

# Pursuing Sustainability: Societies with Meaningful Missions

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VP Publishing, American College of Physicians

Society Day: The Powerful Business of Society Publishing

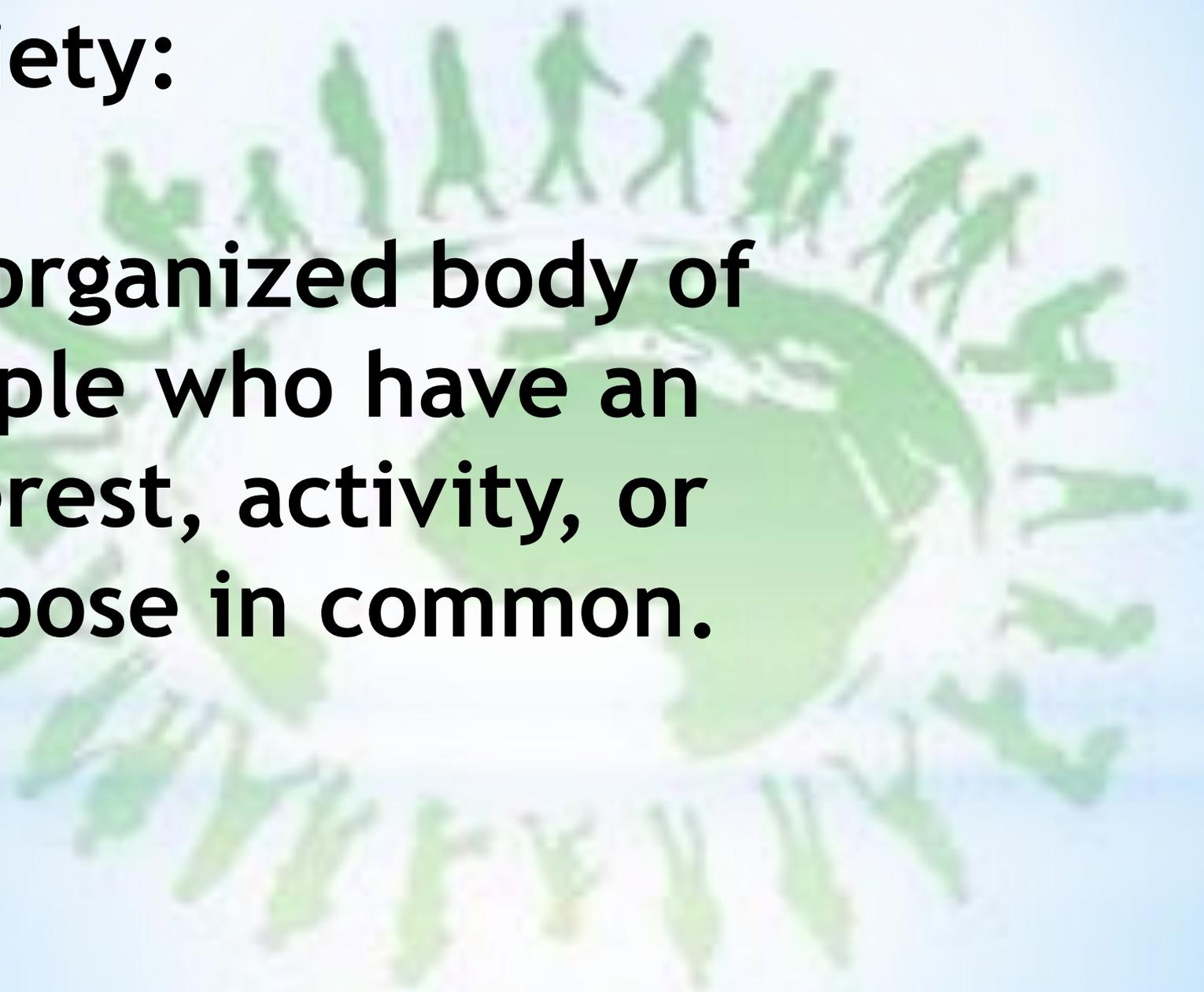
STM Annual US Conference 2015

Washington, DC

April 21, 2015

# **Society:**

**An organized body of people who have an interest, activity, or purpose in common.**





**My perspective  
is built on my  
experiences**



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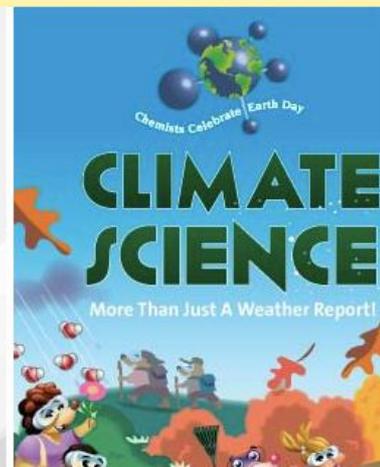
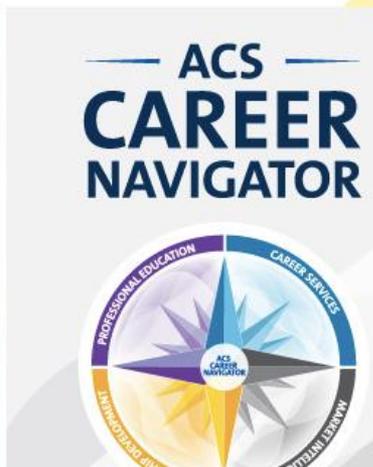
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**Donate Now to Save Lives**  
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**American Cancer Soc: ...voluntary health organization dedicated to eliminating cancer .... by preventing cancer, saving lives, and diminishing suffering from cancer, through research, education, advocacy, and service**

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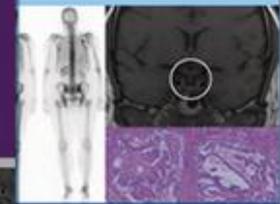
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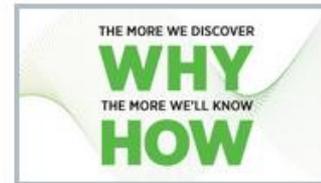
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# What do societies do?

- \* Provide **educational** products and services
- \* Support research and its dissemination
- \* Establish standards, guidelines, accreditation criteria, certifications, and codes of conduct
- \* Offer grants, awards, scholarships and fellowships
- \* Organize think tanks, roundtables, workshops, conferences, webinars□ blogs
- \* Collect and□publish statistics on the industry or profession
- \* Collaborate with various stakeholders (e.g, societies, academic institutions, industry, governments, charities, public)
- \* Lobby and advocate
- \* Promote public awareness and serve as the authoritative voice for the field
- \* Afford opportunities to advance the mission through engagement

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# Where do societies get most of their revenue to support their missions?

- \* Dues
- \* Publications
- \* Meetings and exhibits
- \* Advertising and sponsorship

# What has been changing?

- \* Paid membership
- \* International membership
- \* Age of full-paying members
- \* Who pays
- \* Meeting attendance
- \* Submissions of ms. and abstracts
- \* Organizational consolidation
- \* STM funding and its requirements

# Environmental factors

- \*Technological advancements
- \*Research and practice changes
- \*Increase in information
- \*Greater competition
- \*Funding and other economic challenges
- \*Evolving and more varied business models

# What have society *publishers* also started doing?

- \* Delivering print, online, and apps
- \* Producing multi-media content
- \* Creating semantic tags and enhancing SEO
- \* Processing more submissions
- \* Collecting and publishing author/researcher contributions
- \* Screening and handling explosion of ethical allegations

# What have society *publishers* also started doing?

- \* Integrating FundRef, ORCID, CHORUS
- \* Providing Altmetrics
- \* Establishing social media outlets
- \* Generating targeted, segmented digital advertising
- \* Working with authors/institutions/funders on variety of rights

With all that societies do, they are sometimes considered to be



# Beyond the baby boomers

- \* Price vs. ROI
- \* Time
- \* Value of benefits
- \* Opportunities for meaningful engagement
- \* Sense of “belonging”

***Growth in member numbers without engagement is short-term and small thinking***

# What can societies do?

- \* Focus on mission and audience
- \* Membership that is priced and packaged right
- \* Quality, continuing member benefits
- \* Elimination of unprofitable, unvalued benefits
- \* Concept testing, market research, promotion
- \* Global relevance, engagement opportunities, with pathways to leadership
- \* Collaboration, not control

# Future

- \* Collaborative, social communities
- \* Multi-media rich, game-based learning
- \* Segmented, filtered information
- \* Customizable, individualized programs
- \* Smart networking among varied content, formal and informal
- \* Data depositing and sharing



Societies benefit ***Society***,  
not just their membership.

***The future is now.***

Thank you.

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