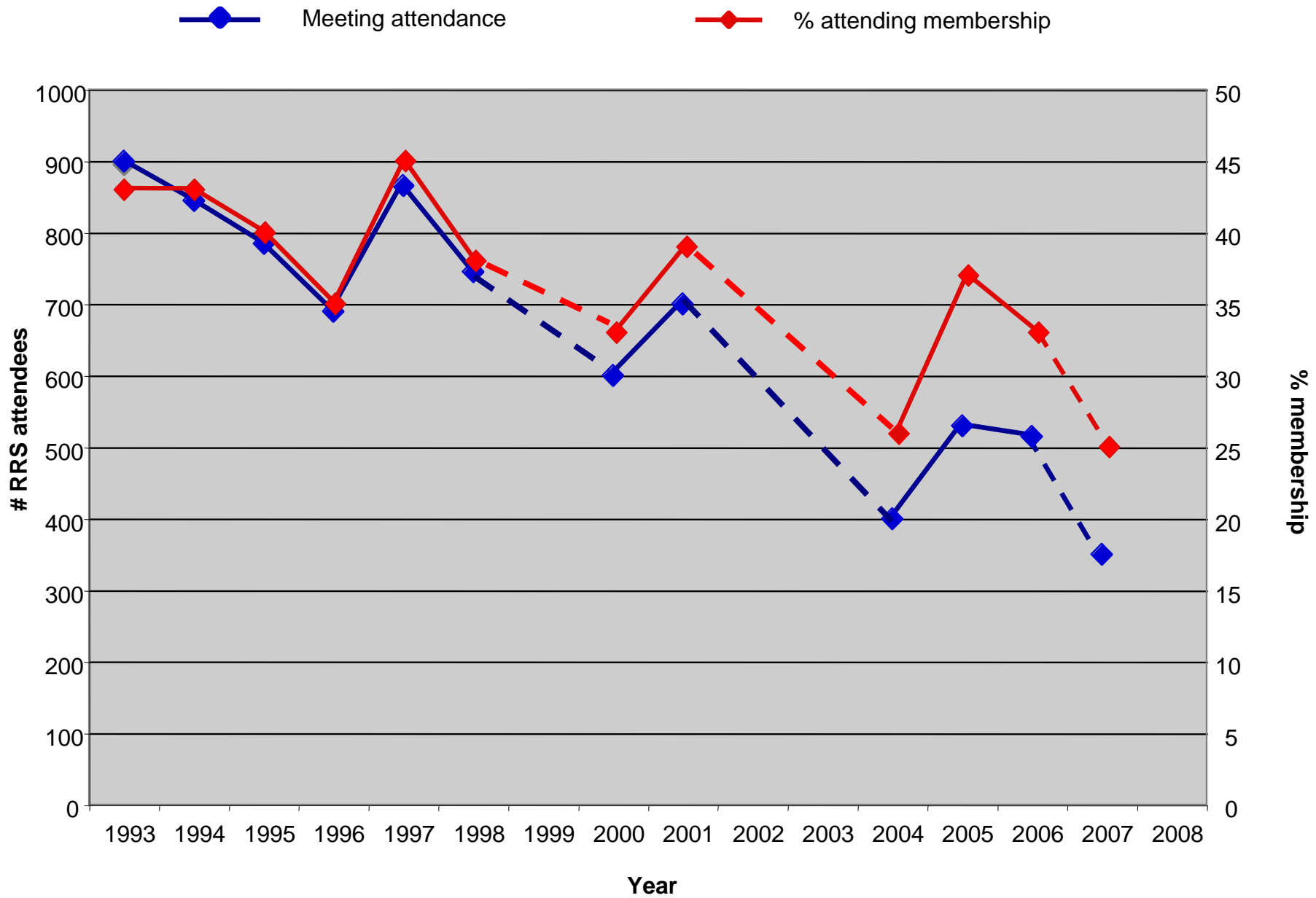
Membership numbers key issue

Communication between Chair and Association Manager



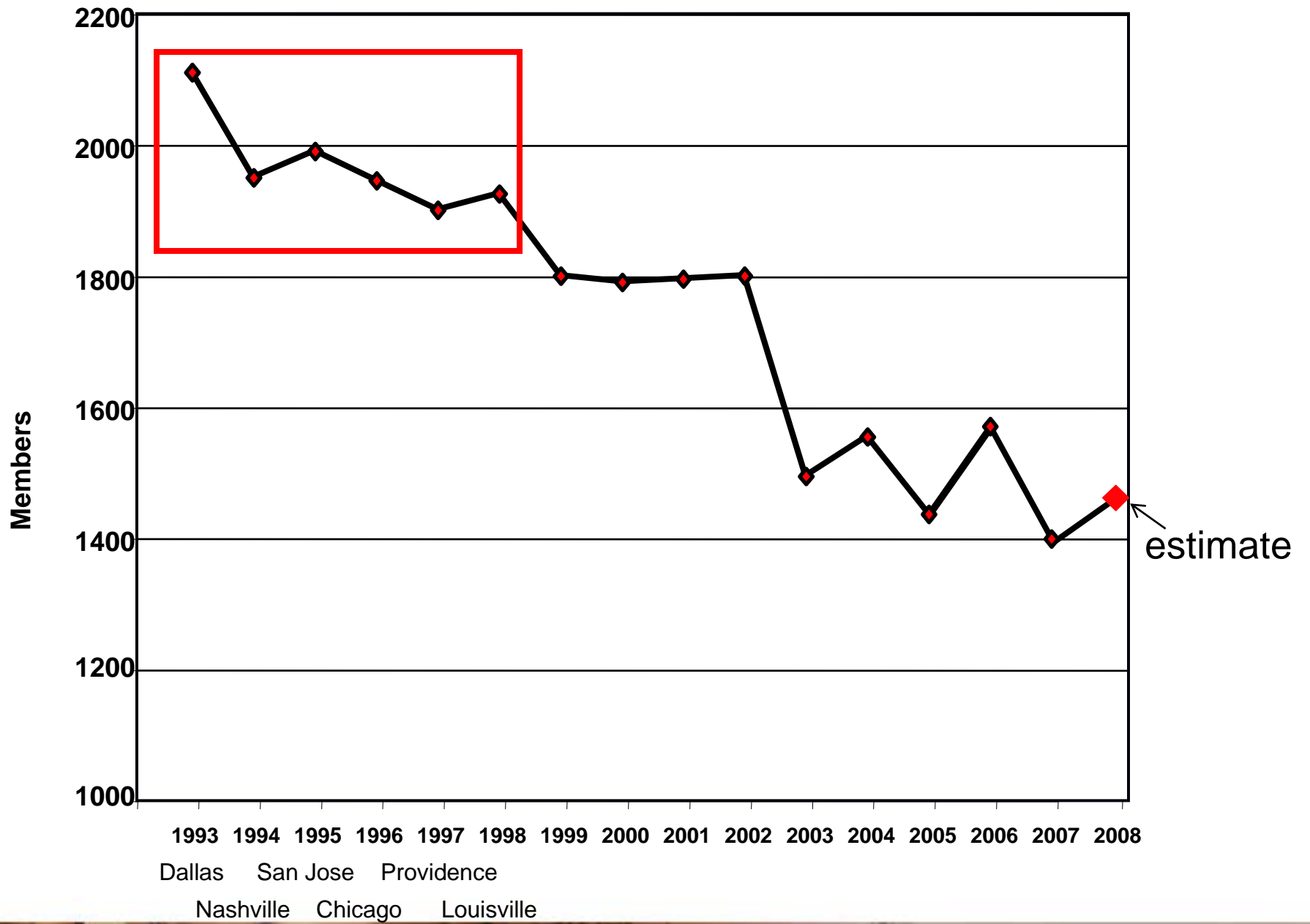
Possible Reasons for Decline (Personal)

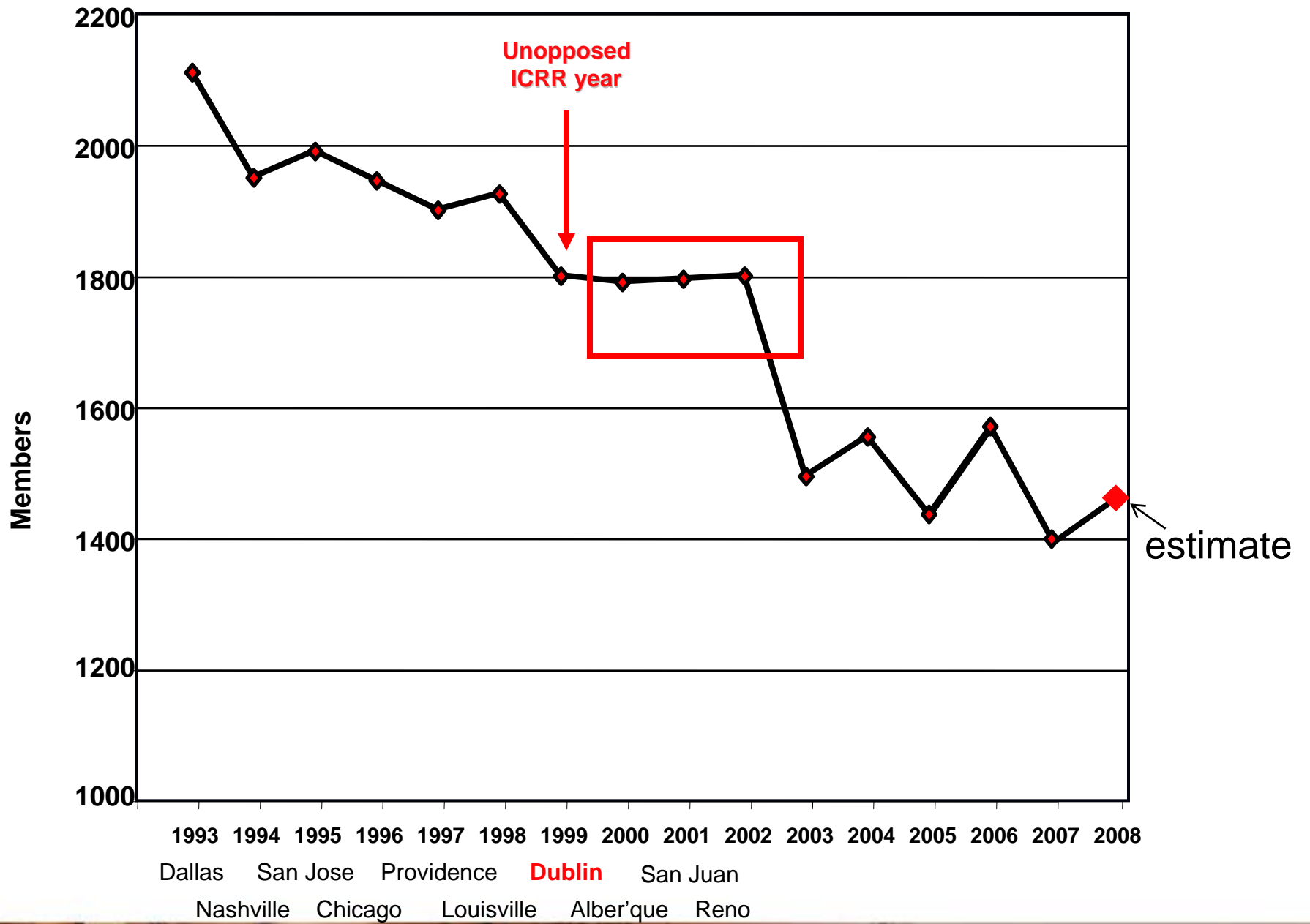
- Finances - less focus on RRS meeting attendance



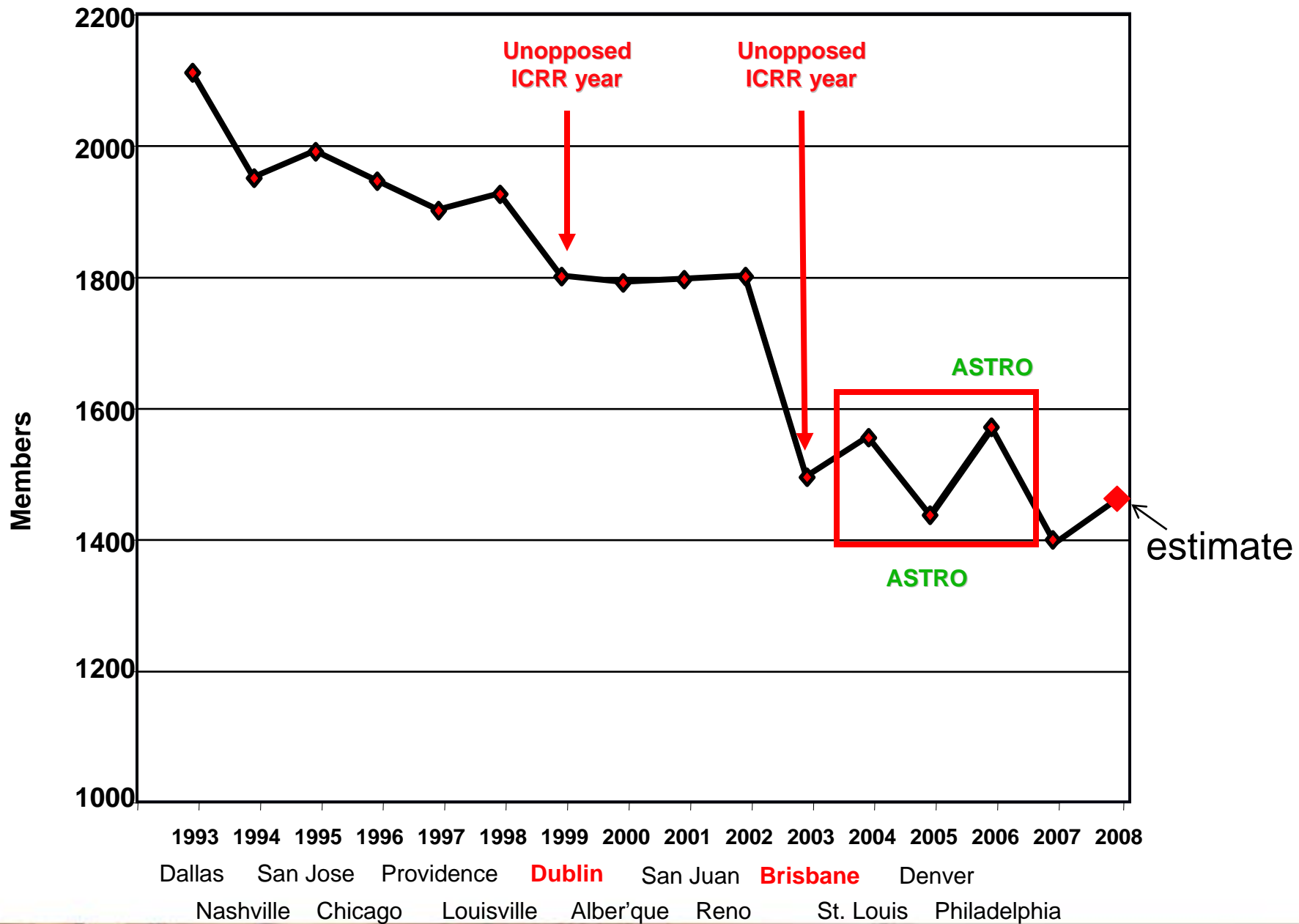
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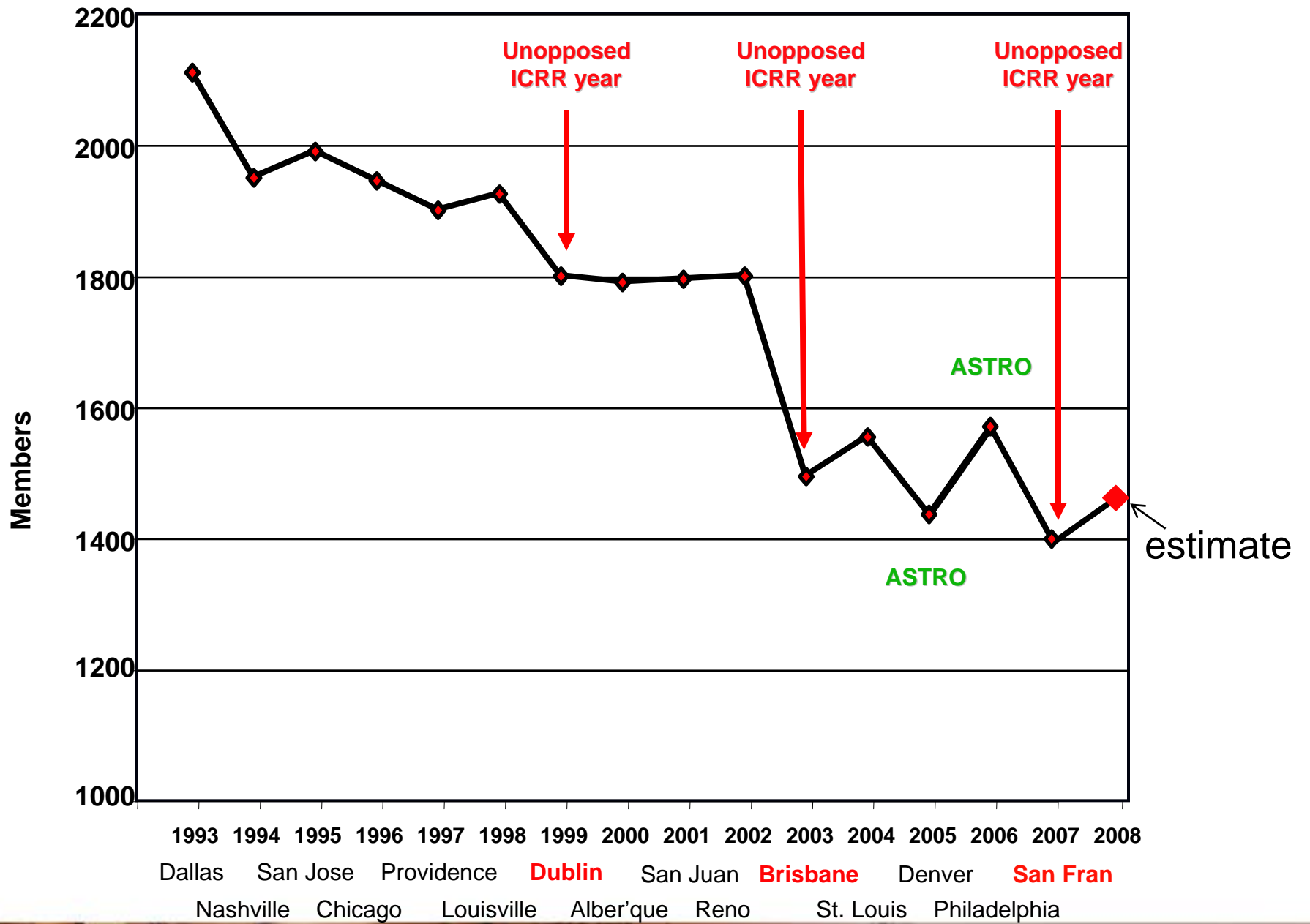
- Finances - less focus on RRS meeting attendance
- Declining annual meeting benefit





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Possible Reasons for Decline (Personal)

- Finances - less focus on RRS meeting attendance
- Declining annual meeting benefit
- Competition from other societies
 - ❖ AACR 2008: 423 “radiation” abstracts

First 50:- 37 had RRS member(s) on author line

Of 322 total authors, 62 current members/18 past members (~25%)

75% NOT members

Possible Reasons for Decline (Personal)

- Finances - less focus on RRS meeting attendance
- Declining annual meeting benefit
- Competition from other societies
- Change in scope of radiation research as a whole
 - ❖ Radiation Research journal becoming increasingly global; only ~50% papers have RRS members as authors
 - ❖ Subjects: epidemiology, non-ionizing radiations, space research
 - ❖ Cross-over in our own labs: e.g. my lab - molecular physiology, imaging, toxicology, pharmacology / pulmonology, neonatology, cardiology, neurobiology

Radiation Research Society

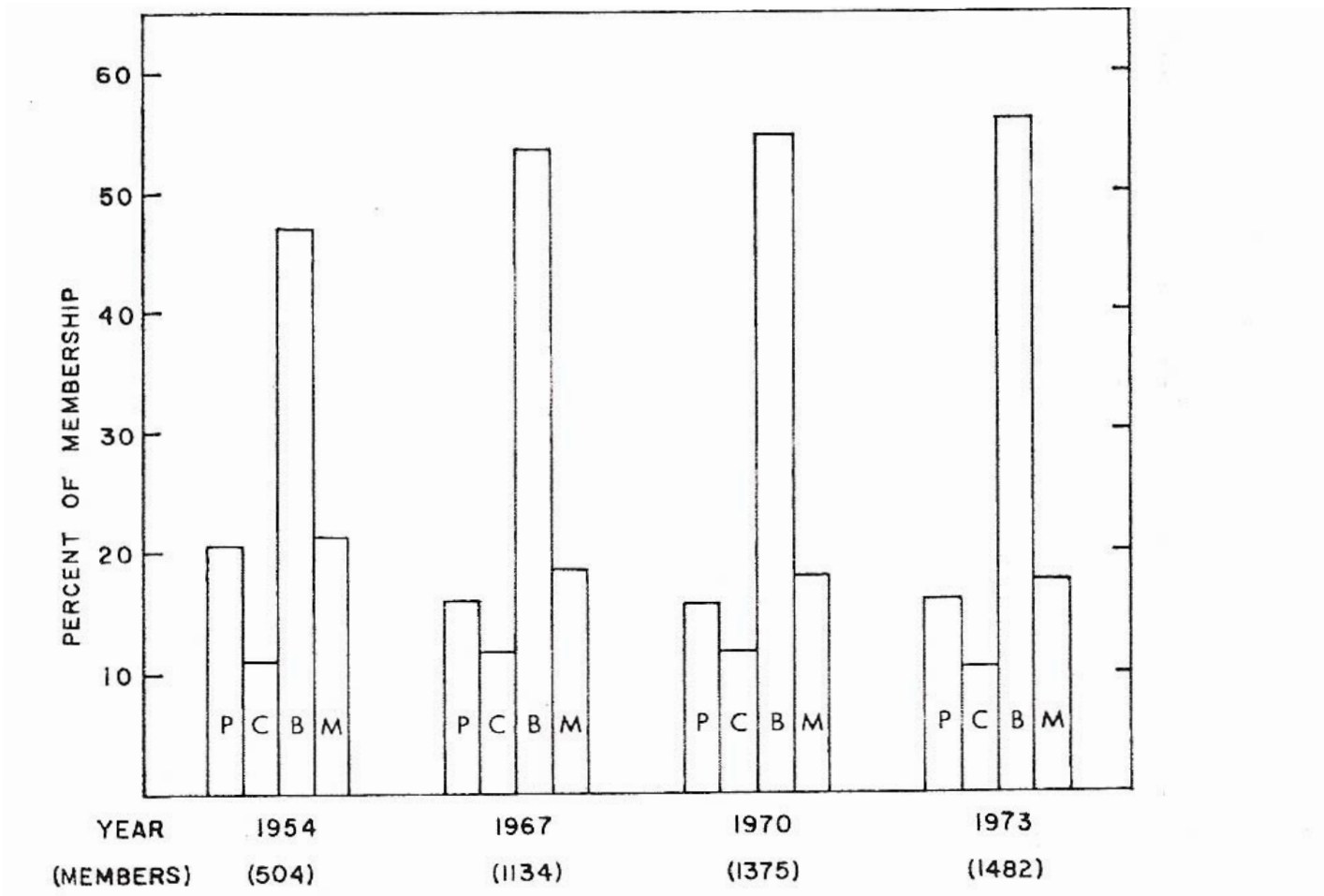
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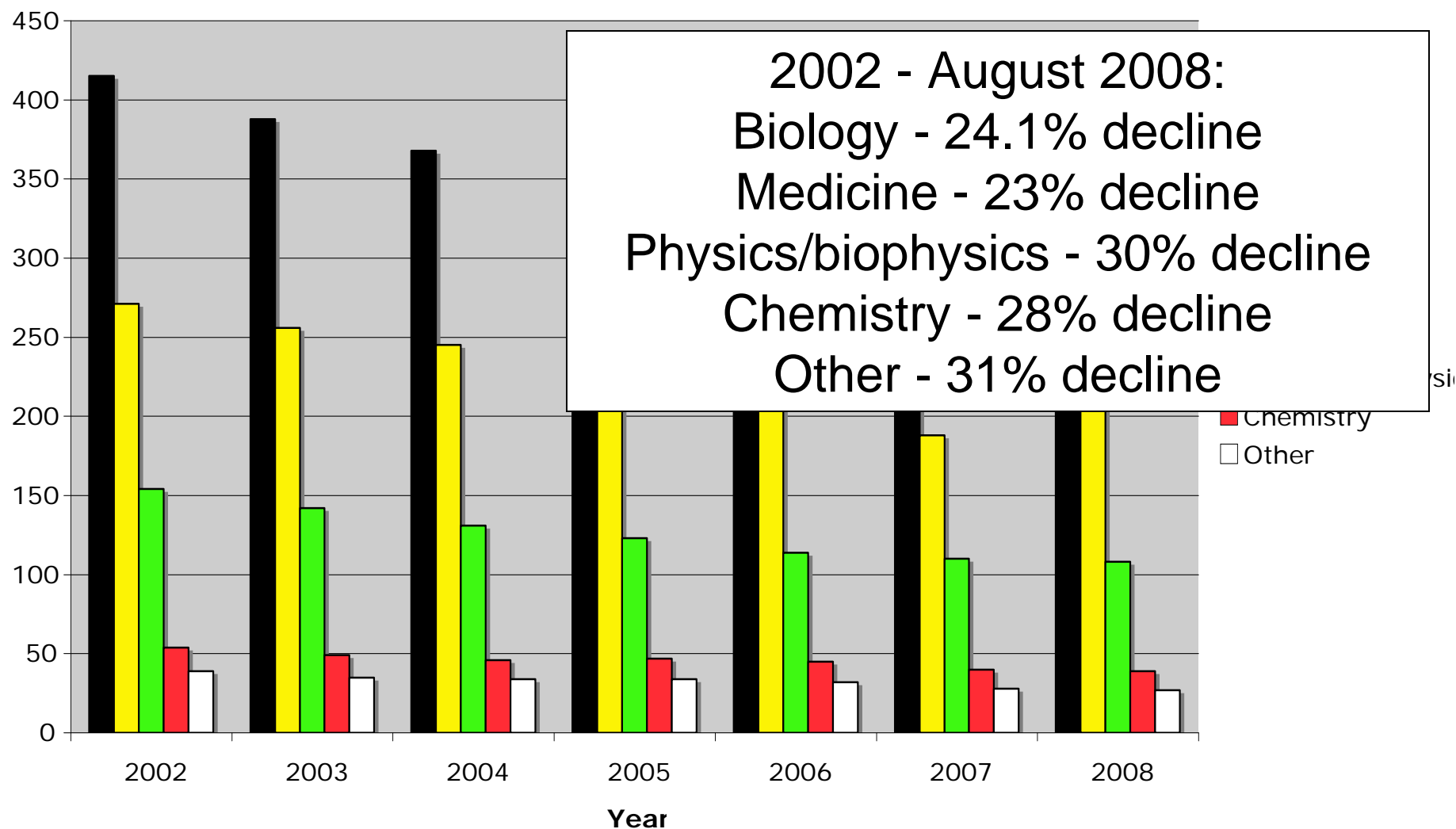
Interdisciplinary nature of Radiation Research Society:
formed on 4 “pillars” - biology, physics, chemistry and
medicine



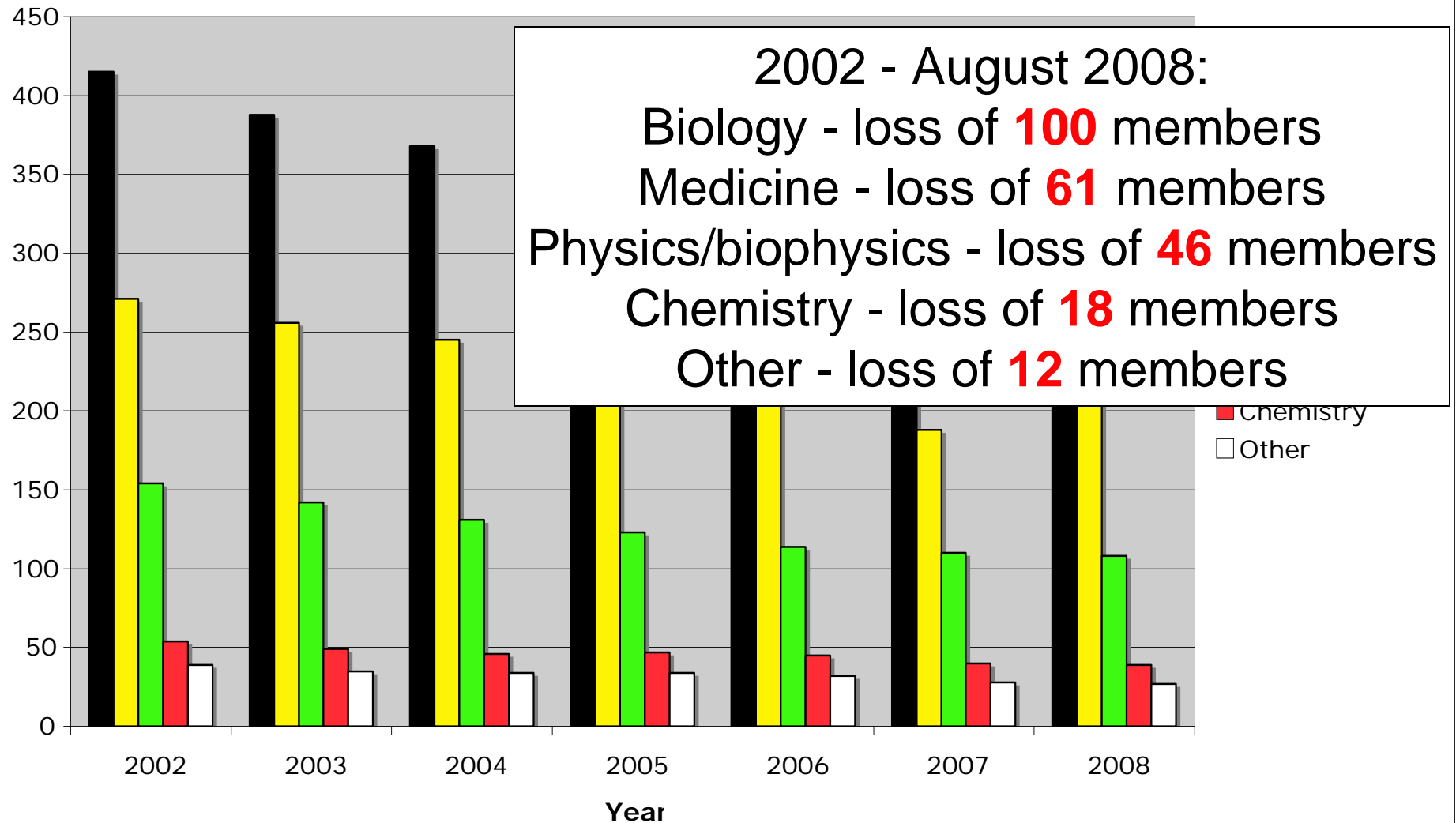
Radiat Res 70, 1977



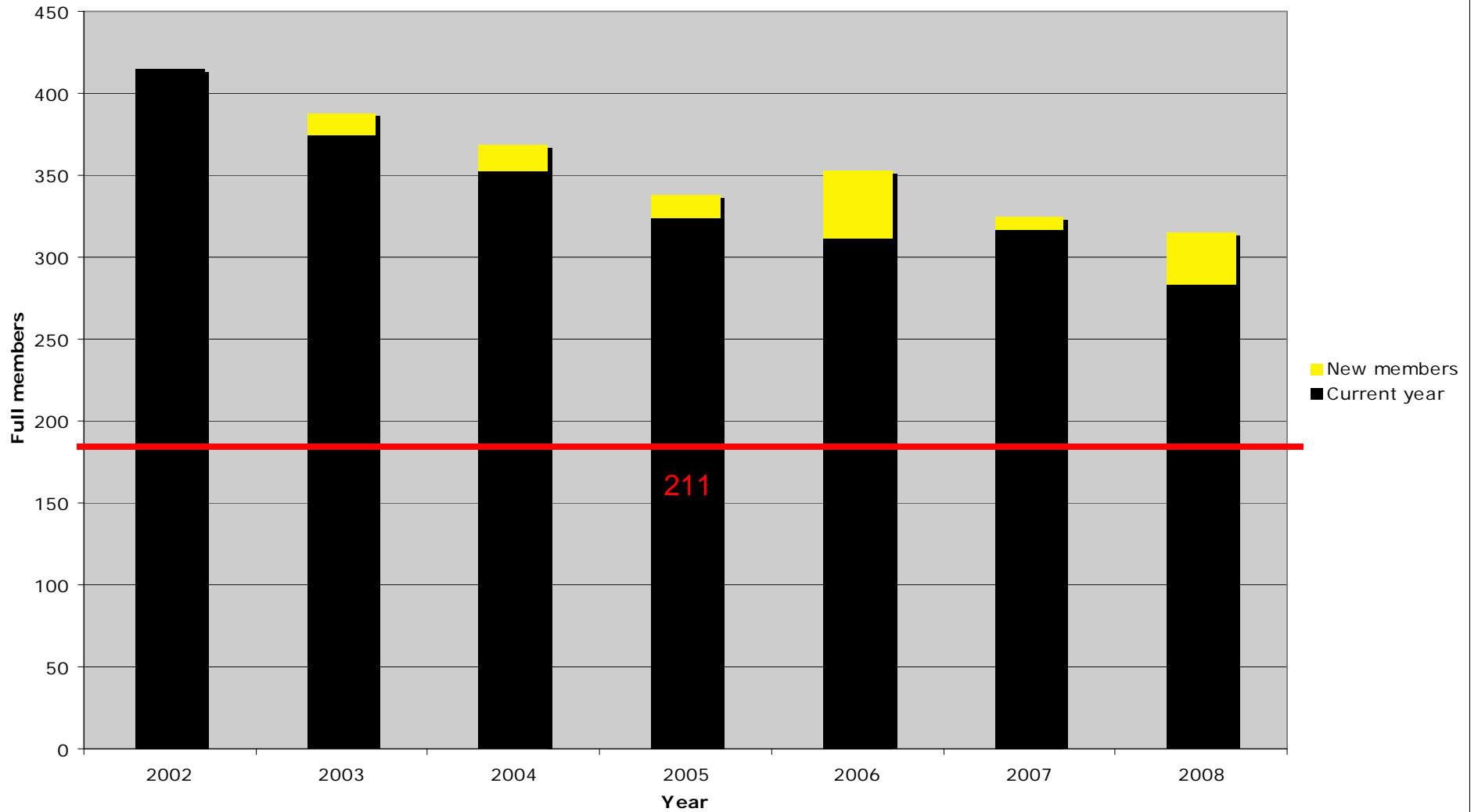
Trends in full members



Trends in full members

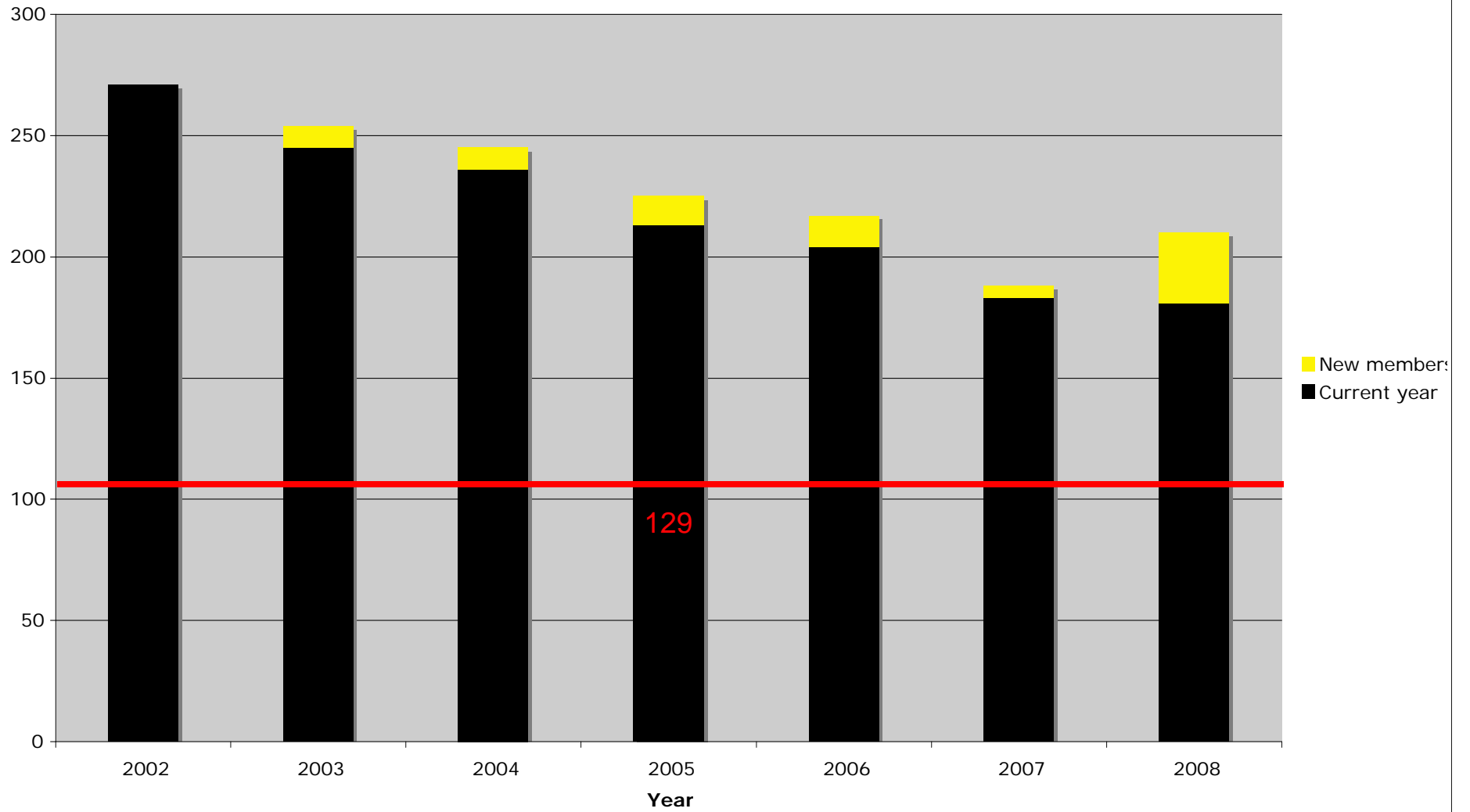


"Biology" membership



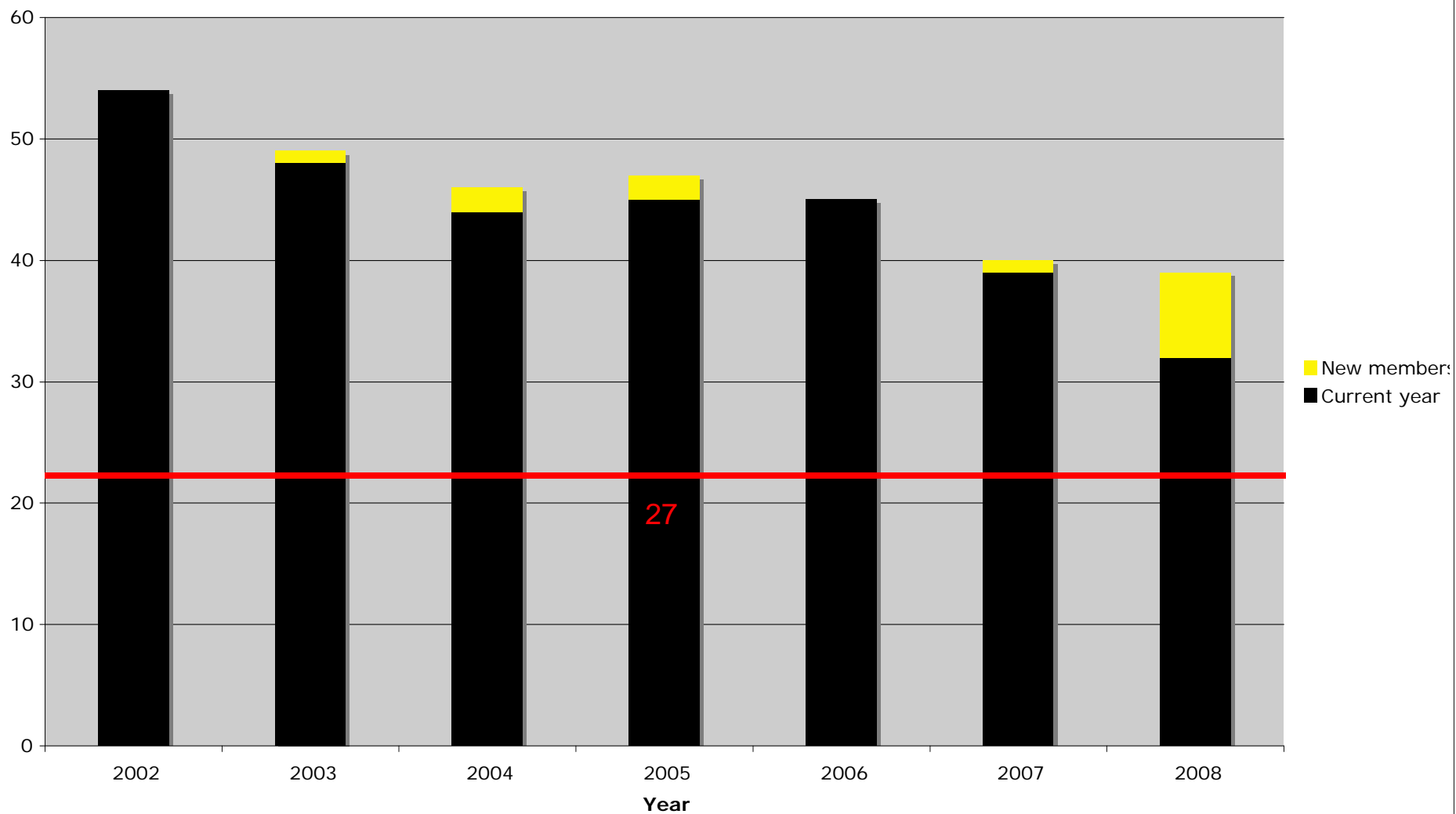
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"Medicine" membersh



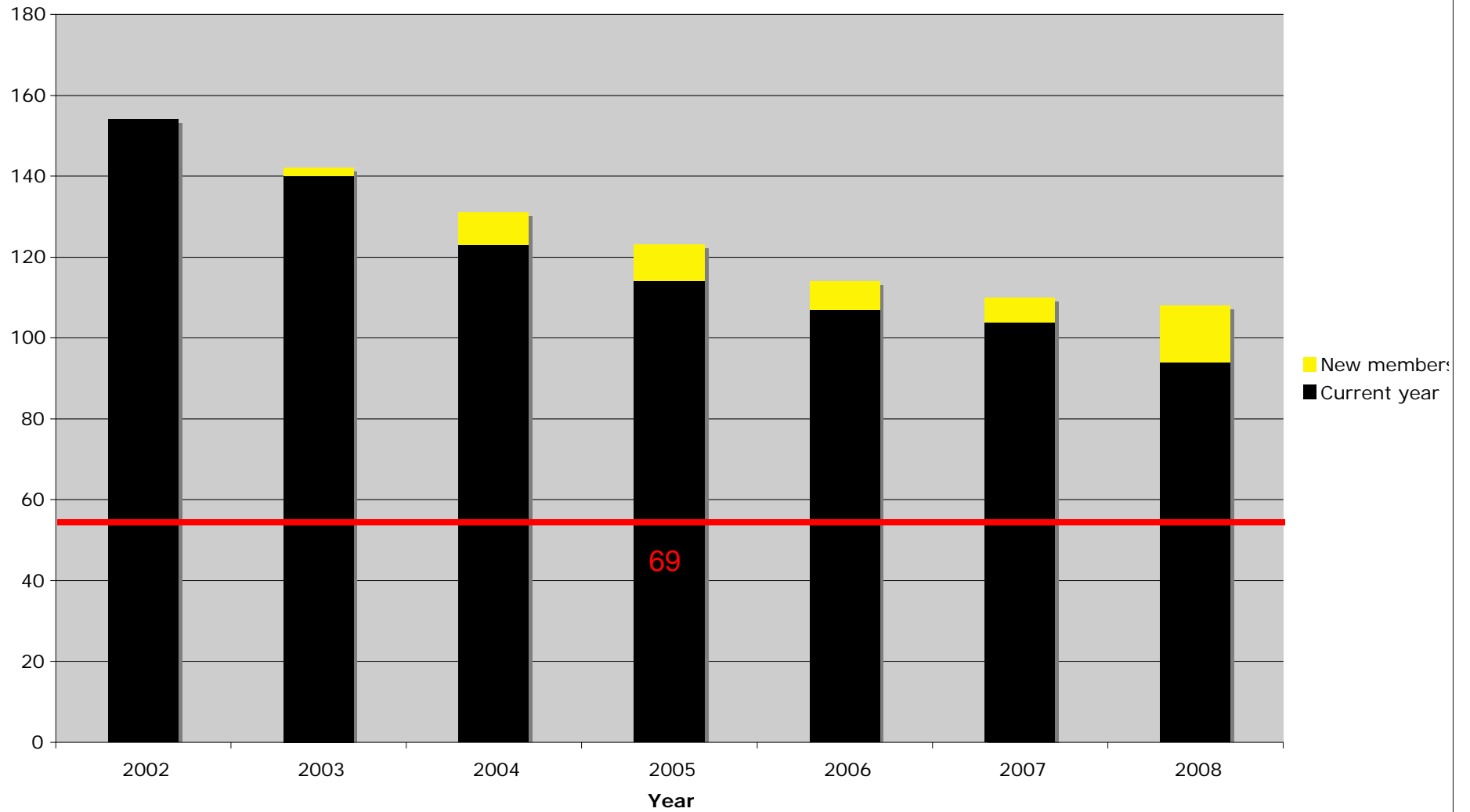
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"Chemistry" members



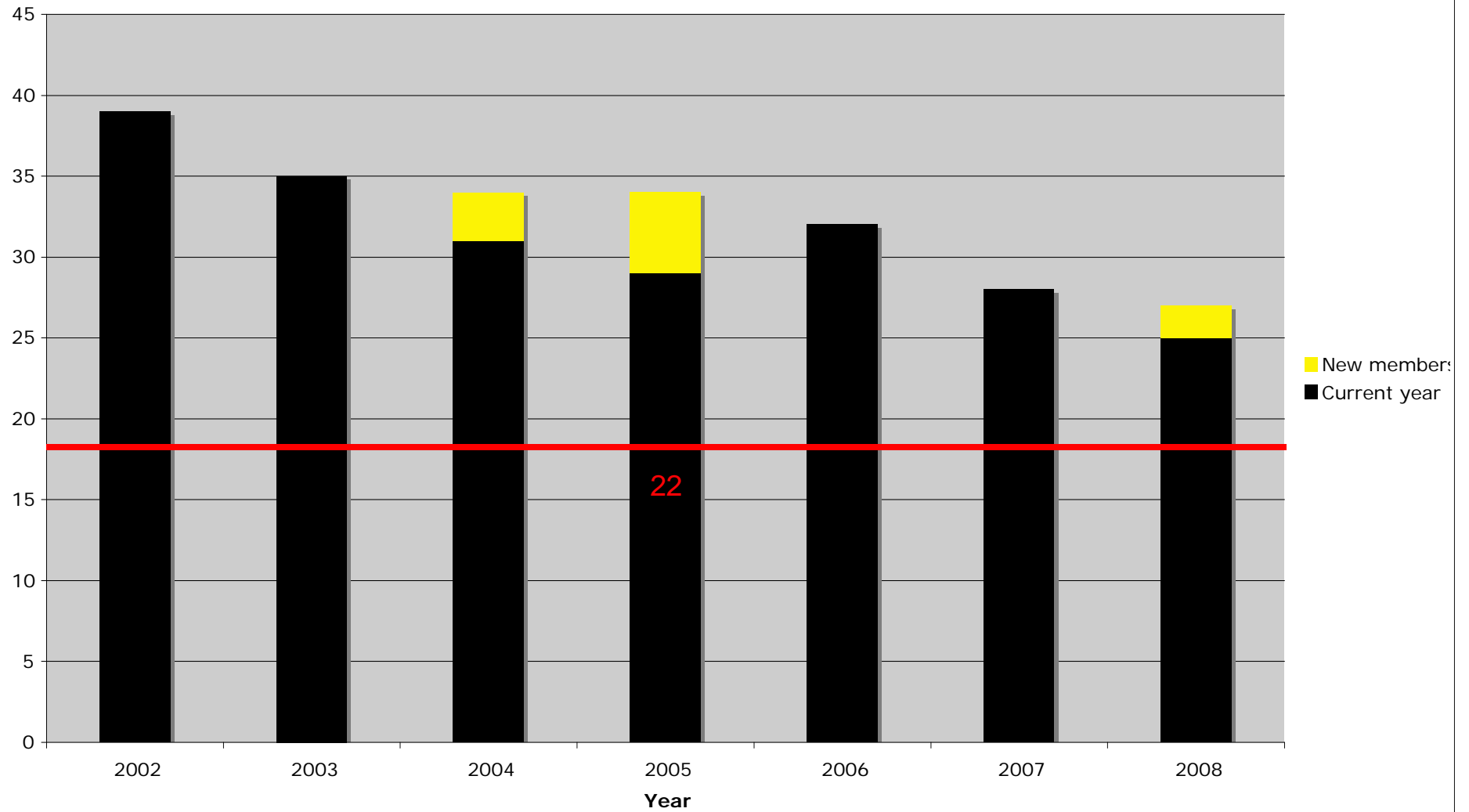
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"Physics/Biophysics" members



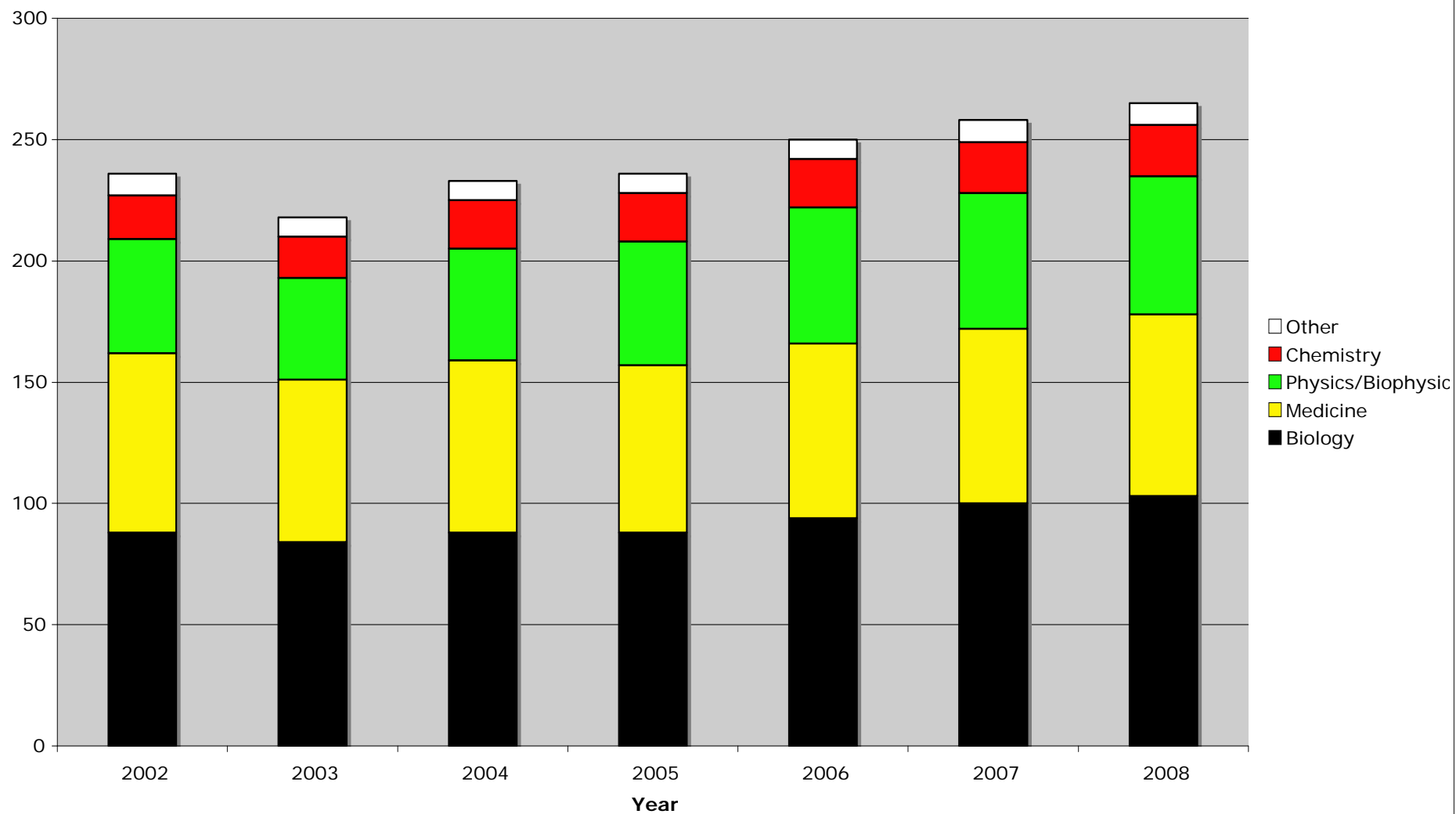
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"Other" membersh



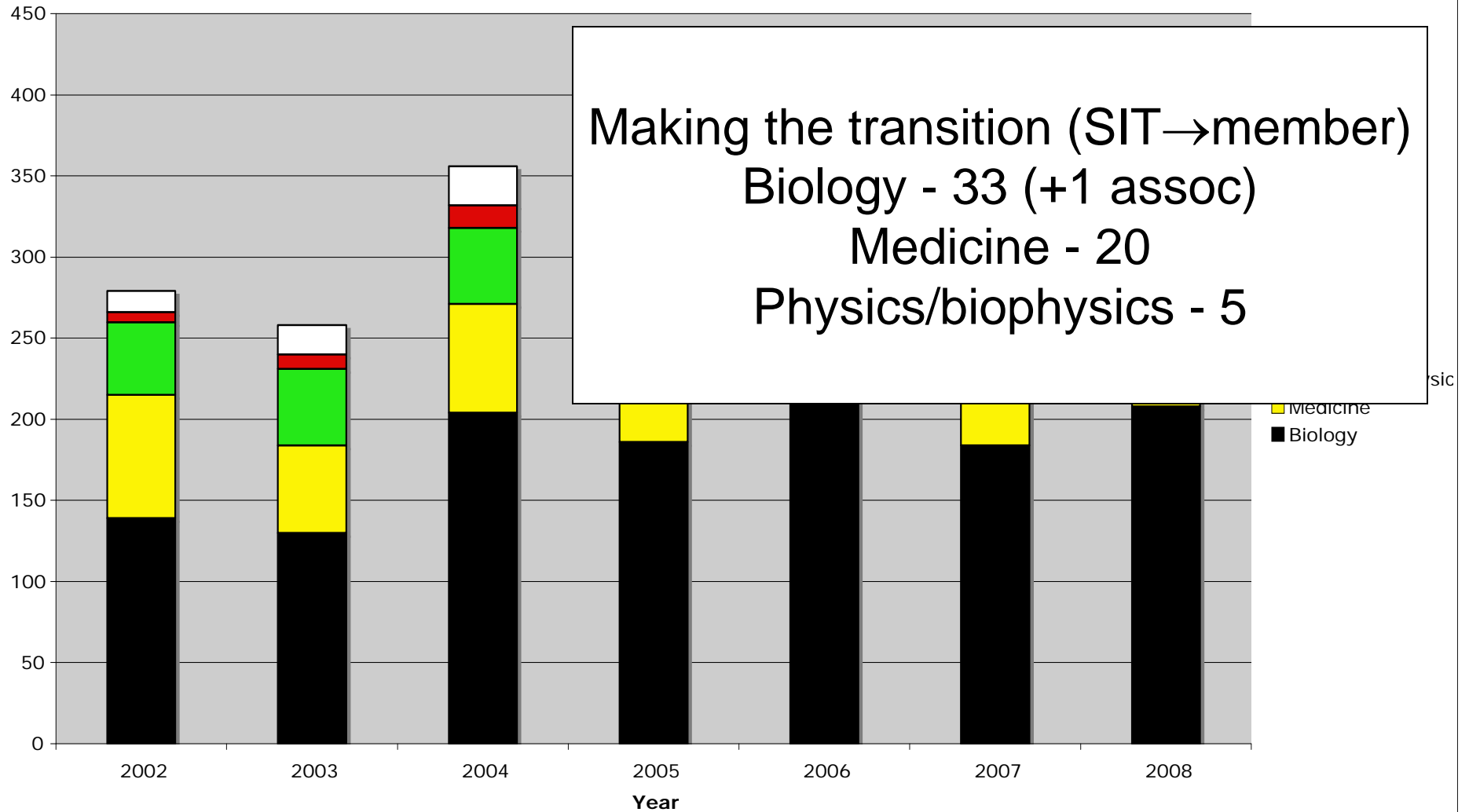
	Biology	Medicine	Physics/ Biophysics	Chemistry
Radiation Research	13	7	23	23
Cancer journals: Cancer, Cancer Res, Int J Cancer, Oncogene, etc.	31	34	7	9
Biology journals: IJRB, Apoptosis, Cell Cycle, Methods Mol Biol/Enzymol, Toxicol, etc	27	15	9	24
Medical journals: IJROBP, Radiother & Oncol, Med Clin N Am, Circulation, Chest, etc	4	27	14	4
Physics journals: Radiat Prot Dos, Health Phys, Radiol, Med Phys, Phys Med Biol, etc	4	8	35	11
Chemistry journals: Chem Rev, Med Chem, Biol Chem, Photochem Photobiol, etc	2	0	2	11
Others: Free Rad Biol Med, Radiat Environ Biophys, Antiox Redox, Science, PNAS, etc	15	8	11	20

Trends in Emeritus members



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Trends in SIT (all categories)



Making the transition (SIT→member)
Biology - 33 (+1 assoc)
Medicine - 20
Physics/biophysics - 5



How can/does Associate Management help?

Help to identify best practices:

- Improve coordination between Secretary-Treasurer's office and Membership Committee
- Use of database to track (harass) lapsed members

Help to identify failings (and solutions):

- Aid in advertising our Society, internally and externally
- Assist in forming mechanisms for progression from SIT to full membership
- Identify means of opening up Society and meeting to **all** fields and areas of radiation research

Be responsive, detail-oriented, proactive