

THE STATE OF OUR ASSOCIATION



ACSP

Connecting educators, researchers and students

1 GROWTH

Active Web Profiles

Since the 2016 conference in Portland, the number of active online profiles with ACSP has grown 49%. Active profiles include full and part-time faculty from member schools, individual member faculty, retired faculty members, student members and guest accounts.



Membership Development

Membership levels experienced the following activity increase from 2016 to 2017:

- Individual Faculty Membership increased by 170%.
- Student Membership increased by 189%.
- Retired Faculty Membership increased by 38%.
- Full, Affiliate, and Corresponding Membership remained at 137 member schools.

ACSP Staff

To better serve our members, ACSP staff has grown from one full-time and several part-time positions in 2016-2017 to four full-time contract positions and one-part-time contract position starting with this 2017-2018 fiscal year.

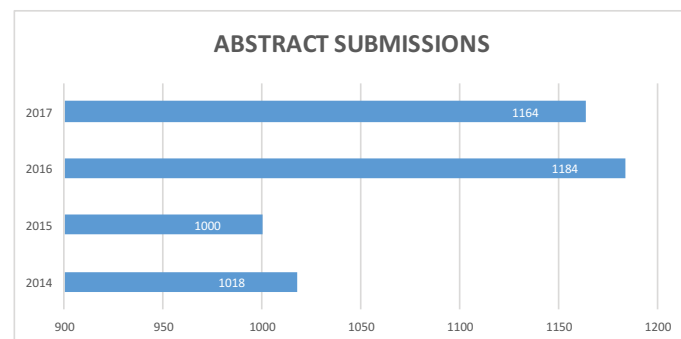
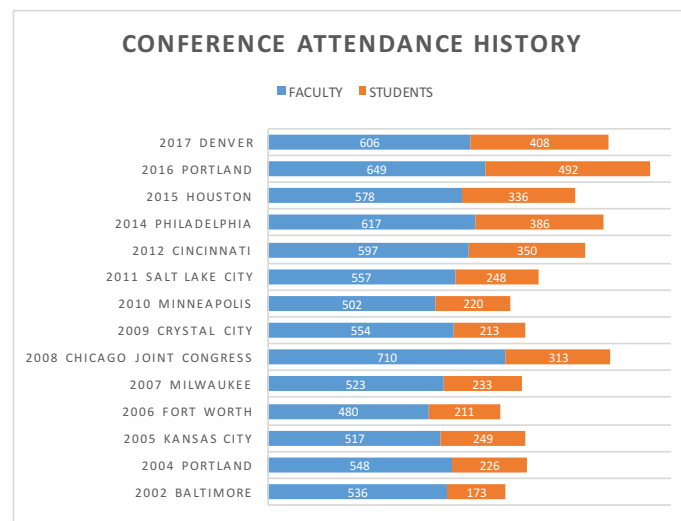
Sponsorship Development

ACSP created a variety of sponsorship opportunities for conference events, exhibitor packages, and a year-round Association Contributor program. As of October 15, 2017, ACSP has raised 75% of the 2017-18 goal of \$50,000 in external association sponsorships, 3.5 months into the fiscal year.



Annual Conference

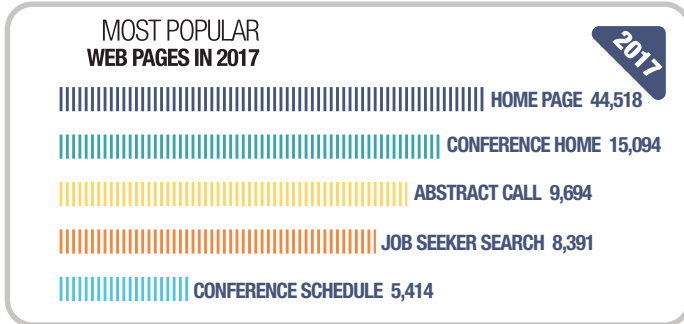
Abstract submissions and attendance numbers for the annual conference have grown steadily over time. ACSP has confirmed dates and locations for the Annual Conference for the next four years! For more information, visit www.acsp.org/page/ConfFuture.



2 ENGAGEMENT

Web Content Updates & Redesign

ACSP is able to update web content instantly, and rearrange menu structure as we add new programs and useful information. Since January 2017, our website has been accessed by more than 59,000 unique site visitors with more than 345,000 total page views!



New & Improved Career Center

ACSP has seen exponential growth in the Career Center with more than 37,500 job views this year. With 110 jobs posted, the site yielded 8,400 page views and more than 700 apply button clicks.

- **Free Job Placements & Free Resume Searches**
ACSP Member Schools receive three free job posts and three free resume searches per year, a nearly \$900 value.
- **Free Resume Uploads**
All ACSP member faculty and students have the ability to upload their resumes to the Career Center, making them accessible to planning employers worldwide.



Planning Blogs

The ACSP blog offers an opportunity to share insights and expertise on urban and regional planning education and research. To read blog posts on the ACSP website, visit www.acsp.org/members/blogs.asp.

New Conference Services

We've listened to your feedback! ACSP has enhanced the conference experience for our attendees, exhibitors, and speakers with a custom mobile app powered through CrowdCompass and complimentary WiFi.

- Searchable and customizable event schedule
- Interactive maps that show you where you're going
- Important updates and offers through push notifications
- Lists of attendees and speakers with contact information

3 CONNECTIONS

Planning News & eNews Weekly

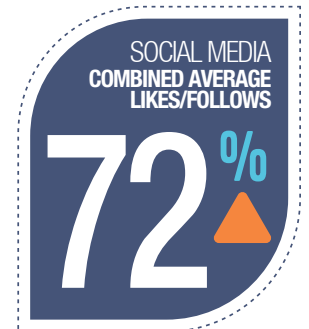
ACSP regularly posts relevant academic planning news including faculty announcements, awards, special promotions, member school news, new initiatives, events, new books, special interest group news, and news of other conferences. Planning News is then distributed to more than 3,000 academic planners every Tuesday through the email blast and provides a snapshot of the week's headlines from ACSP, member schools, other conferences, calls for papers, blogs, planner profiles, and more!

Planner Profiles

Each month, we feature outstanding planners in our Featured Faculty, Student Spotlight and Active Alum articles. Nominate an outstanding planner at www.acsp.org! We highlight these profiles through social media as well.

Social Media

We've seen a lot of growth in our social media audience, with our tweets receiving nearly 50,000 impressions (number of times the tweet was seen on Twitter) in July through September 2017! Facebook saw a 58% increase in page likes: 291 to 461. Twitter saw an 87% increase in followers: 254 to 469.



Administrators' Conference Success

The Administrators' Conference, in March 2017, had nearly 75 program and department chairs, deans, and provosts in attendance. Seminars, workshops, and networking opportunities gave attendees up-to-date information and strategies. And, the New Chairs School gave new chairs the opportunity to develop new skills and network for support. We're already planning for 2019!



**CONNECTING
EDUCATORS,
RESEARCHERS
& STUDENTS**