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**INTERNATIONAL PRESENCE MOST IMPORTANT TO SOCIETIES
ACCORDING TO NEW SURVEY**

Los Angeles, London, New Delhi, Singapore and Washington DC (December 2, 2008) – A growing, more international and diverse membership is expected by many scholarly societies in the next five years, according to the results of a survey just released by SAGE.

Launched in September, the survey, "[Meeting the challenges: societies and scholarly communication](#)," was aimed to gain insight and understanding of the professional challenges facing scholarly societies across the world in the 21st century. Of 118 responses collected, 47% of societies placed international presence, including growth of a more international membership, sales penetration, and access to a society journal, as the most important issue facing their organization. Other key findings:

- 51% of societies in the survey have experienced growth over the last five years, and many respondents expect continued growth as a result of more international memberships, increased accessibility through online publishing, and increasingly-diverse memberships, including more students and non-practitioners.
- 13% of societies have experienced decline, and this remains a major concern over the next five years, especially as a large proportion of membership heads towards retirement, and as younger members prove harder to recruit.
- Increased online availability of journals is a service many societies aim to provide for members in the next five years. Also seen as important were online access to submissions, tracking tools and citation data.
- Changing journals sales models (44%) and Open Access (42%) are both major challenges for societies.

"The challenges that societies face are considerable as the scholarly communication process continues to change rapidly," said Jayne Marks, VP and Editorial Director, US Journals, SAGE. "SAGE is committed to being the natural home for authors, editors and societies and while caution must be taken with the interpretation of such a small sample of results, we hope that analysis of the trends identified will enable us, as well as other publishing partners and the wider industry, to offer greater support to the societies we work with."

The survey was supported by the Association for Learned Professional and Scholarly Publishers; the Professional/Scholarly Publishing Division of the Association of American Publishers; the International Association for Science, Technical and Medical Publishers, and the Federation of Behavioral, Psychological and Cognitive Sciences.

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