Executive Director's Report
Fall 2014

Membership at a Glance

These numbers represent anyone who has been a member in a given year at any time during that year. Thus, some members may have expired by the time the report is run, but they would have been considered a member for that year.

Category	2014	2013	2012	2011	2010	2009
U.S.	1260	1239	1250	1243	1370	1364
Non-U.S.	414	423	449	425	300	255
Student	343	372	397	373	334	227
Non-Student	1331	1290	1302	1295	1336	1392
Total	1674	1662	1699	1668	1670	1619

Subscriptions *(Graph taken from Mike Blades' Fall 2014 Journal Editor Report)*

Members and Subscribers

Membership is up slightly this year. We have gone up in number of regular members but down in the number of non-U.S. members. Even so, our international percentage is 25% which is not too bad.

As for subscribers, 2014 numbers are up significantly on the OSA end, but down on the SAS end. This is consistent with the historical trend of institutions subscribing through "agents" that bundle like OSA versus directly through small societies. I am still advocating that we consider using another such "agent" for our journal to see if we can somehow gain additional subscriptions and thus additional income. As I have said before, serious discussion needs to take place on what our alternatives are and how best to maximize our income in this area.

Web Site

We hope to have PayPal implemented by the end of October. Anna Donnell took over the responsibility for the upkeep of the website and has been doing a great job. At the end of this report you will find some Google Analytic data related to our website.

Finances
The budget has been prepared and will be presented by Bruce Chase. The office has been brainstorming on some new revenue initiatives for the Society. Some of these include shared space rental of our office, outsourcing our services to other like organizations, and a new certification program.

Corporate Sponsors
We currently have 19 corporate sponsors 10 of whom are Platinum sponsors. Stephanie Iocco and Bill Cunningham are working in tandem to secure new sponsors and retain our current sponsors.

Office
The office continues to move forward in its efforts to retain and recruit members and subscribers. Administrative Affairs Associate Victor Hutcherson was let go effective March1 due to budget cuts. Bonnie and Stephanie have taken over his duties. The office has submitted a response to the RFP that was sent out for the management of Society.

Member Event at SciX
We are all set for our event in Virginia City. The member event has proven to be a success over the years. Here is a summary of the events and attendance over the years:

Year	Event	Attendance
2009	Churchill Downs	110
2010	Rush Hour Go Karting	63
2011	Lake Tahoe Cruise	108
2012	Mystery Train Theater	64
2013	Best Place Pabst Brewery	85
2014	Virginia City	60 (current registrants - number is limited this year)

Other

Additional data for subscribers and members follows.

SAS Subscriptions by Agent

Agent	Total
ABE Marketing	2
CANKARJEVA ZALOZBA	1
EBSCO	121
Ex Libris	1
Goethe Buchhandling Teubig GmbH	1
LEHMANNS FACHBUCHHANDLUNG	3
LICOSA	1
LILY JOURNAL & BOOK CO LTD	2
MARUZEN CO LTD	9
OVISS INCORPORATED	1
Prenax	1
SCHENKERS HIGGINBOTHAMS	1
Suweco CZ	1
SWETS INFORMATION SERVICES	2
TELDAN INFORMATION SYSTEM	4
VUB Printmedia GmbH	1
	152 out of 240

OSA Subscriptions by Agent

Agent	Total
Basch Subscriptions Inc	10
Beijing Book Co Inc	7
Beijing Zhongke I/E Company	1
China Educational Publications Import and Export Corporation	4
EBSCO Information Services	64
Globe Publication Pvt Ltd	9
iGroup (Asia Pacific) Ltd	128
Kinokuniya Co Ltd	42
LM Information Delivery	3
Otto Harrassowitz KG Booksellers and Subscription Agent	10
Shinwon Datanet Inc	32
Stern-Verlag Janssen & Co	1
Swets Information Services	88
W.T. Cox Subscriptions	6
Wolper Subscription Services Inc	1
	406 out of 537

2014 Subscription Count by Country		
	OSA	SAS
AUSTRALIA	11	1
AUSTRIA	1	6
BELARUS	1	0
BELGIUM	1	0
BRAZIL	0	0
CANADA	11	17
CHILE	1	0
CHINA	81	0
CYPRUS	1	0
CZECH REPUBLIC	1	0
DENMARK	3	0
ESTONIA	1	0
FINLAND	3	0
FRANCE	28	5
GERMANY	10	13
GREECE	0	0
HUNGARY	0	1
HONG KONG	6	0
INDIA	11	0
IRELAND	1	0
ISRAEL	2	1
ITALY	3	0
JAPAN	32	7
MALAYSIA	1	1
MEXICO	3	0
NETHERLANDS	6	2
NEW ZEALAND	4	0
NORWAY	5	0
PAISTAN	1	0
RUSSIA	1	1
SAUDI ARABIA	1	0
SCOTLAND	0	1
SLOVAK REPUBLIC	0	1
SINGAPORE	4	0
SOUTH KOREA	35	4
SPAIN	6	1
SWEDEN	4	4
SWITZERLAND	2	2
TAIWAN	28	0
TURKEY	3	3
UNITED KINGDOM	15	5
UNITED STATES	209	163
WEST INDIES	0	1
Total	537	240

2013 Subscription Count by Country		
	OSA	SAS
AUSTRALIA	6	6
AUSTRIA	1	2
BELGIUM	1	0
BRAZIL	1	2
CANADA	12	17
CHILE	1	0
CHINA	25	0
COLOMBIA	1	0
CYPRUS	1	0
CZECH REPUBLIC	1	0
DENMARK	5	0
ESTONIA	1	0
FINLAND	3	1
FRANCE	5	4
GERMANY	14	10
GREECE	2	0
HUNGARY	0	1
HONG KONG	5	0
INDIA	8	1
IRELAND	1	0
ISRAEL	2	1
ITALY	2	2
JAPAN	47	7
MALAYSIA	1	1
MEXICO	3	0
NETHERLANDS	5	3
NEW ZEALAND	2	1
NORWAY	4	2
POLAND	1	0
RUSSIA	1	3
SAUDI ARABIA	2	1
SCOTLAND	0	1
SLOVAK REPUBLIC	0	1
SINGAPORE	5	0
SOUTH AFRICA	2	0
SOUTH KOREA	35	5
SPAIN	5	0
SWEDEN	4	2
SWITZERLAND	3	8
TAIWAN	5	0
THAILAND	1	0
TURKEY	5	2
UNITED ARAB EMIRATES	1	0
UNITED KINGDOM	21	4
UNITED STATES	161	189
Total	412	277

Total 2014 Members	1674
Regular Members	1,069
Student Members	343
Interim Members	11
Retired	100
Honorary Members	24
Distinguished Service	26
Emeritus	22
Unemployed Comp	5
Fellow*	65
Journal Color Pages	12
Corporate Sponsors	19
Comp Other	49
*Fellows are included in other member types	
as they must maintain membership to remain a	
Fellow so don't add this into the total. Also there are also a few members who overlap in Honorary/Distinguished	
Print or Online	
Print	820
Online	854

Members By Country	
Argentina	3
Australia	5
Austria	12
Bahrain	1
Belarus	1
Belgium	5
Brazil	10
Bulgaria	1
Canada	46
China	21
Colombia	2
Croatia	1
Cuba	1
Czech Republic	2
Denmark	8
Egypt	1
Finland	2
France	13
Germany	44
Ghana	2
Greece	1
Hungary	2
India	10
Indonesia	3
Iran, Islamic Republic of	1
Ireland	2
Israel	4
Italy	11
Japan	41
Korea, Republic of	7
Malaysia	2
Mexico	2
Netherlands	10
Norway	3
New Zealand	1
Peru	1
Poland	8
Portugal	1
Puerto Rico	4
Russian Federation	7
Saudi Arabia	1
Serbia	2
Singapore	3
South Africa	2
Spain	8
Sweden	8
Switzerland	12
Taiwan, Province of China	2
Thailand	1
Turkey	2
Ukraine	2
United Arab Emirates	1
United Kingdom	67
United States	1260
Vietnam	1
Total	1674

Members by Section

Regional

Baltimore-Washington	47
Chicago	46
Cleveland	18
Cincinnati	17
Detroit	16
Delaware Valley	30
Houston	13
Intermountain	6
Indiana	20
Mid-Michigan	14
Minnesota	21
Northern California	29
New England	56
Niagara Frontier	6
New York	61
Ohio Valley	9
Piedmont	19
Pacific Northwest	12
Pittsburgh	36
Penn York	3
Rio Grande	8
Rocky Mountain	16
St. Louis	26
Snake River	4
United Kingdom	46

Technical

Atomic	165
BioTechnology	36
Chemometrics	114
Chirality	8
Fluourescence	47
Forensics	41
Imaging	91
Laser Sampling	20
Near IR - CNIRS	70
NMR	10
Polymer Characterization	50
Process	32
Vibrational - Coblentz	310

Student

Arizona State	4
Brigham Young	9
Iowa State	3
Truman State	11
University of Delaware	3
University of Idaho	0
University of Utah	0
University of Wisconsin - Milwaukee	6

WHAT PEOPLE ARE SEARCHING FOR ON OUR WEBSITE THIS YEAR

Google Analytics

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Site Search Overview

Jan 1, 2014 - Aug 29, 2014

All Sessions
100.00%

+ Add Segment

Overview

6.04% of your visits used site search

Sessions with Search	Total Unique Searches	Results Pageviews / Search
1,895	3,332	1.78

% Search Exits	% Search Refinements	Time after Search
18.07%	26.92%	00:03:05

Average Search Depth
1.99

	Search Term	Total Unique Searches	% Total Unique Searches
1.	Search ...	33	0.99%
2.	impact factor	25	0.75%
3.	raman	13	0.39%
4.	directory	10	0.30%
5.	LIBS	9	0.27%
6.	Raman	9	0.27%
7.	CARS	7	0.21%
8.	fellows	7	0.21%
9.	David Hahn	6	0.18%
10.	FTIR	6	0.18%

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2014 SITE WEBSITE CONTENT DATA

Google Analytics

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Pages

Jan 1, 2014 - Aug 28, 2014

All Sessions 100.00%

+ Add Segment

Explorer

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		107,953 % of Total: 100.00% (107,953)	82,191 % of Total: 100.00% (82,191)	00:01:10 Site Avg: 00:01:10 (0.00%)	31,254 % of Total: 100.00% (31,254)	48.27% Site Avg: 48.27% (0.00%)	28.95% Site Avg: 28.95% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1.	/journal/	**15,505 (14.36%)**	11,059 (13.46%)	00:00:50	8,300 (26.56%)	27.76%	23.21%	$0.00 (0.00%)
2.	/	**10,533 (9.76%)**	7,881 (9.59%)	00:01:04	6,433 (20.58%)	35.74%	30.60%	$0.00 (0.00%)
3.	/newsletter/calendar/	**6,789 (6.29%)**	5,414 (6.59%)	00:04:13	5,235 (16.75%)	83.71%	76.65%	$0.00 (0.00%)
4.	/journal/log-question-ingental-link/	**5,328 (4.94%)**	4,303 (5.24%)	00:01:19	95 (0.30%)	62.11%	49.94%	$0.00 (0.00%)
5.	/auth/login/	**3,128 (2.90%)**	1,601 (1.95%)	00:00:33	80 (0.26%)	12.50%	6.20%	$0.00 (0.00%)
6.	/journal/authguide/	**3,062 (2.84%)**	2,469 (3.00%)	00:03:17	1,537 (4.92%)	69.68%	58.56%	$0.00 (0.00%)
7.	/for-members/	**2,143 (1.99%)**	1,501 (1.83%)	00:00:33	160 (0.51%)	16.25%	15.12%	$0.00 (0.00%)
8.	/journal/viewer/issuelist/515/	**1,567 (1.45%)**	1,119 (1.36%)	00:00:53	56 (0.18%)	35.71%	16.15%	$0.00 (0.00%)
9.	/about/	**1,543 (1.43%)**	1,199 (1.46%)	00:00:51	82 (0.26%)	40.24%	23.59%	$0.00 (0.00%)
10.	/members/application/	**1,505 (1.39%)**	1,121 (1.36%)	00:02:39	155 (0.50%)	42.58%	29.90%	$0.00 (0.00%)
11.	/journal/UpcomingIssues/	**1,449 (1.34%)**	1,184 (1.44%)	00:01:52	267 (0.85%)	65.92%	47.14%	$0.00 (0.00%)
12.	/journal/viewer/issuelist/512/	**1,369 (1.27%)**	938 (1.14%)	00:00:59	61 (0.20%)	37.70%	17.09%	$0.00 (0.00%)
13.	/journal/viewer/issuelist/513/	**1,122 (1.04%)**	761 (0.93%)	00:01:03	51 (0.16%)	23.53%	17.91%	$0.00 (0.00%)
14.	/newsletter/	**1,102 (1.02%)**	674 (0.82%)	00:00:27	118 (0.38%)	29.66%	12.79%	$0.00 (0.00%)
15.	/journal/viewer/issuelist/510/	**1,083 (1.00%)**	777 (0.95%)	00:00:56	43 (0.14%)	44.19%	15.88%	$0.00 (0.00%)
16.	/journal/viewer/issuelist/511/	**1,006 (0.93%)**	726 (0.88%)	00:01:03	36 (0.12%)	50.00%	16.70%	$0.00 (0.00%)
17.	/journal/viewer/issuelist/517/	**929 (0.86%)**	641 (0.78%)	00:01:07	37 (0.12%)	27.03%	15.07%	$0.00 (0.00%)
18.	/members/application/renew/	**921 (0.85%)**	499 (0.61%)	00:03:25	22 (0.07%)	27.27%	12.27%	$0.00 (0.00%)
19.	/journal/viewer/issuelist//	**812 (0.75%)**	534 (0.65%)	00:00:28	14 (0.04%)	42.86%	5.30%	$0.00 (0.00%)

2014 COUNTRIES THAT VISITED OUR WEBSITE

Google Analytics

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Audience Overview

Jan 1, 2014 - Aug 29, 2014

All Sessions 100.00%

+ Add Segment

Overview

Sessions	Users	Pageviews
31,369	22,164	108,365

Pages / Session	Avg. Session Duration	Bounce Rate
3.45	00:02:51	48.24%

% New Sessions
67.35%

	Country / Territory	Sessions	% Sessions
1.	United States	10,289	32.80%
2.	India	1,912	6.10%
3.	United Kingdom	1,856	5.92%
4.	Germany	1,722	5.49%
5.	Canada	1,438	4.58%
6.	Japan	1,349	4.30%
7.	China	1,190	3.79%
8.	France	729	2.32%
9.	Brazil	707	2.25%
10.	Italy	610	1.94%

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