



FEDERATION FOR THE  
HUMANITIES AND  
SOCIAL SCIENCES

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# Membership Recruitment and Retention Strategies Webinar



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Ideas

Ideas

## Today's speaker:

- **Sherry Fox**, Executive Administrator and Conference Coordinator, Canadian Sociological Association



## Today's moderator:

- **Gauri Sreenivasan**, Director of Policy and Programs, Federation for the Humanities and Social Sciences



# Webinar overview

- Welcome from the Federation
- Who is CSA?
- How does CSA's membership system work?
- CSA Membership Recruitment and Retention Strategies
- Conclusion
- Q&A



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# Who is CSA?



- Canadian Sociology and Anthropology Association 1964 – 2006
- Canadian Sociological Association as of 2007
- Quarterly journal, Canadian Review of Sociology
- Membership growth of over 30% since 2011
- Overview: CSA Staff , Executive, Subcommittees





# CSA membership registration



- Fee structure
  - Categories based on income, career status, and affiliation
- Membership terms
  - One and two years
  - Renewals



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# CSA membership fees

Membership Category	1 Year Term	2 Year Term
<b>Full-time academic</b> University or college faculty earning \$50,000 CDN or more	\$150	\$280
<b>Full-time non-academic</b> Government or private sector employees and others in <i>non-academic</i> positions earning \$50,000 CDN or more	\$100	\$185
<b>Retired (academic or non-academic)</b>	\$80	\$150
<b>Medium-low income</b> Academic or non-academic employees earning between \$30,000 and \$50,000 CDN	\$80	\$150
<b>Low income</b> Academic or non-academic employees and unemployed individuals earning less than \$30,000 CDN	\$50	\$90
<b>Student or postdoctoral fellow</b>	\$50	\$90



# CSA membership statistics

Membership Category	% Membership
Full-time academic	35%
Full-time non-academic	3%
Retired (academic or non-academic)	4%
Medium-low income	4%
Low income	6%
Student or postdoctoral fellow	48%



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# CSA membership management

CSA

Canadian Sociological Association  
La Société Canadienne de Sociologie

[Home](#) [Login](#) [English](#)

## Canadian Sociological Association

Membership Manager P.O.  
Box #98014, 2126  
Burnhamthorpe Road  
West  
Mississauga ON  
L5L 5V4

**Telephone**  
416-660-4378

**Web**  
<http://www.csa-scs.ca/>

**Email**  
[office@csa-scs.ca](mailto:office@csa-scs.ca)



*Forum is provided by the  
Federation for the Humanities  
and Social Sciences.*

## Canadian Sociological Association

The Canadian Sociological Association (CSA) is a professional association that promotes research, publication and teaching in Sociology in Canada.

Our membership comes mainly from sociology departments in Canadian universities, but there is a notable and welcome group from other social science departments, community colleges, from a wide range of non-academic settings (government, NGO, and private sector) and from abroad. The total membership is approximately 1,000.

The Executive Committee of the CSA-SCS recognizes that our members originate from across Canada and internationally, working within academic institutions as well as government agencies, NGOs, and the corporate sector. Therefore, we offer several category options to accommodate the needs of our broad membership.

### Full-time academic (regular): \$150

University or college faculty earning \$50,000 CDN or more

### Full-time non-academic (regular): \$100

Government or private sector employees and others in non-academic positions earning \$50,000 CDN or more

### Retired (academic or non-academic): \$80

### Medium-low income: \$80

Academic or non-academic employees earning between \$30,000 and \$50,000 CND

### Low income: \$50

Academic or non-academic employees and unemployed individuals earning less than \$30,000 CND

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# Establishing personal connections



- Central point of contact
- Personal greeting at Congress
- Institutional memory



# Research Clusters (RC)

- 28 active clusters
- Networking opportunities
- Agreement of understanding
  - Abiding with By-laws and policies
- Collaboration
  - Between clusters and other associations



Learn More: <http://www.csa-scs.ca/research-clusters>



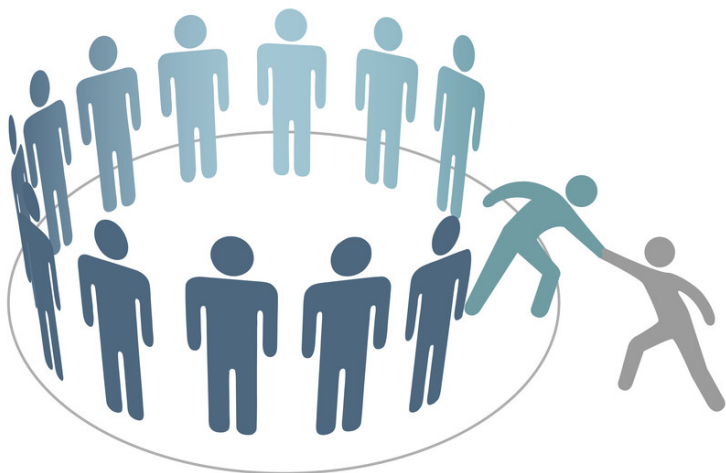
# Communication strategies



- Responding to member inquiries
- CSA Department Representative Program
- Email marketing platform
  - Comply with Canadian Anti-Spam Legislation (CASL)
- Website resources



# Explaining the value of membership



- Conference participation
- Journal subscription
- Award eligibility
- CSA media database
  - Media connections
- Professional obligation / loyalty



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# Outreach during Congress



- Open Congress events
- Branding
  - ‘Commit Sociology’ T-shirts
  - Pop-up banners

Rick Mercer admires the CSA Commit Sociology  
T-shirt worn by Christopher Schneider  
Photo by Ariane Hanemaayer





# Interdisciplinary sessions during Congress



- Building connections
- Membership outreach
- Congress funding
  - International Keynote Speaker Support Fund
  - Aid for Interdisciplinary Sessions Fund



# Student recruitment



- Subsidized fees
- Dedicated space on the website
- List-serve
- Conference workshops
- Travel grant program
- Award eligibility



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# Conclusion

Thank you to the Federation  
and fellow associations!





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## Q&A

Please send your question via the GoToWebinar “Chat” box on your screen or feel free to email us afterwards at [membership@ideas-idees.ca](mailto:membership@ideas-idees.ca)



# Thank you

Thank you for attending today's webinar.

The video will be available shortly on the Federation's website  
([www.ideas-idees.ca/webinars](http://www.ideas-idees.ca/webinars))

A friendly reminder that a quick survey will be sent out after  
the webinar.