

**2023 Section Annual Report: Part 1 for  
Sociology of Consumer and Consumption**

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**Introduction**

Annual reports are used by the Sections Committee to assess the health of a Section, measure the Section's vitality, and identify processes, programs, or initiatives that could serve as a model for other Sections. In addition, they serve to provide institutional memory, socialize new Section leaders, and promote transparency to Section members.

This annual report covers the period of Section activity from September 2022 to August 2023 and a fiscal year from January 2023 to December 2023. This portion of the report will be shared publicly.

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**Section Governance**

Provide details of your Section's governance activity during the period between September 2022 and August 2023.

**Business Meeting**

**Consumers and Consumption Business Meeting  
August 21, 2023  
11:00-11:30 AM EST**

**1. Welcome and Introduction of outgoing and incoming Officers and Council Members (Yasemin Besen-Cassino)**

- a. YBC welcomes members and council members are introduced.

**2. Update on Section activities (Yasemin Besen-Cassino)**

- a. ASA programming and reception updates
  - i. YBC shares updates on the section reception from previous evening and the paper sessions
- b. ASA Connect updates- migration from ASA connect to listserve
- c. Updates on Section Events- October Book Event ( from Merin Oleschuck and Cassi Pittman)- see attached flyer
- d. Section Membership Survey project Updates(from Merin Oleschuck and Cassi Pittman)-see attached report

**3. Budget report (Daniel Friedman)**

- a. See \*ASA C&C Budget Report-see attached report

**4. Acknowledgement of Awards**

Actual awards were presented at the section reception but all recipients acknowledged and presented.

**5. Committee volunteers (YBC)**

- a. YBC invites volunteers for committees. Physical sign-up sheets are sent but virtual sign-up sheet will be sent by Patricia Banks

**6. Open floor: section member announcements, discussion of ideas for future section activities, any other business**

- a. YBC invites section announcements, discussion of potential pre-conference events, partnerships with business schools during ASA, creation of local committee for Montreal, potential Montreal tours of consumption, name change of the section

## 7. New Chair (Patricia Banks)

- a. PB thanks YBC and announces new initiatives and talks about visions.

### Council Meeting

Consumers and Consumption Business Meeting

August 21, 2023

7:00-7:74 AM EST

The council meeting was offered both in-person and on zoom to enable all members to attend. Three members( Merin Oleschuck, Daniel Friedman and Ke Nie attend via Zoom)

### Intros

Last year our section member numbers were under our goal of 200, but after a membership drive we ended up last year with 197 (or 196). Luckily, ASA didn't penalize us for being slightly under 200 because we were on the last day, so we were still able to have two sessions at the conference this year. Several members shared that our smaller member numbers track with broader ASA trends, those among other sections. It appears that many section members that did not renew membership did not renew ASA membership. (So, it is not necessarily due to section activities or utility in particular.) ASA also measures the "vitality" and activity of a section.

Update from the Membership Council: As of August 8, our numbers are slightly up from this time last year, hovering just below 200. They are thinking of ways to boost membership and get our names and section out there. Some ideas include reaching out to members with lapsed memberships and keeping the website updated and active. They suggested that people update their bios and contact information. They are also planning virtual event on October 10 for the three book award winners from 2022 to discuss their books with past chair Michaela DeSoucey. Additionally, those on the *Consume This* blog are reaching out to researchers on the market to be featured.

Strategic times to do membership drives:

- Before September and
- December (end of year)
- A targeted move may be helpful in March (when people find out if their papers are accepted into the conference).

Last year, there was a push to encourage members to invite their graduate students, which was helpful. The section grew by 15 members.

The membership council are open to any help and ideas from others.

RIP ASA Connect. September 1 is the first day we will officially be back to the normal listservs.

Culture section newsletter wants to connect with Consumers and Consumption to feature our section in a newsletter. Elizabeth Trudeau sent the email.

We also need to think about how the history of the journal will be stored. Documents appear to be held by different individuals using different storage apps/modalities. Is there a central place that we can store documents? Space isn't made available through ASA. Would Zoom interviews with founders be interesting?

Budget:

Have clear expenses each year: Reception, plaques, \$200 award for student paper

Income: We have a carryover from earlier years, but we are spending about \$500 more than our income. So, going into the future, we will need to bring in more income or reduce expenses.

ASA has restrictions about where you can hold receptions (door size, etc.). Off-site seems like the way to go; it is less expensive, though it requires more logistical work.

Recruitment Needs:

Thinking ahead to Montreal, we will likely need a local arrangements committee:

Folks that help plan the reception and help work out the logistics and follow ASA rules. We need to get approval from the committee.

-Local arrangements committee is approved by all.

Need three people (One person from Council): McGill would be a good place . Daphne Demetry (McGill) volunteered to be Chair. Daphne suggests that it may be possible to bring in some B-school grad students or faculty.

Scholarly Publication Book Committee (instead of article): 3 people  
Rachel Skaggs volunteered.

Student paper award (3 ppl)

Dustin Stotlz

Ke Nie

Nominations Committee (5 ppl)

Amanda Puntz (sp) chair, Chair-elect

Joel Sillerman

Alana Haynes Stein

Meghann Lucy

Communications Committee

Jordan Foster (Blog)

Carla Cunha (Chair, technical behind-the-scenes work)

-Also runs the twitter

Daphne Demetry volunteered

Membership

Check with Cassie

Merin will be staying

Program Committee  
Laura Miller (chair)

Suggestions about Bylaws (from Laura):

a. Bylaws should help us instead of constraining us. Laura suggests changing the name of the section to “Consumers and Consumption Section” rather than “Sociology of Consumers and Consumption.” Laura is happy to take the lead on this. It would then be voted on and go into effect.

-Everyone agrees.

b. Numbers for some committees seem excessive (for example, 5 people for the nominating committee). Patricia wonders if having that many people was implemented to support diversity efforts. Workload is low for this particular committee, so we are not asking for many person-hours. Perhaps change the wording to “up to 5 people” or “3-5 people.”

### **Consumers and Consumption Budget Report 2023**

The summary is provided below, the detailed report, provided by Daniel Friedman is attached.

#### **CURRENT INCOME/EXPENDITURES**

Net assets as of June 30, 2023 were \$2,123 (note: on June 30, 2022 it was \$3,143).

The section’s income for this budget cycle includes the \$913 Section Budget Allocation.

\$1494.06 was carried over from the last budget cycle (carryover in 2022 was \$2,129).

2023 expenses are projected to include the following:

- \$1,180 for the section reception for the 2023 Annual Meeting (will be paid through ASA credit card).
- \$200 for the student prize (to Meghann Lucy).

- \$84.19 for prize winner plaques (paid for by Daniel Fridman and reimbursed by ASA).
- TOTAL projected expenses: \$1,464.19

The total projected expenses are slightly below planned budget expenditures for 2023 (\$1,675). The projected carryover to the upcoming year is \$943 (if there are no other expenses in 2023). [carryover was \$1,494.06 in 2022]

## **PROJECTED INCOME/EXPENDITURES**

Projected ASA income for 2023 is \$870 based on an estimate of 185 members (# of members as of August 1, 2023).<sup>1</sup> This amount comes from two calculations:

- Per Member Section Allocation: ASA Budget provides all sections with \$2.00 per member. For C&C this is \$370.
- Base Section Allocation: The base section allocation is \$500 (\*Sections with 199 or fewer members receive a base allocation of \$500).

Membership is declining. This has generally been the case since the section was founded.<sup>2</sup> However, in the past membership has been above 200 which puts the section in the second tier for the Base Section Allocation. If membership is not above 200 by this year's final membership count date the section will be in the third tier for the Base

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<sup>1</sup> This is based off of the formula used in 2022 which could change. Budget income figures will be sent by ASA this fall.

<sup>2</sup> In the last several years ASA membership has also been trending downwards. However, there was an uptick in ASA membership between 2020 and 2021, and decline in 2022. C&C membership stayed steady at 213 in 2020 and 2021. (See "section\_membership\_totals\_comparison\_2022" and "ASA Membership Counts 1970 to Present.").

### Section Allocation.<sup>3</sup>

| Year       | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023                     |
|------------|------|------|------|------|------|------|------|------|------|------|------|--------------------------|
| Membership | 322  | 310  | 314  | 268  | 243  | 300  | 280  | 252  | 213  | 213  | 196  | 182<br>*8/1 <sup>4</sup> |

For 2024, we can expect to have \$870 (ASA allocation) + \$943 (carryover) = \$1,813.

With similar expenses as 2023 (\$1,464), we would be spending \$594 over the ASA allocation, which is not sustainable with current assets for more than one year without increasing membership or revenue.

### The Previous Year

Describe Section activities during the period between September 2022 and August 2023.

- 1) During August 2023, the council members were all trained on ASA Connect to be able to post. We migrated our listserv to ASA Connect during that time. We created sub-folders for easier access and communication. Monthly announcements were shared as announcements and emails on ASA Connect. We are, however, moving back from ASA Connect to our listserv.
- 2) We have a longstanding and well-run Wordpress website (maintained by Jordan Foster) (<https://asaconsumers.wordpress.com/>). Here, we publish two regular features. One includes blog articles (under the banner 'Consume This!' (<https://asaconsumers.wordpress.com/category/consume-this/>)) written by faculty and students about consumption-related research, teaching, or reflections on issues of importance. The other, called Scholars' Conversations (<https://asaconsumers.wordpress.com/category/scholars-conversations/>), features interviews (with graduate students interviewing faculty) and informal conversations between faculty about their consumption research. In the past year, we published many articles or interviews. The latest one is an author conversation with Ashley Mears. The website also includes other resources, particularly for teaching and for the classroom.

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<sup>3</sup> The official date for membership count is August 31, 2023. For sections at or slightly above 200 members being in the third or second tier doesn't result in a significantly different budget allocation (\$5 extra for each member above 200). In 2022 the tiers for Base Section Allocation were as follows:

- (1) Sections with 300 or more members receive a base allocation of \$1,000
- (2) Sections with fewer than 300 members and more than 200 members receive:  
(# of section members – 100) x \$5
- (3) Sections 199 or fewer members receive a base allocation of \$500

<sup>4</sup> In 2022, C&C went from 182 members on August 1, 2022 (right before the ASA meeting) to 196 at the time of membership count (August 31, 2022).

The Section has an active Twitter account (@SocConsumption) to tweet new content on the blog, and tweet and retweet sociology of consumption-relevant content as well as share important announcements such as section awards. As of October 2023, the Twitter account had 1,533 followers, greatly extending the section's reach and increasing its visibility.

In addition, this year we planned a zoom event for October 2023 to offer an online book event to showcase the best books in our section and help mentor students in book publishing.

Describe the Section's diversity, equity, and inclusion goals. What steps were taken this year to achieve those goals?

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The Section identified two related sets of diversity, equity, and inclusion goals in the previous years. One is to recruit a more diverse section membership. And the other is to showcase work in the field of consumption -- related not only to research, but also to teaching and public engagement -- with a broad appeal. To that end, a graduate student worked on putting together a bibliography of work that addresses issues of race and consumption. This document will be used as a resource for members, and also as a means of identifying scholars with whom the Section may be able to connect.

While the Section had, for the past two years, a dedicated, elected Diversity Equity and Inclusion Officer, Section membership chose its first elected Diversity Equity and Inclusion Officer (for a 2-year term) in the 2022 ASA elections. The position description is as follows:

The Diversity, Equity, and Inclusion Officer sits on Council and may chair a DEI committee. The DEI Officer works with other section officers to create a more inclusive section membership, with particular attention to barriers to racial diversity, and to promote more diverse work in the field of consumers and consumption. The DEI Officer will play a role in section recruitment and will advise in programmatic content.

Having an elected officer in place will help the Section better reach its DEI goals.

Finally, this year we planned an online book event scheduled for October 2023 to showcase our section. We are hoping this online event will help us diversify our membership.

This year, one of the two regular sessions we had focused on focused on diversity equity and inclusion in the study of consumption.

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Provide an overview of the section's programming at the annual meeting and include explanation of how this programming meets the goals and values of the section (e.g. intellectual exchange, professional networking, mentoring, inclusion).

The Section has a formal Program Committee, which oversees the section's allocated sessions (including the roundtables). The committee for the 2023 meetings consisted of a chair plus two other section members. The Program Committee seeks to develop session themes that will foster intellectual exchange by eliciting interesting work being done in consumption studies, and that will encourage participation by people new to the section by not replicating session themes from the most recent ASA meetings. We had two sessions and roundtables, which were very lively and well-attended. Being

scheduled on the last day, undoubtedly affected attendance, but all sessions had very lively discussions. There were two regular paper sessions: one open session and other theme was “Consuming Diversity, Equity and Inclusion in the Unsettled Times.” We also had an active and engaging set of roundtables. In addition to our two allocated sessions for the section, one of our members Michaela deSoucey organized two regular sessions: one focused on consumption in general and one focused on online consumption in particular.

Provide an overview of the Section’s programmatic activities outside of the Annual Meeting (e.g. webinars, networking events, mentoring initiatives, resources for dissemination) and include explanation of this programming meets the goals and values of the Section.

The section has been active throughout the year. One concern with the overall declining ASA membership has been increasing our membership, and increasing our visibility are extremely important. For that purpose, membership committee last fall commissioned a survey of membership to explore strategies to increase visibility. Their report is attached.

To increase visibility and showcase the work of the section, we organized an online book event, showcasing the three book award winners from the previous cycle in October 2023. This event is expected to create both engagement within our section, help increase our visibility and help mentor new students.