2021 Section Annual Report for
Sociology of Consumers and Consumption

This annual report covers the period of section activity from September 2020 to August 2021 and a fiscal year from January 2021 to December 2021.

Section Governance
Provide details of your section’s governance activity during the period between September 2020 and August 2021.

Business Meeting
Copy and paste below (or attach separately) the agenda and draft/approved meeting minutes from the section business meeting which include a count of members present and summary of decisions made at this meeting.

August 7, 2021, held on Zoom

1. Welcome and introductions of council members
2. Update on committees and activities
   - Communications:
     MD: Since last ASA, Scholars Conversations has 4 new contributions, and our section blog, Consume This!, has 5 new posts. All were promoted via the listserv and Twitter.
     Website views and visitors:
     • 2020 - 5 posts, 4k site visitors, 6.3k views
     • 2021 (thru Aug 2021) - 9 posts, 2k site visitors, 3.5k views
   - Membership:
     As of August 6, membership was 206. ‘Census Day’ = August 31, 2021. Membership committee has and needs to work to boost numbers a bit, to give some slack to the >200 line that ASA sets.
   - Section activities:
     Discussion of holding professional mentoring roundtables in lieu of pre-conference Recruitment for 2022 award, membership, and program committees
3. Awards (see below), congratulations to winners, and special thanks to committees
4. Budget (Patricia Banks, treasurer, reports) (see below)
5. Other Business
Laura Miller (chair-elect) introduces self and discusses ideas for coming year’s initiatives and activities.

Council Meeting
Copy and paste below (or attach separately) the agenda and draft/approved meeting minutes of all council meetings. Minutes must include a list of council members present and a summary of
decisions made. Minutes are not a transcript of proceedings but a listing of what discussions took place and official actions taken.

1. Welcome and Introductions (DeSoucey)
   Council members introduce themselves.

2. Update on section activities
   Communication
   o Consume This! and Scholars’ Conversations
   o MD reports: Since last ASA, Scholars Conversations has 4 new contributions, and the section blog, Consume This!, has 5 new posts. All were promoted via the listserv and Twitter.
     • Website views and visitors:
       • 2020 - 5 posts, 4k site visitors, 6.3k views
       • 2021, so far - 9 posts, 2k site visitors, 3.5k views

Program:
MD: Kenneth Kolb led the program committee, wonderfully. I sent out a spring 2021 survey to members about the desire for a pre-conference; response was limited and mixed. To respond to grad students’ clear desire for mentoring, we decided to create mentoring tables on professionalization topics as part of our section roundtables.

Awards (see below)
Budget (see below)

Awards
Provide a list of section awards and awardees conferred in the past year.

Scholarly Contribution (Paper) – Richard Ocejo, chair – 15 submissions


Honorable Mention - Cassi Pittman Claytor, "Shopping while Black: Black consumers’ management of racial stigma and racial profiling in retail settings," Journal of Consumer Culture, 2020

Student Paper Award – Michaela DeSoucey, chair – 9 submissions


Honorable Mention - Laura Halcomb, "Crowdfunding a Life: How Relationships Shape Cultural Narratives of the Patient."
2021 Finances
Provide a narrative on how the 2021 budget matched with actual expenses and income from 2021.
Please account for any substantive differences.

CURRENT INCOME/EXPENDITURES

The 2021 budget was within the plan.

Net assets as of June 30, 2021 were $2329, including:
- $1014 Section allocation
- $1315 carried over from the last budget cycle

2021 expenditures:
- $200 for the student paper prize
- $143.70 for plaques for prize winners
TOTAL expenses: $343.70

The total expenses are significantly below planned budget expenditures for 2021 ($1550), due to the lack of hosting a section reception. The projected carryover to the upcoming year is $1985.30 (if there are no other expenses in 2021).