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 results to wider audiences.

But with changes across the research and publishing landscape and within broader society, societal and association members are faced with a rapidly evolving market.

What's happening and where are things going? Join our Publishing Partnership Program to stay tuned:

conversations to inform how we'll develop services for the future.

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

More to follow

Social priorities

Additional priorities

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.

Who we asked

- Female 49%
- Male 48%
- Prefer not to say 3%

The key priorities

1. Retaining and growing overall membership

Growing younger audiences

- Increasing engagement and involving younger audiences is seen as both an opportunity to help increase overall membership, although it can also bring challenges if younger members feel disconnected.

Discounted student/youth membership fees

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

Increasing “casual” online publications and events

- Youth competitions with prizes such as the opportunity to present at conferences

2. Increasing international reach

- Increasing international reach is a priority for members.

Raising the profile with the general public

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

Raising the profile among policy makers

- Raising the profile in the target countries/regions

3. Understanding members’ needs and priorities

- Involving members in the development of the research agenda

- Encouraging submissions from authors in other countries or those with little previous research in the discipline

- Rotating conferences/networking events across target countries/regions

4. Funding

- Funding new projects

- Further reducing page charges

More to follow

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