

To: ASC Board  
From: Chris Eskridge  
Date: October 22, 2001  
Re: Executive Director Annual Report

This has been a very dynamic six months to say the least. The bottom line is that we are still financially healthy, but the fallout of September 11 and the current economic recession are going to have an impact on us. As of this writing, we are down with respect to our annual meeting registration figures. We did increase dues and meeting registration fees so that will help us a bit, but we will obviously know more in two weeks.

Outside the economics, I can report that we are a vibrant, healthy, active group. There is much going on in many spheres in our organization.

### *1. Financial Status*

The bottom line is that we continue to be a financially stable and sound organization despite the downturn in the economy. We are not worth what we were, but to put our current situation in perspective, realize that our total assets as of December 31, 1997 were \$573,000. Our total assets as of December 31, 2000 were \$1,050,000. As of September 30, 2001 our total assets were \$993,775 - down a bit, but not of any consequence. Our income continues to flow from four primary sources, interest and dividends from our investments, CRIMINOLOGY library sales, meeting registration fees, and membership dues. I have attached three financial reports which articulate our financial position in more detail:

- A. *2001 Profit and Loss Statement (3<sup>rd</sup> quarter report)* - We have realized a \$46,000 loss to date, which is not unusual. The bulk of the annual meeting registrations have yet to come in, as have our CRIMINOLOGY library subscriptions which don't come in until late November and December. This is quite within the norm. The hope is that meeting registrations do come in however and at this point we are roughly 20 percent below where we were last year.
- B. *2001 Balance Sheet (3<sup>rd</sup> quarter report)* - As noted above, our total assets continue to hover in the \$1 million range. Our paper value has certainly dropped. We are conservatively invested in mutual funds and we suggest that we continue to stay the course and ride this bear market out. For the time being, we will continue to take any excess funds that may accrue in our checking account and purchase bank certificates of deposit rather than mutual funds.
- C. *2001 Budget Comparison (3<sup>rd</sup> quarter report)* - We had budgeted \$570,000 for our expenses in the year 2001, and have spent 58.4 percent of that (\$332,976) through the third quarter. We had anticipated \$570,000 in income for the year and have realized \$287,317 or 50.4 percent of this to date. Again, our heavy income and outgo are in the 4<sup>th</sup> quarter.

## *2. Proposed 2002 Budget (attached)*

Trying to factor in the down-turned economy and the likely lower turnout at the Atlanta meetings, I would propose the following budget. Note that I did not include any expenses nor income for CRIMINOLOGY AND PUBLIC POLICY. All CPP expenses are covered by our grant and at this point I am not going to include income in as much as few libraries are likely to pick the journal up within one calendar year.

## *3. Web Page*

Areas of Expertise is now up on the web and we are making on-going efforts to keep it up to date. This has been a major undertaking and we hope it proves to be of some value, particularly given the many personnel hours devoted to the project.

CRIMINOLOGY as well as CRIMINOLOGY AND PUBLIC POLICY abstracts are now on the web, by year, by author and by subject. CRIMINOLOGY abstracts go back to 1980, while of course only one issue of the new journal is currently up. Authors now self-designate key words so that the subject index will reflect the authors= perspective rather than mine, which is GREAT for me!!!

## *4. CRIMINOLOGY AND PUBLIC POLICY and CRIMINOLOGY*

As I believe you are all aware, we formally received the NIJ grant for \$206,000 to support the publication of our new journal. This is a one year grant, with a two year renewal option, each year running in the \$200,000 plus range. Todd will certainly address more pertinent issues in his report, but at my end, we have put together a list of nearly 15,000 names and addresses of American policy makers. We are continuing to expand and refine this list (and will probably do so forever) and will soon be looking at developing a similar list of policy makers in the UK, Canada, Australia and New Zealand. We have signed a contract with two firms, ProQuest and EBSCO, to electronically publish this journal. ProQuest will also microfilm the journal, as they now do CRIMINOLOGY. We will receive a royalty for any sales. ProQuest has been electronically publishing CRIMINOLGOY for some 10 years now, and we receive roughly \$3,000 per year in royalties from them. For your information, agreeing to make the journal widely available on the internet was part of the NIJ contract. We will publish CRIMINOLOGY AND PUBLIC POLICY abstracts in-house by year, by author and by subject on the ASC webpage just as we now do CRIMINOLOGY.

## *5. Policy and Procedures Manual*

I have updated the Policy and Procedures manual as per the decisions made by the Board at the Mid-year meetings. I have also put together a job description for the President, Vice-President and Executive Counselors, distributed that to all of you, added it to the manual and put it on the web. Val Jenness put together a job description for program chairs as well. We have the revised version in hard copy form, as well as on the web.

## *6. Personnel*

A. Attached is a letter from our bookkeeper, Sue Beelman, as well as a copy of our

employee benefits policy. Sue has worked for us for seven years. As a 32 hour/week employee, Sue qualifies for Category B benefits. She would like to have two Category C benefits, specifically:

1. To enter into our Retirement/Pension program
2. To have 10 days of paid sick leave per year

Adding the new journal greatly increases her duties. At this point, she thinks she can still handle her duties within a 32 hour week. Remember that Sue works on a flextime 32 hour week - putting in more hours in the fall and fewer in the spring and summer. She often does other work in the summer that is now being done by our other part-time person Rita. The point is that Sue can get the work done in her flextime 32 hour week, but we are adding more work to her plate and I would like to compensate her for this additional work by setting up 10 days of sick leave and contributing not 10 percent as outlined in our policies for full time employees, but contribute 5 percent toward her retirement package. I would also propose to give her a 3 percent pay raise this year. Her current salary is \$30,388. This would move her salary to \$31,299. We would then be contributing \$1,565 per year to her retirement fund. All told, we are giving her in essence an 8 percent pay raise and granting her 10 days of paid sick leave.

- B. Sarah is currently paid \$54,049. As of January she will begin her 26<sup>th</sup> year with us. I would suggest that her salary has been historically low. If she were on the clock and we had to pay her for the overtime hours she puts in, she would likely be approaching a six digit salary. As we all know, when she retires, we are going to have to hire two persons to replace her. I would like to propose that we give Sarah a 10 percent pay increase this year, to make up in some ways for her historically low salary and to recognize her for her 25 years of dedicated service. This would move her salary to \$59,454.
- C. Please be aware that we hire Rita Hollingshead on a relatively regular basis to help us during some of the high workload periods (stuff meeting packets, newsletter mailings, etc). She is also going to help with keeping the web-based membership directory up to date. We set up a nice internet connected workstation for her when we were in Columbus in September. We also hire a graduate student whose office is just down the hall from the Columbus office to deal with occasional minor computer problems. We have and will continue to use the services of a University of Nebraska Ph.D. student, Terrance Taylor, to help with larger computer problems and issues in the future.

## 7. *Site Selection Issues*

- A. 2007 Meetings - I visited Montreal and felt that the setting there was not going to be conducive for us to hold a meeting there. As the Board may recall, we mentioned this at the mid-year meeting. At the time, the Atlanta Marriott did not have November 2007 dates open, but pushed their clients holding those dates, and a weekend opened up for us, and we signed. So, it is Atlanta for 2007.

- B. 2008 Meetings - We selected St. Louis at the Mid Year Meeting. As requested by the Board, I checked into the allegations of racial discrimination by the Adams Mark, and found them to be resolved. I emailed all of the division chairs on this matter, and ran a little piece in the newsletter. Hearing no complaints, I signed the contract. Learning of new allegations that arose this summer, I contacted the Adams Mark corporate offices, Conferon, and the St. Louis Convention Bureau to express our deep and serious concerns. I formally communicated the fact that while we have signed for now, unless progress is made, we will pull the contract.
- C. 2009 Meetings - We are considering three cities: Dallas, Vancouver and Philadelphia. I was suppose to go to Dallas in mid-September, but that trip was canceled due to the September 11 matters. I will go to Dallas in late January. Ron will go to Vancouver in the spring. I went to Philadelphia in mid-October. The downtown Marriott has 1,200 sleeping rooms and the Marriott Courtyard next door has 200 more, giving us our needed 1,400. There are 46 breakout rooms in the downtown Marriott, a beautiful and functional ballroom, and a fabulous venue for the dance. There are 3 bars and 2 restaurants in the hotel, and a probably two dozen more bars and restaurants are within a two block radius. The hotel sits over an Amtrack and subway line, it is a block from City Hall, and a 15 minute walk from Independence Hall. The city has much to offer. The problem is that they are quoting rates of \$159. They will put those rates in 2002 dollars, and I am asking for 3 percent or CPI, but that still is a bit high. Ron and I will make a recommendation to the Board at the mid-year meeting in April.
- D. We received a letter from the CEO of Conferon. He made two points:
1. Decrease room blocks in future contracts
  2. Sign contracts now while hotels are offering a fire sale@ rates

We have been decreasing our room blocks, but are going to wait a bit before we sign any contracts until after we get a handle on the Atlanta meeting attendance and let the Adjust settle@ a bit. We will have valid offers on the table from Philadelphia, Dallas and Vancouver that will likely be low bids, so we can still take advantage of the times a bit. As noted in point C, I suggest a time-line of late April before signing 2009.

#### 8. *Annual Meeting Preparations*

- A. Atlanta (2001) - We are prepared for the meeting. We have the program up on the web. Robbie Friedmann has done a fabulous job in getting a local sites web page up. We have a variety of socials and receptions planned as usual. Remember to come to the Ice Cream Social on Thursday afternoon, 2 - 3 pm and get your aprons. Our big concern is filling the hotel rooms. We need to hit 80 percent, and if we do we are a home free@ so to speak. Not much we can do about that at this point, but we if we do fall below the mark, we will be re-assessing our contracted room blocks in our future hotel contracts, even revising existing ones if we can. We tried very hard to get a dunking stool for Bob Bursik,

but the hotel would not let us put it inside. We looked at a couple of other options, but it was just too pricy. So just go kick Bob once or twice, and we will call it even.

- B. Chicago (2002) - Larry, his Program Co-Chair Ellen Cohn and I visited Chicago and did our first run through of the Palmer House. We are working out the final details regarding room usage, and are negotiating with both the Hilton and the Hyatt for overflow sleeping rooms. We have sufficient meeting and sleeping rooms and have begun to map out what will be a great meeting. The following is the proposed budget for the Chicago meetings:

### **PROPOSED BUDGET FOR THE 2002 CHICAGO ASC MEETINGS**

**Income:**

Program Book Sales	200.00
Reception Donations	2,000.00
Registration Income	157,800.00

**Total Income: \$160,000.00**

**Expenses:**

Audio Visual	9,000.00
Drayage	5,000.00
Extra Help/Wages	3,000.00
Meals (Staff and Registration Help)	1,000.00
Postage	5,500.00
Printing	8,000.00
Programs and Meeting Packets	30,000.00
Program Committee Luncheon	2,000.00
Receptions	
Opening	20,000.00
Presidential	25,000.00
Student Awards	2,000.00
Shipping	2,500.00
Site Visit Travel	3,000.00
Supplies	11,500.00
Telephone	500.00
Travel	2,000.00

**Total Expenses: \$130,000.00**

### *9. Columbus Visit*

I visited Columbus in September and worked with Sarah and Sue on computer updates, and further organized the storeroom (ie., arranged old journals and newsletters). I can report that our storage facility has now been *defragged* and we have sufficient area to meet our storage needs for years to come. After some deliberation, we concluded that we need no additional computer hardware at present, with the possible minor exception of a new printer for Sue. I plan on going to Columbus again in February.

### *10. Past and Future Travel*

I attended the International Society of Criminology meetings in Paris in May and then crossed the channel with David Farrington and attended the regional meeting of the British Society of Criminology and did some planning with some of the BSC officers. I attended the European Society of Criminology meetings in Lausanne in early September. We set up a booth and distributed ASC materials at the ESC meetings, and also sponsored an American Coffee. I plan on attending the meetings of the Western Society of Criminology in February and doing much the same. I represented ASC in October at the formal opening of the new Penn criminology program.

### *11. Marketing Matters*

As requested by the Board, I contacted JDG, the marketing firm recommended by the American Society of Association Executives group. I talked with their primary strategic marketing person at some length and he sent me some materials as well. Not impressed at all. All they really do is make up shiny brochures and mail them out to a mailing list that WE have to provide. They also do some web page development, but we are set there. Furthermore, I looked over their list of clients, and they don't really deal with professional societies. A few examples:

United Fresh Fruits and Vegetables Association  
National Automobile Dealers Association  
Mortgage Bankers Association of America  
National Kidney Cancer Association  
National Association of Broadcasters  
American Trucking Association  
American Meat Institute

These are just very different groups than ASC with totally different types of marketing strategies required. We get our new members primarily/almost entirely from students who gravitate into criminal justice/criminology graduate programs, and then realize that ASC is "where they need to be." Our name recognition in the field is not just nationwide, but seems to be worldwide. I am not sure how much more of a saturation marketing effort of the ASC name would get us. I am sure you all have stories, but in some of my recent travels overseas, I have spoken with students and faculty from numerous schools. Literally everyone I have spoken with, *everyone* was either a member or had visited our web page. It is not too much of an overstatement to suggest that people worldwide in our field know who we are and what we do. I would suggest that our best marketing strategy is to keep doing what we do, to keep doing it well, and to keep the

entre price affordable.

#### *12. United Nations Initiative*

We submitted materials to the United Nations last May. We are now wait for 18 months while they process our application.

#### *13. British Society of Criminology*

I meet with Ben Bowling in London and made plans for further ASC/BSC collaboration. We are setting up a special ASC session at the BSC meetings this summer, and will sponsor an American Coffee at their meetings, as suggested below. I also attended the BSC Southern Regional Meeting in London in May and made a short presentation about ASC and the Atlanta meetings to those in attendance. We have purchased their membership list and will be mailing their members a copy of *Criminology and Public Policy*.

#### *14. International Society of Criminology*

I traveled to Paris last May to represent ASC at the annual ISC meeting. With the help of Larry Sherman, two ASC Board initiatives were brought to the floor and approved by the ISC Board:

- A. The North American Vice-President of the ISC will also function as the ASC liaison/representative on the ISC Board
- B. ASC will be responsible for organizing 13 sessions at the next bi-annual ISC meeting (August 10 - 15, 2003; Rio de Janeiro). For your information, the Division on International Criminology will organize four sessions, and all other divisions will organize two sessions. I also asked Paul Friday to organize an at-large session if you will. He will be putting together a session dealing with victimology. We are also committed to sponsoring an American coffee at the Rio meetings.

#### *15. ASC Participation in International Criminology Meetings*

We have promised a number of professional organizations that we would send a representative and sponsor a coffee break at their annual meetings. I would like to list these groups for you and obtain your re-affirmation regarding these commitments, and suggest who we should send to represent us this next year:

- A. March; French Society of Criminology - We were personally approached by, the President of the French Society of Criminology who asked if we would send a representative. I suggest that we send the chair of the Division of International Criminology, Rosemary Barbaret. She is in England, so the travel expenses would be minimized a bit, and she speaks French.
- B. May; Campbell Collaboration and the International Society of Criminology Board Meetings - These meetings will be held in Paris, France. I suggest that David Farrington represent us at these meetings. He will be there already as the Chair of this group.
- C. July; British Society of Criminology - These meetings will be held at the University of Keele in the UK. I suggest that we send Bob Bursik. Many folks in the UK

have complained about not being able to get published in Criminology. I have made temporary arrangements to have a special session at their meetings for Bob to address their concerns face to face. I suggest that we consider the possibility of also sending Todd Clear so that he could introduce the new journal to them, and explain his editorial policies.

- D. September; European Society of Criminology - These meetings will be held in Toledo.....Spain, NOT Ohio. I suggest that we send Larry Sherman who will, of course, be the seated President at that time.
- E. October; Australia/New Zealand Society of Criminology - These meetings will be held in Brisbane, Australia. I suggest that we send Christy Visser. Christy will be the Vice President at that time.

#### 16. *Committees*

- A. As you may recall, we set up an Ad Hoc committee on Student Travel. This Committee currently consists of two persons. Our Student Affairs Committee is aware of this ad hoc committee and its activities, and in time we may wish to coordinate or perhaps even merge the two committees into one. For now, the ad hoc committee will:
  - 1. Identify foundations that would support student travel to professional meetings, and in coordination with the executive office, submit applications for such funding
  - 2. Begin to develop criteria and a procedure for awarding those funds to our student members.
- B. After some discussion with Larry, it became quite evident that we had some redundancy in our committee structure. We designate ASC representatives to other professional organizations, and yet we also have an Inter-organizational Relations Committee. Having a committee structure perhaps makes little sense, and I now propose to abolish the Inter-organizational Relations Committee (which to be honest did nothing), and to continue to ask specific individuals to serve as representatives to various organizations.

#### 17. *Division on Critical Criminology*

As you know, the Critical Division has been publishing a journal (CRITICAL CRIMINOLOGY) for some years. They have been doing it primarily in-house, but have now sought to take the journal to Kluwer. The Kluwer contract does several things:

- A. Transfers ownership of the journal to Kluwer (as of Volume 10 the journal will be published at Kluwer's risk and cost)
- B. Members of the Critical Criminology Division will receive the journal, with the Division being charged \$25/member.
- C. The journal will be identified as the official journal of the Division.
- D. The Division will appoint the Editor and have responsibility for the content of the journal.

This arrangement will have minimal financial impact on ASC in as much as we are not going to be held liable for the publication of the journal per se, but are buying it through the Division on Critical Criminology for a fixed rate. If necessary, we/they can simply order fewer copies and lower the overall costs.



I have signed the agreement through December 2002 and now ask the Board to consider the merits of this contract and authorize me to sign an extension of this contract as per the Division's request. The second contract would run from January 2003 through December 2007.

*18. Statement on Principles on Academic Freedom and Tenure*

We have yet to endorse the AAUP developed Statement on Principles on Academic Freedom and Tenure, a statement that has been endorsed by some 170 professional entities. See the attached letter and document. I suggest that we examine this document and consider voting to endorse it.

*19. Decade of Behavior*

This group would like us to develop a lesson material for a 45 minute presentation on criminology/criminal justice to a high school class. This would include a 20 page instruction booklet and a few overheads. See the attached letter from Keren Yairi. There is no money involved. They just would like ASC to take the lead and the responsibility for preparing this material.

*20. Points of Information*

- A. The MacNamara money situation is still problematic. I have written and called repeatedly, but have had no response. I have also contacted Freda Adler and asked her help, but nothing so far. I will keep trying. Do any of you have contacts who know him/can reach him?
- B. Our COSSA dues for 2002 are \$6,200. We will send a check the first of January.