

MEMBERSHIP COMMITTEE

2024-2025 REPORT

Committee chair: Chester J Weiss

Committee vice chair: Aaron Girard

Committee members: Jacqueline Floyd, David Herman, David Nworie

Board liaison: Joseph Ebinero

Staff liaison: Tania Stephens

Alternate staff liaison: Jennifer Cobb

EXECUTIVE SUMMARY

The Membership Committee organized its activities around a two-pronged approach designed to (1) increase SEG visibility and (2) assess member perceptions of the Society's delivery on membership benefits. Actions following this restructuring have resulted in measurable growth in both student membership (up 41%) and overall membership (exceeding 12,000).

In addition, the committee designed and launched a comprehensive member survey to establish a baseline dataset that will guide future efforts to maximize membership value. To ensure continuity in the analysis and follow-up initiatives, Committee Chair Weiss agreed to serve a second term in 2025-2026, continuing leadership of the survey development and analysis team.

HIGHLIGHTS FROM THE PAST YEAR

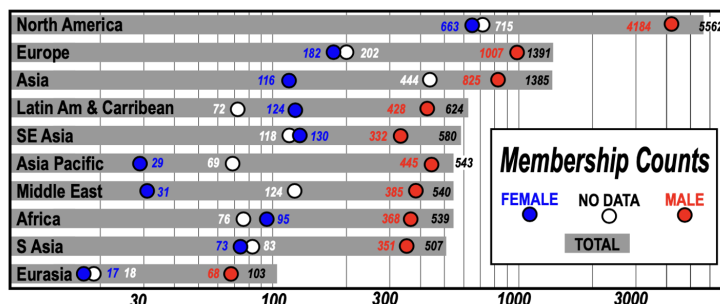
- **Student outreach and growth.**
Recognizing SEG's expanding presence at global events, Staff Liaison Stephens led targeted outreach visits to nearby universities to communicate the value proposition of SEG membership to both faculty and students. Now in its second year, this initiative has yielded a 41% increase in student memberships over the previous year—a significant improvement compared to the 27% long-term annual growth trend.
- **Membership demographics.**
Analysis of 2024 membership data indicates that the Society remains predominantly male (70%) and concentrated in North America (5,600 members, or 47% of 11,700 total). This figure is approximately double that of Europe (1,400) and Asia (1,400) combined. The gender gap is consistent across all geographic regions and stands in contrast to the increased gender equity observed over the past decade in geoscience Ph.D. awards from U.S. academic institutions (Table 1.4, Survey of Earned Doctorates 2024, National Center for Science and Engineering Statistics).
- **Membership value and survey insights.**
To better evaluate SEG's value proposition (seg.org/membership), the committee developed and distributed a 55-question Membership Survey during Summer 2025 to assess member

perceptions of the importance and delivery of benefits in the following areas: Networking, Continuing Education, SEG Library, and Volunteering & Leadership.

Preliminary results indicate that access to the SEG Library is the most significant factor in maintaining membership, with 75% of respondents either somewhat or strongly agreeing. This is followed by Networking (54%), Leadership Opportunities (39%), and Continuing Education (22%).

2024 Membership Breakdown: 11,700 members

Overall: 70% male, 13% female, 17% no data



Membership Type

Active: **5,774** (59%)
 Student: **2,433** (21%)
 Associate: **1,955** (17%)
 Emeritus: **1,538** (13%)



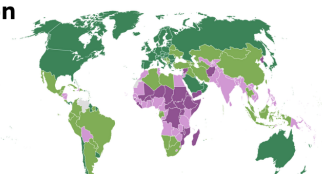
Dues-free Members

Life Paid: **691** (6%)
 Waiver: **120** (1%)
 Life Awarded: **85** (<1%)
 Honorary: **80** (<1%)



World Bank Income Classification

- High income: **7991** (68%)
- Upper-middle: **2187** (19%)
- Lower-middle + Low: **1522** (13%)



Trends Since 2022

Student membership up 27%
 Life paid membership up 15%
 Corp packages contribute 3% to Associate Membership numbers.



Figure 1. Snapshot of 2024 membership statistics.

Benefit X provides sufficient return on investment from membership dues.

X	Somewhat Agree	Strongly Agree	Sum (Agree)
Library	323 (45%)	247 (34%)	570 (79%)
Networking	244 (34%)	176 (24%)	420 (58%)
Continuing Ed.	157 (22%)	87 (12%)	244 (34%)
Leadership Ops	N/A	N/A	N/A

Benefit X is a principal reason I maintain my SEG membership.

X	Somewhat Agree	Strongly Agree	Sum (Agree)
Library	237 (33%)	308 (43%)	545 (75%)
Networking	206 (28%)	183 (25%)	389 (54%)
Continuing Ed.	90 (12%)	72 (10%)	162 (22%)
Leadership Ops	152 (21%)	129 (18%)	281 (39%)

N=723 responses, average

Figure 2. Breakdown of Likert-scale responses to 2 of the main driving questions in the Summer 2025 Membership Survey.