

May 1, 2018
Reports for PSA Board and Members,
from Executive Director Lora Bristow

Message from the ED

I have been the Executive Director of PSA for almost four years. In many ways, I feel like I am completing my BA and graduating, earning a degree and title of “ED”.

As a simple attendee of PSA (and a graduate student), I got a taste of what PSA was all about, presented my research, and found intellectual community—the same main themes reflected each year in the PSA post-conference survey. I was like a high school student, beginning to see myself as a future college student.

As a sort of emergency executive assistant from April to June, 2014, I began to learn more about the inner workings of PSA, gaining both more appreciation for the work required to keep PSA functioning and a list of questions and ideas about what might help PSA in the future. I was like a high school senior preparing applications to college.

I was hired as ED in July, 2014. The first few months I was full of optimism and confidence, and each new challenge felt a bit thrilling; I was like a first-generation, first-term student. Then things got serious really fast as the 2015 conference approached. PSA came alive to me as a super complex entity. I could not just be a good student anymore; I had to build a relationship with this shape-shifting being.

There were so many tasks to complete, so many timelines and deadlines to juggle, so much to learn. Information systems—member and registrant lists, payment systems, email blasts, the website, and more--needed rebuilding. Membership and registration needed to increase. Finances needed to be stabilized, so that membership and registration would cover the cost of the conference. New editors needed to be selected for the PSA journal, *Sociological Perspectives*. Contracts needed to be negotiated with hotels for future conferences.

Now, almost four years later, I can see the change that has happened:

- New member information system, website, and submission system
- Membership and registration increased (although not yet back to the highest points for PSA—so an area for continued work)
- Conference program app as well as printed program
- Financial outlook for PSA is good, and projected to continue in a positive direction
- New editorial team for *Sociological Perspectives* has led the journal in moving from four to six issues annually, established pattern for special issues, revitalized the editorial board, and more; royalties revenue from new publisher (SAGE) are solid; search for next editorial team is on track
- Contracts with hotels continue to be a challenge, because PSA requires a lot of space and yet cannot guarantee hotels too much money—and also requires hotels to have fair labor and non-discrimination practices--but have been in place over a year prior to each conference. The next goal is to get these contracts solid two years prior.
- Process to re-make PSA from a nonprofit association into a nonprofit public benefit corporation is complete (with final transfer of assets to be completed in the next month)

You can find more detailed information about the status of PSA for the 2017-2018 cycle in the following sections. Please contact me at executivedirector@pacificsoc.org with any questions, comments, concerns, etc.

Thank you,

Lora Bristow, Executive Director, Pacific Sociological Association

Mission Statement

The mission of the Pacific Sociological Association is

- to advance scholarly research on all social processes and areas of social life
- to promote high quality teaching of sociological knowledge
- and to mentor the next generation of sociologists.

Consistent with principles of scientific investigation, the PSA endorses engagement of sociologists in areas of social justice and social responsibility. The Association accomplishes its mission by convening an annual meeting (conference) and publishing its journal, Sociological Perspectives.

1. FINANCES

1a. Overview, Over Time

Comments:

1) PSA has not yet had an official audit, but the ED regularly consults with CPA nonprofit specialist on systems setup, financial records, and processes per IRS/CA corporate code. PSA's full annual report is due to the Board within 120 days of close of fiscal year—so watch for update late April.

2) Consistent with best nonprofit practices, PSA aims to have 3 years of operating expenses in general funds, so about \$500,000.

After close of prior Fiscal Year	Total Assets	Change in Total Assets	Endowment Fund	Change in Endowment Fund	General Funds	Change in General Funds
Jan. 1, 2018	\$593,391.37	+\$99,030.70	\$251,985.96	+\$2,620.00	\$341,405.41	+\$96,410.50
Jan. 1, 2017	\$494,360.67	+\$99,870.37	\$249,365.96	+\$2,895.00	\$244,994.91	+\$96,975.57
Jan. 1, 2016	\$394,490.30	+\$39,883.42	\$246,470.96	+\$3,571.00	\$148,019.34	+\$36,312.42
Jan. 1, 2015	\$354,606.88	-\$25,703.10	\$242,899.96	+\$3,204.00	\$111,706.92	

1b. Detail of Income and Expenses, Over Time

Comments:

1) Figures below are for calendar (fiscal) years, so that income and expenses for each annual PSA cycle are actually shared across two years—for example, 2016 membership/registration income and conference costs are split over 2015 and 2016)

2) Royalties are paid in March/April of the year following that in which they are earned, so that, for example, 2016 income includes royalties earned in 2015.

3) The ED is conservative in estimating income but realistic in estimating expenses (based on recent costs/known costs), because this best protects PSA's bottom line.

	2014	2015	2016	2017	2018 projected
Income Total	105,788.02	221,248.21	238,050.59	261,875.29	260,300.00
Membership	29,875.00	34,440.93	32,340.00	33,980.00	34,500.00
Registration Fee (includes for AKD, Grad Fair)	35,720.00	38,505.00	43,300.00	45,835.00	44,000.00
Fundraising (Endowment Fund, Student Travel Grants, Auction)	3,204.00	3,571.00	4,248.00	3,777.00	3,700.00
Interest	651.54 * on CD accounts			314.99 (*July-Dec)	800.00
Journal – submission fees	2,670.00	2,300.00	2,440.00	1,820.00 (*to Oct)	1,800.00
Journal – royalties, publisher payments	SAGE 18,000.00 UC Press 15,442.48	126,906.16	145,931.34	175,564.34	175,000.00
Other/Misc.	225.00	15,525.12	9,791.25	583.96	500.00

	2014	2015	2016	2017 actual	2018 projected
Expenses Total	131,491.12	181,364.79	138,180.22	162,844.59	201,760.00
Administration mostly credit card processing fees	6,520.46	4,961.06	3,966.26	5,972.62 *1400.25 regained on fraud. check 1/18	4,730.00
Contract services	ED and assistant: 49,310.75 Legal 5,111.05 Printing/graphics 12,108.61 = 66,530.41	ED 50,004.00 Legal 5,735.37 Software 7,950.00 =63,689.37	ED 54,171 Legal 6,392.96 Software 3,400.00 CPA 882.50 =64,846.46	ED 49,377.00 Legal 4602.40 Software 4400.00 CPA 845.00 = 59,224.40	ED 58,500.00 Legal 4,000.00 Software 6,000.00 CPA 1,000.00 = 69,500.00
Stipends	records unclear	Treasurer 3,000.00 Secretary 3,000.00, Program Chair 3,000.00 Volunteer Coord. 500.00 Publications Comm 1,527.18 =11,027.18	Treasurer 3,000.00 Secretary 3,000.00 Volunteer Coord. 500.00 Publications Comm 3,000.00 =9,500.00	Secretary 3,000.00 Volunteer Coord. 500.00 Publications Comm 1,000.00 = 4,500.00	Secretary 3,000 Vol Coord. 500.00 Treasurer 3,000.00 Publications Comm 3,000.00 Program Chair 3,000.00 = 12,500.00
Tech subscriptions, supplies	unclear	261.02	556.00	2,159.55 mailed ballot on merger	1,960.00
Insurance and misc. costs	500.00	500.00	554.75	1,681.72	1,150.00
Conference AV, advertising, printing, food & beverage, staff rooms, supplies, etc.	40,322.88	67,082.33 (includes 6750 deposit for 2016, more)	30,909.53 (AV low b/c meeting rooms did not need screens)	54,945.86	72,450.00
ASA Minority Fellowship Program	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
Awards awards, certificates, student travel grants	7,650.00	7,410.63	7,753.06	7,897.59	9,200.00
Journal editorial office support, travel, etc.	5,197.00	2,433.20	18,384.24	23,280.00	26,870.00
Travel ED for PSA business, site visits by Pres/Prog Chair/Ed, etc.	3,770.37	Included in other categories	709.92	2,182.85	2,400.00
INCOME MINUS EXPENSES	-25,703.10	+39,883.42	+99,870.37	+99,030.70	+58,540.00

1c. Executive Director Hours Tracking (from monthly time sheets)

Year	2015			2016			2017		
	Total hours	Time on Programs	Average hours per week	Total hours	Time on Programs	Average hours per week	Total hours	Time on Programs	Average hours per week
	1396	73%	26.8	1484	61%	28.5	1653.25	60%	31.8

Note: More time was required in 2016 and 2017 than usual for administrative tasks, due to process of converting from a nonprofit association to a nonprofit public benefit corporation.

1d. Financial Innovations, Issues, and Projects

- Innovations: Newly elected Treasurer, new bank accounts set up, with debit card, online banking, BillPay, interest on checking and Endowment Fund accounts

- Moved to cloud-based accounting software, so Treasurer and accountant always have access
- Need to work towards investment accounts for Endowment Fund (with oversight by Council)
- Financial procedures in draft Operational Handbook
- Close to goal of 3 years operating expenses in general fund!

2. MEMBERSHIP

2018 Membership as of May 1, 2018: 910

2018 Registration as of May 1, 2018: 1030

Percents are of the total membership									
Membership	as of 6/1/2015			as of 6/1/2016			As of 6/1/2017		
Students									
Community College	NA	NA		19	2%		3	0%	
Bachelor's	189	23%		181	23%		232	24%	
Master's	87	11%		84	11%		91	10%	
Ph.D.	144	18%		128	16%		171	18%	
Total	420	51%		412	52%		497	52%	
Faculty									
Part-time, community college	18	2%	0% tenure track	13	2%	1% tenure track	20	2%	5% tenure track
Part-time, four-year/university	24	3%	27% tenure track	31	4%	13% tenure track	31	3%	23% tenure track
Full-time, community college	36	4%	69% tenure track	33	4%	82% tenure track	43	5%	93% tenure track
Full-time, four-year/university	276	34%	69% tenure track	262	33%	80% tenure track	322	34%	91% tenure track
Emeritus/retired	23	3%		21	3%		22	2%	
Total	377	46%		360	45%		438	46%	
Applied, Public, Practicing									
Total	13	2%		28	4%		18	2%	
Membership Total	817 *7 unclear			800			953		

Note: More information on membership can be found in May/June newsletter each year. Also, the PSA rules for which presenters at the conference have been required to pay membership have been confusing. Beginning in 2019, the PSA Board approved for a change in policy, so that ALL presenters will be required to pay membership as well as registration.

3. GOVERNANCE

Status of Transition from Nonprofit Association to Nonprofit Public Benefit Corporation

- Final approval for the merger/dissolution process came from the State of California in late March. Process underway to complete the transfer of assets to the NPBC PSA. For 2017 and 2018 PSA still has to file to form 990s with the IRS.

Other Items:

- In 2018, PSA's ballot will need nominees for Secretary and in 2019 for a Treasurer. These do not need to be competitive elections, but nominees are needed who are ready to take on tasks throughout the year that are vital to the operation of PSA.
- Operational Handbook—extensive work was done on this document by Amy Orr (2018 President), Tina Burdsall (Secretary), Lora Bristow (ED), Patricia Gwartney (Treasurer) over last year. At Council (Board)

meetings at the 2018 conference, multiple new policies were adopted, and a committee was delegated to continue work on the full draft handbook, now that these key policies are in place.

4. PROGRAMS

Conference 2018: Look for more detailed information on the 2018 conference in the next issue of the PSA newsletter, *The Pacific Sociologist*.

Contracted special rate sleeping rooms at the conference hotel sold out—but there was a fairly high rate of last minute cancellations. Although PSA still met its commitment to the hotel without penalty, these last minute cancellations result in a lower “pickup” rate for PSA, which lowers credits to PSA and may impact PSA’s ability to negotiate favorable hotel contracts in the future.

Pre-registration rate increased; this is great, and really helps PSA. However, the rate of cancellations by presenters—especially cancellations in the last month and even last few days prior to the conference—continues to be an issue. Most of these cancellations come from presenters who have not paid anything, although PSA has invested time in processing and placing their presentations. When papers drop from sessions less than one month prior to the conference, this results in sessions that are not robust; this in turn negatively impacts both other presenters and audience attendance. Also, no-shows by presenters continue to be an issue—and again most of these folks paid nothing.

In 2018, the Program Chair worked to contact all Presiders with information about their expected tasks, and requested responses to confirm understanding. Still, too many Presiders did not respond—and some of these then reported issues with their sessions that could have been avoided if they had read the information sent to them. Further, the overall return rate of forms whereby Presiders report about their sessions was low—and this negatively impacts PSA’s ability to see where problems occurred and work to prevent them in future years.

PSA purchased 5 basic laptops for checkout by Presiders (or Presenters if necessary) for use in sessions. These laptops were used heavily. This use, and feedback so far, indicates that it would be a good idea for PSA to purchase enough laptops to provide one—already connected to the projector—for all sessions in the future. Presenters would then simply bring their presentations on a thumb drive.

Some complaints (as in prior years) were made about wifi not being available in session rooms. However, wifi *was* paid for and provided for all rooms where presenters had made this request in their initial submission. Wifi in session rooms continues to be very costly for PSA, so it is simply not possible to provide it in all rooms at all times. Hopefully in the near future hotels will reduce their charges to a level where wifi becomes affordable in meeting rooms.

The PSA program app was used by almost 1/3 of attendees in 2018. The app was more interactive than in prior years, with some interesting features. PSA plans to continue to use this app platform for 2019 and 2020, and it will be interesting to see if more attendees choose to use it.

Conference 2019: Promotion beginning, as well as special sessions and events planning.

Conference 2020 and 2021: Hotel contract offer for 2020 in Seattle was not acceptable, as the hotel ownership appears to be on course to become involved in a labor dispute. Currently looking for options in the northern region (for 2020) and southern region (2021) as well as the central region (2022).

Sociological Perspectives: Revised and extended contract in place; 6 issues/volume going smoothly. Need to select new editor(s) by early 2019, so that transition can begin in summer 2019; Publications Committee is working on this process.

2018 Awards, Student Travel Grants, Student Registration Waivers: Complete. Publications Committee selected Article awardee in 2018 and will do so again for 2019.

5. Next Steps

Finances

- Invest Endowment Fund
- Continue to build operating funds reserve while maintaining support for all programs
- Explore grant funding for some PSA programs—especially in connection with the annual conference

Governance

- **Committees:** Appointed committees are generally not very active beyond sponsoring sessions. PSA needs to continue to discuss the purpose of committees, expectations for committee members, etc. This will be a focus for work on the Operational Handbook this year.
- **Email:** Secretary, Treasurer should begin to use secretary@pacificsoc.org and treasurer@pacificsoc.org addresses, so that all correspondence is in dedicated account and transferable to future folks who hold these offices. Other domain-specific email addresses are also possible, such as awards@pacificsoc.org.
- **Operational Handbook:** Complete full draft (by designated committee of the Board)

Programs and General Administration

- **Moving to the cloud:** PSA accounting is now cloud-based, as are Executive Director files. Next step--- create cloud-based folder/files for each committee, Council, etc. to act as repositories of documents, easily passable to new members/Chairs and accessible to Secretary, Treasurer, etc.
- **Website:** Update the look and reorganize the content.
- **Membership and Registration:** Continue to increase membership and registration through ensuring that members/registrants benefit from PSA participation
- **Sociological Perspectives:** New editor(s) for the journal need to be selected by spring, 2019.
- **Conferences:** Continue to work on technological supports for an easy experience by presenters and audience members; continue to problem-solve issues with Presiders in sessions and increase return of information forms from sessions; reduce no-shows and last minute cancellations by presenters