

CONNECTING EDUCATORS, RESEARCHERS AND STUDENTS

THE TAGLINE FOR THE NEW ACSP BRAND HAS INSPIRED CONSIDERABLE GROWTH, ACTIVE ENGAGEMENT, AND MANY OPPORTUNITIES TO CONNECT WITH PLANNING ACADEMICS.

THE STATE OF OUR ASSOCIATION



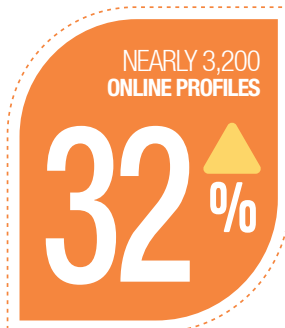
ACSP

Connecting educators, researchers and students

1 GROWTH

Active Web Profiles

Since last year's conference in Portland, the number of active online profiles with ACSP has grown 32%. Active profiles include full and part-time faculty from member schools, individual member faculty, retired faculty members, student members and guest accounts.



Membership Development

While categories of individual membership have grown significantly, ACSP actively seeks new affiliate, corresponding, and full 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 and one-part-time position starting with this 2017-2018 fiscal year.

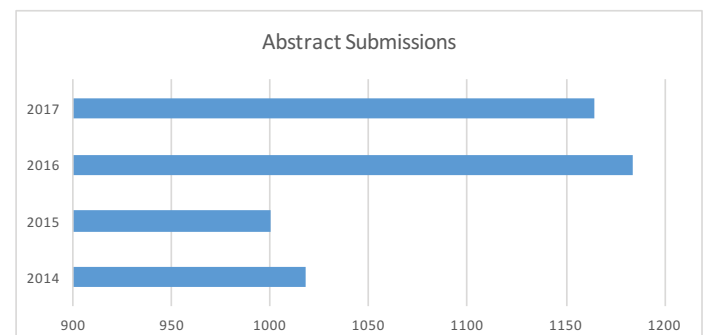
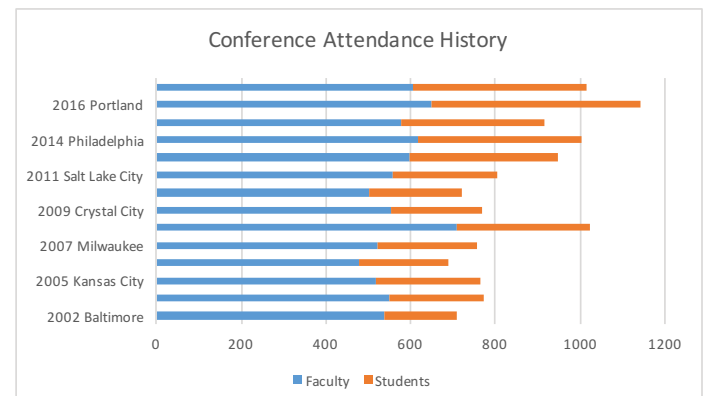
Sponsorship Development

To provide ACSP members with an improved conference experience, we have created a variety of sponsorship opportunities for conference events, exhibitor packages, and a year-round Association Contributor program.



Annual Conference

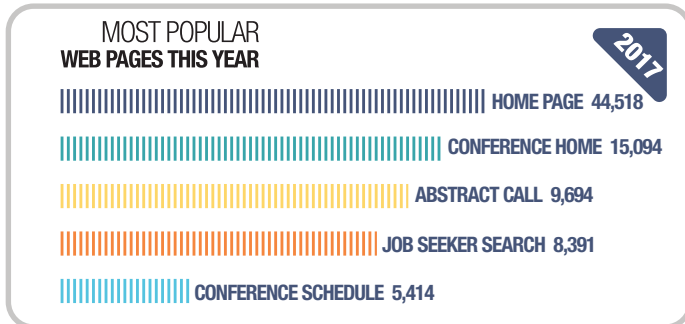
Abstract submissions and attendance numbers for the annual conference have grown steadily over time. ACSP has confirmed dates and locations for the Annual Conference for the next five years! For more information, visit www.acsp.org/page/ConfFuture.



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

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

- **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 resume to the Career Center, making it 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. It engages students and faculty, as well as broader voices conducting impactful research, advancing educational innovations, and asking provocative questions that help move our field forward.

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

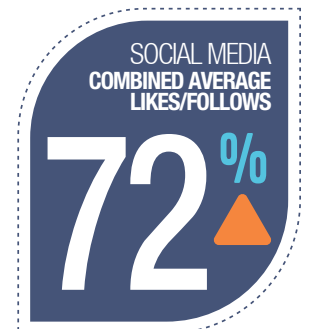
ACSP regularly posts relevant academic planning news including faculty announcements, awards, special promotions, member school news, new initiatives, events, new books, special interest group news, news of other conferences. Planning News is then distributed to more than 3,000 academic planners every 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 the past 90 days! Facebook saw a 58% increase in page likes: 291 to 461. Twitter saw an 87% increase in followers: 254 to 469.



Administrators' Conference Success

With nearly 75 program and department chairs and deans in attendance, this small group opportunity to engage, learn, and share with peers was an invaluable experience for attendees. In addition to educational sessions geared toward administrators, this conference hosts an even more unique experience just for department chairs new to their position. We're already planning for 2019. Watch for an RFP to host!



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