

ATA Science and Technology Division

To: Board of Directors and Past Presidents
From: Mery Molenaar, Division Administrator
Heike Holthaus, Division Assistant Administrator
Date: July 22, 2022
Re: ATA Science & Technology Division Status Report July 2022

Leadership Council

The Science & Technology Division Leadership Council (LC) is currently made up of nine individuals, including the Administrator and Assistant Administrator. Current LC members are:

Mery Molenaar – Administrator	Heike Holthaus – Assistant Administrator
Pavitra Baxi & Kenneth McKerrow – Blog Co-Editors	Carola Berger – Webmaster
Matthew Schlecht — Listserv Manager	Anees Gharzita – Facebook Admin
Romina Marazzato Sparano — Twitter Admin	Lebzy González – LinkedIn Manager

In brief

- **Leadership Council:** Naomi Sutcliffe de Moraes resigned from the LC because of new responsibilities.
- **Networking:** We held a virtual networking event on June 21, 2022, hosted by LC member Lebzy González.
- **Blog:** We posted two new articles on our [website blog](#).
- **Conference:** ATA63 will include five sessions in the SciTech category: two sessions by our Distinguished Speaker, Dr. Lauren Esposito, and three sessions presented by Matthew Schlecht, Patricia Bobeck and Richard Estevez.
- **Communication:** Headquarters sent three broadcast emails, including one final reminder broadcast related to our member survey, one invitation to our virtual networking event, and a news update.
- **Social media:** We performed a clean-up of our social media membership lists by removing members who are no longer a member of ATA or the division. Nevertheless, the overall membership stayed about the same or increased: Facebook group (155 members, up 5 from March), LinkedIn group (172 members, up 5 from March), Twitter feed (775 followers, up 5 from March), and groups.io listserv (126 members, down 1 from March).
- **Membership:** At last count, we have 1,702 division members (1,533 individual and 169 corporate members, up 82 since March).

2022 Science & Technology Division Member Survey

Our division member survey closed on April 10. The purpose of the survey was to increase member engagement and help us plan activities that more closely fit the interests of our members. We received valuable input from 102 respondents or 5.8% of our membership, and were pleased to see that our members are generally satisfied with the activities we organize. Inspired by this feedback, we are working on a series of initiatives to encourage more member engagement, including **member interviews** on Facebook and our blog and **monthly prompts** on our listserv. A summary of the survey results can be found on the [S&TD website](#).

Going forward

- We will continue to publish bimonthly news updates on our website to keep our members informed of division news and events.
- We have started promoting ATA63 on the S&TD website and are organizing an in-person S&TD networking dinner in LA.

- We are developing a new initiative of poster presentations at the ATA conference, and are hoping to have our first poster presentation at the ATA63 Welcome Reception. Details will be shared on our website.
- We will continue to organize bimonthly virtual networking events, with the next one to be held in August. Based on survey feedback, events will be held at different times of the day to allow members living in non-US time zones to participate as well. Our last virtual event in June was held at 11 am ET, and was well attended.