

MEMBERSHIP COMMITTEE REPORT

Report for the ASOR Executive Committee Meeting, September 28, 2013
Submitted by Jennie Ebeling, Vice President (Membership)

The total number of ASOR members currently stands at 1456. This is down a bit from the March 31 number (1523) due to members whose memberships lapsed in June not yet renewing. It is anticipated that many of them are likely to renew. The number of ASOR Institutional Members has increased slightly from spring (when it stood at 83) with the addition of three new members: University of British Columbia, University of Southern California and Wofford College.

Members of the Boston office staff have been continuing to put a great deal of effort into various social media initiatives in order to get the word out about ASOR and its programs, build membership and expand the annual meeting.

One of these initiatives is Friends of ASOR, which now has around 4,900 registered members. These include ASOR members and members of the general public who have registered to receive "The Ancient Near East Today" monthly e-Newsletter. The hope is that those who are not paying ASOR members may decide to join the organization or participate in ASOR programs like the forthcoming webinars. Another initiative is ASORtv, which currently has 76 subscribers. I took a look at some of the content and saw modest numbers of views for programs like "Ask an Archaeologist: Episode 1" featuring Andrea Berlin (239 views). It is anticipated that these numbers will increase as ASOR continues to develop and advertise this program.

The ASOR blog continues to play an important role in disseminating information about ASOR member activities. ASOR's Facebook page has 6,561 likes, up from 5,121 in spring. I am active on Facebook have been pleased to see my own students and alumni, as well as colleagues and friends in the field, reposting ASOR Facebook content.