

# Priorities for societies and associations |

## What's happening and where are things going?

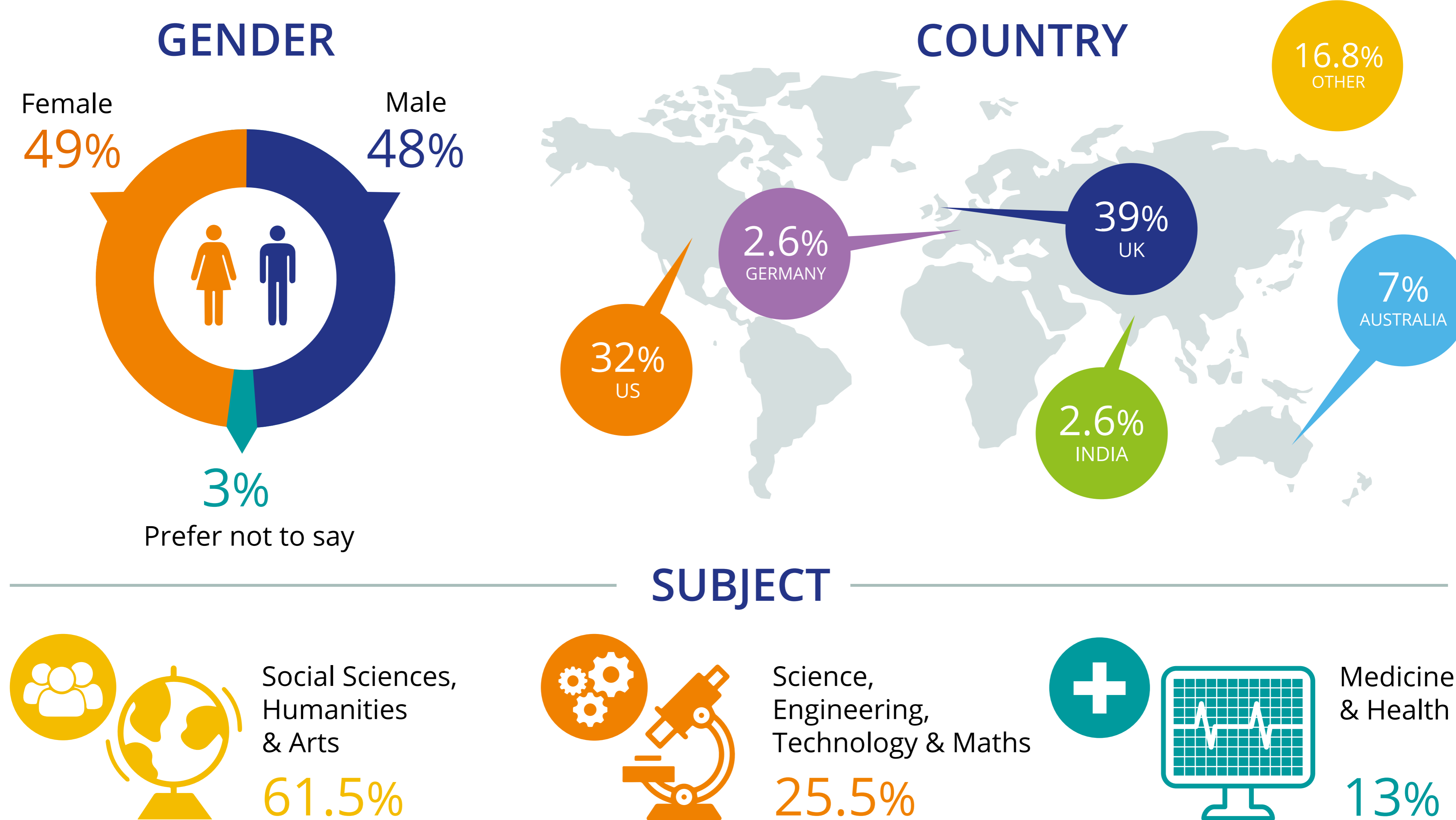
Societies and associations play a vital role in generating and publishing research, working with publishers to disseminate it to the widest audience.

But with changes across the research and publishing landscape and within broader society, what matters to these membership organizations most? How will societies and associations shape their services to cater for the future? Where do organizations need support?

Committed to serving the organizations we work with, Taylor & Francis undertook research to gain insights into the current and perceived future priorities for societies and associations. Here is what you told us:

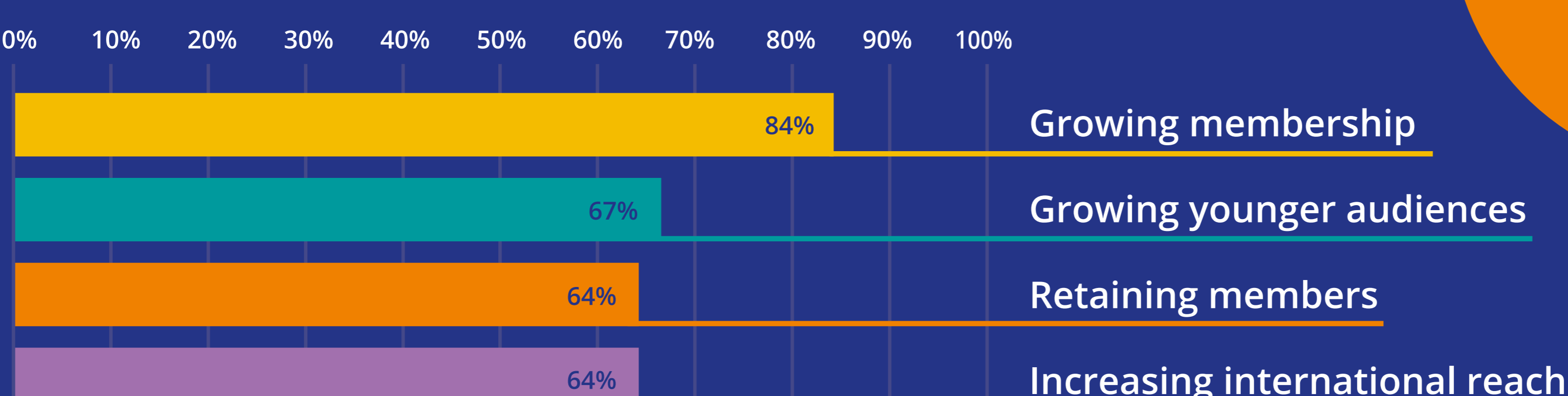
### Who we asked

51 in-depth telephone interviews were conducted with leaders and key decision-makers in a wide range of membership organizations, providing rich information and helping to shape survey questions. The data represented in the charts is based on the 228 responses from the global online survey.



### The key priorities

#### 1 Retaining and growing overall membership



84% think growing membership is a key area of priority

#### Growing younger audiences

Increasing engagement with younger audiences is seen as the best opportunity to help achieve overall membership growth in the coming 5-10 years. Developing a stronger online presence is often perceived as key to this ability.

Respondents suggested several ways in which they were currently attempting to reach younger or early career audiences including:

- ▶ Discounted student/youth membership fees
- ▶ Moving journals to more relaxed formats
- ▶ Increasing "casual" online publications such as blogs
- ▶ Youth competitions with prizes such as the opportunity to present at conferences

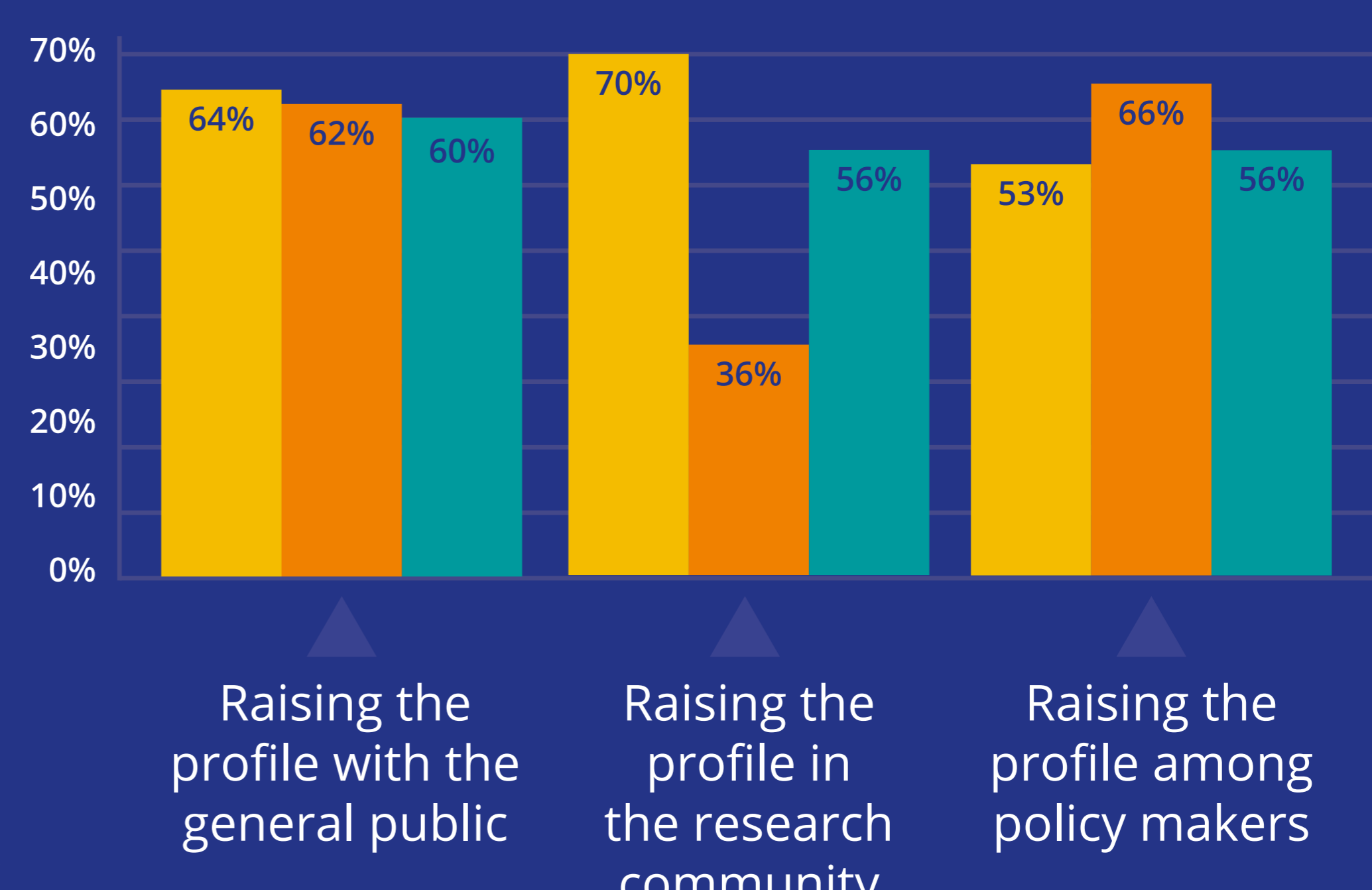
#### Increasing international reach

Aside from the key aim of increasing their overall membership numbers, societies and associations also identified a range of activities for targeting international audiences, such as:

- ▶ Encouraging submissions from authors in other regions/countries, particularly non-Western countries or those with little previous research in the discipline, to gain a joined-up perspective
- ▶ Rotating conferences/networking events across target countries/regions

#### 2 Raising the profile of the research discipline

63% think that raising the profile of their discipline among the general public is a priority

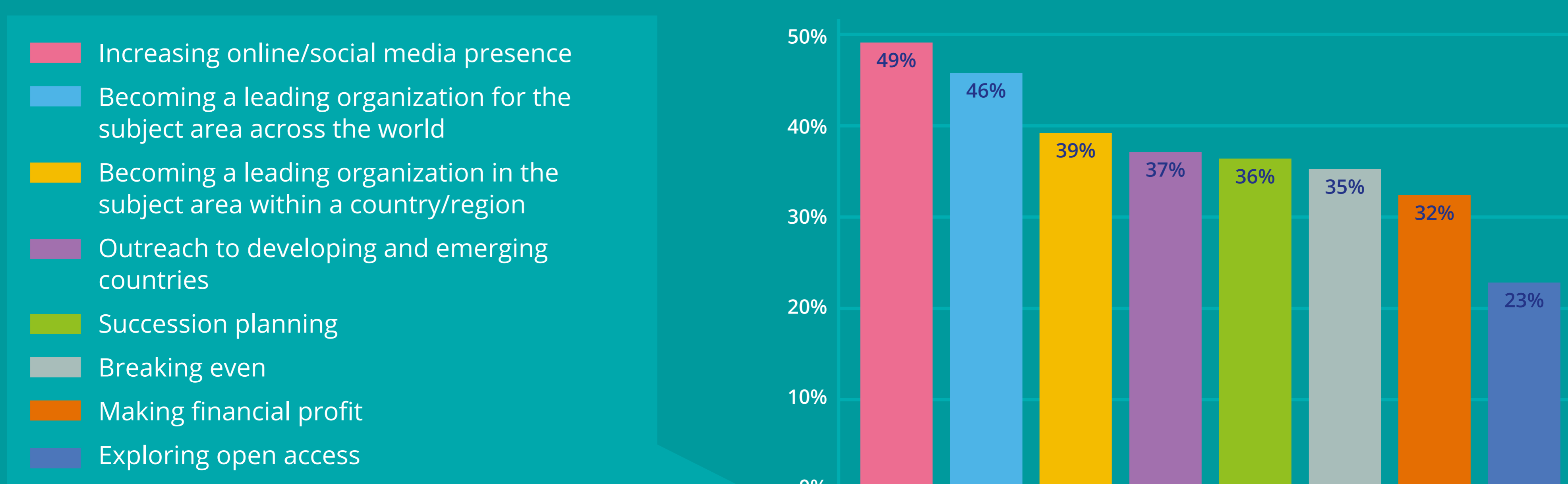


#### 3 Understanding members' needs and priorities

According to our respondents, a sense of community is seen as a key priority for members.



### Additional priorities



### More to follow

This is just the start: we'll be using these findings and ongoing conversations to inform how we'll develop services for the future.

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