

MEMBERSHIP COMMITTEE

Report for the ASOR Board of Trustees Meeting, April 20, 2013

Submitted by Jennie Ebeling, Vice President (Membership)

Membership Report

Kevin Cooney reports that, as of March 31, 2013, the total number of ASOR members stood at 1523; compare this to the same date last year, when we had 1511 members (a record high at the time). New members have come in through membership drives as well as efforts to reach a broader audience through social media initiatives. ASOR currently has 83 institutional members compared to 81 paid-up institutional members this time last year; this number has been holding pretty steady during the past few years. ASOR's Facebook page now has over 5,121 'likes' which is a remarkable achievement when one considers how this compares to the ASOR membership numbers. The ASOR blog has been averaging 12,000 unique visits per month, and much effort has been devoted to developing content and increasing traffic through such initiatives as the biweekly e-newsletter News@ASOR and the monthly e-newsletter The Ancient Near East Today. The Boston office staff deserves kudos for all of the energy they have put into these recent initiatives.

Membership Committee Updates

I would like to thank Teddy Burgh for serving as Interim Vice President for Membership June 1 – December 31, 2012 while I was an ACOR fellow. Since my return home in January 2013, I have been working with ASOR staff on their social media initiatives by soliciting content from members for publication on the ASOR website and blog to be linked to News@ASOR and The Ancient Near East Today. I have personally solicited articles from several individuals and put together a feature suggested by Andy Vaughn called 'Why I Attend the ASOR Annual Meeting.' Members of the Membership Committee have been tasked with soliciting articles from the coordinators of the ASOR Regional Associations, since many of them hold spring meetings and could use these reports as an outreach tool, and the directors of CAP-Affiliated excavations in Jordan. In the coming months we plan to request dig reports from directors of CAP-Affiliated excavations in other areas and chairs of standing ASOR committees.