

To: Michael L. Barnett  
Chair, Social Issues in Management (SIM)

From: Quinetta Roberson, Villanova University  
Chair, Division and Interest Group Relations (DIGR) Committee

CC: DIGR Committee Members  
Maureen Ambrose, University of Central Florida, Chair-elect  
Wendy Boswell, Texas A&M University  
Kyle Lewis, University of California – Santa Barbara  
Hetty van Emmerik, Maastricht University

Re: Feedback on SIM's 5-year Report

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Congratulations! On behalf of the Academy of Management Board, I am happy to report that the Social Issues in Management (SIM) Division has been renewed for another five years. We know that your leadership team worked hard over the last year to produce this report; and, we appreciate the time and energy you and your team invested.

After reviewing your report and the accompanying data, the DIGR committee members identified strengths and concerns going forward, and assessed the efforts underway to lessen any concerns, all of which are summarized below. In addition, we offer recommendations for building on the strengths of the SIM Division and continuing to provide valuable services to your members. Please recall that an important element of the review process is for division leaders to share the report and review results in an open letter to their membership, via the website or e-mail. In addition, a representative from the DIGR Committee and/or the Board of Governors would appreciate the opportunity to meet with your leadership team at the August meeting to recognize this accomplishment, answer any questions, and discuss any concerns.

We value the activities and services the SIM Division provides for the Academy of Management and its members, and look forward to your continued work.

### **Strengths**

- Steady membership base over a five-year period, including substantive increase in international members, as compared to AOM trends
- Solid financial position with effective cost control efforts
- Strong climate of support and responsiveness to members' needs
- Member satisfaction and engagement, in part driven by social impact of topics/themes included in the division's mission

### **Concerns**

- Engagement and retention of mid-career members, as suggested by percentage of members who have belonged to the division for less than seven years, and level of volunteerism and involvement of members with longer tenure in the division
- Member perceptions of division leadership as a closed network, which may influence the relatively low rates of member participation in division elections

- Communications with membership
- Decrease in executive members, who represent approximately 5% of the division membership, which may be driven by member perceptions of a disconnect between research and practice

**Lessening these concerns are the following:**

- Review and modifications to domain statement and bylaws
- Development of a Continuity Committee to archive and share knowledge of division history, practices and procedures
- Efforts to increase involvement of, and services for, mid-career members, including mentoring opportunities and online programming
- Division plenary session

**Recommendations**

- Given the generality of the recommendations put forth in the division report, develop specific action plans (short- and long-term) for achieving these goals over the next five years as well as metrics to track progress
- Hold an online forum with mid-career members to discuss member engagement and strategies for enhancing membership value
- While targeted recruitment of a webmaster and/or social media manager within the division's student membership may be effective, it might be helpful to benchmark with other divisions regarding best practices for developing a web and social media presence
- Create volunteer opportunities for international members, including ad hoc committees, ambassador roles, and encouraging members to run for leadership positions. Mentoring or leadership development initiatives may be effective for facilitating the latter effort
- Explore opportunities to develop communities of practice based on common member interests to facilitate interaction and networking outside of the annual meeting