



2023 Annual General Meeting Report

Time and Location of AGM: ZOOM held on the 22nd of May 12.00 AM

The meeting was opened by Christene Jennings, Professional Development Committee Co-Chair and elected SMANA Rep. Jeff French, iSMA President, called the meeting to order and welcomed participants and introduced the iSMA Board members and iSMA volunteers. The President reminded those attending that the iSMA mission is to:

- Advance social marketing practice, research, and teaching through supporting collaborative networks of professionals, supporters and enthusiasts.
- Develop, document and market international standards and best practices in social marketing theory, research and practice.
- Foster and support the development of local national, and regional social marketing associations.

Review of Financial Report and 2020 Budget

Karis Schoellmann (Treasurer) reported that iSMA is a Registered Not for profit organization in the USA and follows a cash basis accounting procedure. The treasurer presented the financial statements for the last year. The iSMA has a relatively small operating budget overall derived from membership fees and training and conference income. The Treasurer presented the 2022/3 budget as set out in Figure one:

International Social Marketing Association	2017	2018	2019	2020	2021	2022
6 Year Income & Expense Report						
INCOME						
Dues/Membership	\$4,555.20	\$3,943.91	\$5,827.55	\$2,443.54	\$2,429.98	\$881.00
Database Consolidation Project Reg Assoc.			\$5,975.00			
Online Courses				\$31,200.00	\$8,542.69	\$6,247.66
Conference/Events						\$712.87
TOTAL INCOME	\$4,555.20	\$3,943.91	\$11,802.55	\$33,643.54	\$10,972.67	\$7,841.53
EXPENSES						
Database Consolidation/Maintenance			\$3,250.00	\$4,845.00		\$2,747.58
Income Processing Fees	\$139.80	\$124.10	\$147.40	\$1,038.02	\$76.26	\$91.23
"Donation"/Tuition Refund		\$29.99		\$1,188.10		
Online Course Instruction				\$11,500.00	\$9,686.44	\$600.00
Promotional Activities/Materials/Items	\$44.06				\$31.77	\$375.75
Depends-Volunteer Operational Support	\$199.00	\$245.44			\$491.04	
Travel		\$375.35				
Webinar/Online Meetings	\$3,963.41	\$4,106.93	\$1,251.59	\$659.88	\$788.92	\$659.88
Website Member Database (Memberclicks)	\$3,102.32	\$3,270.54	\$3,377.86	\$3,568.63	\$3,681.25	
Website Maintenance						\$2,131.36
Website (Siteground & DHN hosting)		\$695.59	\$304.27	\$407.33	\$116.02	\$795.49
Website (Widgets DivLife)		\$30.00	\$30.00	\$30.00	\$30.00	\$30.00
Social Media Management (Hoot Suite etc.)	\$50.95					
Meeting Recruitment						
Credit Card Fees/Interest	\$37.91					
Other		\$181.80				
TOTAL EXPENSES	\$7,657.45	\$9,059.74	\$8,461.12	\$23,236.96	\$14,900.70	\$7,432.29
INCOME GAIN/LOSS	-\$3,002.25	-\$5,115.83	\$3,341.43	\$10,406.58	-\$3,928.03	\$408.24
Account Balances						
Bank of America	END OF YEAR \$1,218.79	END OF YEAR \$7,188.85	END OF YEAR \$10,355.87	END OF YEAR \$19,130.27	END OF YEAR \$14,924.70	END OF YEAR \$13,721.40
PayPal	\$10,555.65	\$239.81	\$404.45	\$2,036.53	\$814.07	\$903.32
Stripe					\$1,500.00	\$3,023.29
ACCOUNT TOTALS	\$11,774.44	\$7,428.66	\$10,760.32	\$21,166.80	\$17,238.77	\$17,648.01

Figure one



- The association has a health budget surplus. The goal for the future will be to maintain this position and use its income to promote good practice in social marketing and support existing and new associations around the world.

Annual Report (Jeff French, President)

The President provided a preview of action and planning undertaken by the Board on partnership with affiliated associations over the last year. Through its committees focused on: Professional development, Standards, Ethics, Communication, Membership and volunteering supported by 12 sub-committees the association has undertaken and delivered a broad range of interventions to support members and promote social marketing.

The iSMA Board membership as of May 2023 consists of the following nominated, elected and volunteer members:

- Jeff French, President and elected ESMA Rep
- Angela Makris, Board Secretary
- Karis Schoellmann, Treasurer
- Carla Rodríguez Sánchez ESMA nominated Rep
- Zenaida Leite elected AfSMA Rep
- Debbie Ellis Nominated AfSMA Association
- Saud Alrakhayes, Communications Committee Chair
- Sharon Rundle-Thiele Vice President and elected AASM Rep
- Nancy Lee Orbit Committees chair and PNW Rep
- Mike Kujawshi SMANA Nominated rep
- Joy Parkinson Co- Professional Development Workgroup Lead and nominated AASM Rep
- Christene Jennings, Professional Development Workgroup Lead, and elected SMANA Rep
- Leonidas Skerletopoulos, Acting Membership and Volunteer Chair
- Aya Nathaly LAMSO Nominated Rep

Highlights of the past years activities include:

- Completing and launching a new website with improved functionality including an enhanced member database capable of linking regional associations membership data and a members only section.
- Working closely with *Social Marketing Quarterly* (SMQ) to provide free subscription to SMQ for all iSMA and affiliated associations members for the next five years.
- Contribution to the development and co-ordinating of regional conferences in social marketing and behaviour change in Europe and Africa.
- Participating as a member of the Global Alliance on Social and Behaviour Change to advance the profession and contributing to the development of UNITAR training programmes.
- The development and promotion of a growing range of training offers in a growing range of languages that now include:
 - Key concepts in Social Marketing
 - Research and evaluation in social marketing
 - Developing a strategic social marketing plan



- Developing best practice guidance and support in the form of:
 - Ethics guidance published in May 2023
 - Best practice standards development to be published in June 2023
 - Development of a course accreditation service, pilot testing is underway
 - Publication of a global data base of social marketing training
- The development and testing of a searchable social marketing case study data base.
- Increased regular communication and standardised agreements with our affiliated associations.
- Support and guidance for the establishment of the new African Social Marketing association.
- Support and the development of links with social marketing groups in: Slovenia, Italy, Portugal, Middle East, France, Moldova, Philippines, Bangladesh, Cyprus, Bulgaria, Greece, Vietnam, Japan, Indonesia SM, New Zealand.
- Active social media engagement with enhanced metrics tracking.
- Launch of the iSMA YouTube webinar channel. 42 webinars are accessible by members.
- Continuation of the iSMA blogging to provide blog and social media postings.
- The development of a brand platform for Social Marketing. See figure two:



Social Marketing Brand Platform Summary 2023

Social Marketing Behavior change for good			Priority Sectors <ul style="list-style-type: none"> • Public Sector Professionals • Elected Officials & Policy Makers • Academia: Faculty & Students • Communications, Marketing & Research Firms • NGOs & Nonprofit Organizations • Allied Fields • For-profit Sector
Purpose: Improve the quality, effectiveness and efficiency of behavior change programs to help people and communities.			
Vision: Social Marketing is a widely adopted discipline around the world that changes human behavior to deliver improved health and well-being and to protect our planet.			
Mission: Social Marketing develops and integrates marketing concepts with other approaches to influence primarily voluntary behaviors that benefit individuals and communities for the greater social good.			
Brand Promise: More successful behavior change programs.			
Personality <ul style="list-style-type: none"> Strategic Creative Helpful Responsive Dedicated 	Values <ul style="list-style-type: none"> Caring Transparent Ethical* Research-driven Result-oriented <small>(*Underpinned by ISMA ethical principles)</small>	Ethical Principles <ul style="list-style-type: none"> • Respect and sensitivity • Social justice and fairness • Openness and transparency • Avoidance of conflicts of interest • Duty of care and nonmaleficence • Serve public interest 	
Positioning The discipline of social marketing focuses on developing a strategic marketing mix to influence behavior change for sustainable, healthy, and equitable communities.			

Figure 2



Challenges and Opportunities Ahead

The president identified five key challenges that will be addressed by the association and its affiliated members over the coming year.

1. The need for more active dissemination and application of good practice and ethical standards and the other best practice services and products that have been developed.
2. The need to promote social marketing as an integral contributor to understanding and solving social, health, environmental and economic challenges
3. The need to support the diverse range of social marketing organisations and partnerships that exist around the world particularly in the Asian regions.
4. The need to capture and promote the development and dissemination of the evidence base of social marketing.
5. The need to form alliances with other international associations concerned with influencing behaviour for social good.

To address these opportunities and challenges the President outlined actions that iSMA working in partnership with its affiliated associations and represented networks will undertake in the coming year:

1. Develop and publish a directory of professionals and organisations working in social marketing.
2. Implement a new course accreditation service for both academic and practitioners training .
3. Develop and launch a global best practice social marketing case study data base.
4. Increase social media influence and promotion of social marketing.
5. Develop a growing multi-language range of training and development opportunities for social marketers
6. Build stronger global networks and dialogue with practitioners, academics and policy makers in sectors and fields related to social marketing.

AGM Presentation

At the end of the AGM meeting the president welcomed and thanked Professor Yoko Uryuhara, MBA, Ph.D. Professor, Faculty of Commerce, Doshisha University Director, The Social Marketing Research Centre, Doshisha University for agreeing to speak at the iSMA 2023 AGM.