Submitted By:
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- Eleana Kim (Incoming Treasurer) - eleana.kim@uci.edu
- Yarimar Bonilla (Incoming Secretary) - yarimar@gmail.com

Membership:
Provide the most recent membership numbers.
Number of Members: 1,427

List any factors you think may be increasing or decreasing your Section membership.
Membership has dipped to the lowest level in five years. Particularly notable is the dip in student membership. This could be a consequence of our journal having become open access. This year tests the question of whether members join in order to gain access to the journal which might mitigated a bit by our policy of requiring section membership of authors who submit manuscripts to CA.

Finances:
Provide the most recent financial balances for Section budgets (and publication sponsored budgets).
Financial Balance: 169,921
Publication Sponsored budgets.
Incomplete
List any factors you think are affecting your Section's finances.
Over the last few years, the SCA Board has consciously begun to draw down the fund balance, on the principle that section assets—especially insofar as a section charges membership dues—should be used rather than banked. This leap of budgeting faith remains just that, especially with the conversion of CA to open access and the ongoing expansion of communications infrastructure and staffing. We have reduced editorial staff expenses and are exploring organizational models (e.g., shared editorial offices) that would reduce costs. Open access has eliminated key revenue sources, and planning must continue for ways to generate revenue. Happily, the fund balance was relatively stable in 2013 (albeit with significant revenues from Wiley-Blackwell). In conference years, expenditures increase relative to revenues.

Moving forward, SCA should undertake long-term financial planning necessitated by the decline in revenues resulting from open access publication. The board made some budget cuts at the spring 2014 meeting, but either cuts should be made or revenues augmented: the current trajectory is unsustainable.
Revenue from membership dues has dipped to the lowest level in five years. This year tests the question of whether members join in order to gain access to the journal, although that effect will be buffered by the spring conference and by our policy of requiring section membership of authors who submit manuscripts to CA. Particularly notable is the dip in student membership.

Over the past several years, CA has increased its staffing and independent contracting (web support and ongoing development). Employing the managing editor through Duke University facilitated smooth budgeting and the straightforward design of the managing editor’s compensation package; in the next year we will undergo the staffing transition to Rice University and staff turnover. Over the longer term, we hope that the AAA will enable us to pursue alternative staffing models.

Efforts to generate contributions from institutional sponsors of the open access journal in 2013 yielded merely $2,100. SCA currently is discussing other models of revenue generation, including direct appeals for expanded membership (the “NPR model”), institutional contributions, and grants.

Sessions:
List the titles of your Section's AAA meeting invited sessions, co-sponsored sessions, and any special events your Section sponsored or in which it participated.

Session Type: Invited
Session: see

Awards
List awards presented this year on behalf of your Section.

Award: Horizons Prize
Date: 12/04/2014
Recipient: http://production.culanth.org/fieldsights/624-kevi
Affiliation: Department for the Study of REligion University of Toronto
Project/Paper/Accomplishment:

Award: Gregory Bateson Prize
Date: 12/05/2014
Recipient: Eduardo Kohn
Affiliation: Dept of Anthropology McGill University
Project/Paper/Accomplishment: http://production.culanth.org/pages/prizes#head2

Meetings
Did your section request a meeting registration waiver or community engagement grant?
Yes
If granted, who/what was it/they used for?
A registration waiver was granted to Dorothy Roberts-(culture at large main speaker.)

List spring meeting activities
The Spring Conference convened May 9-1- 2014 in Detroit, Michigan. Please see: 
http://www.culanth.org/fieldsights/412-sca-biennial-meeting-2014

Papers: 211
Panels: 36
Plenaries: 3

David Schneider Lecture was presented by Sylvia Yanagisako and Kathi Weeks.

**Mentorship:**

Mentorship efforts (at or beyond the AAA meetings) to any of the following (e.g., special activities, funding, awards, guidance/advising on professional matters, etc.)

**Undergraduate and/or graduate students.**

With the help of student representative Jonah Rubin and a team of interns we, once again, offered Student Faculty Mentoring
Workshops at the AAA in Chicago. Faculty members associated with SCA met with groups of students working on topics of shared interest over lunch in the conference hotel.

please see

In addition, our journal’s editorial intern program remains an important avenue for mentoring our student members. This is a summary of the editorial intern activities divided into a number of distinct activities:

Social Media Team (Decentralized Leadership): The social media team helps manage the digital presence of the SCA on Facebook, Twitter, and other social networks. Rotating on a weekly basis, the team posts new and past journal and website content and interacts with the online community. This team has played a major role in maintaining CA’s online visibility over the past year, generating 20% of total non-search website traffic over the four months.

Supplemental Pages: The most common activity amongst editorial interns, students work on crafting web pages that accompany the publication of articles published in Cultural Anthropology. These frequently include abstracts of the article, links to related Cultural Anthropology content, interviews with the authors, related multimedia, and questions for classroom discussions. In the past, new interns have generally started off producing supplemental pages, though this is beginning to change.

AnthroPod: The SCA Podcast (led by Bascom Guffin): AnthroPod features interviews with current anthropologists about their work, current events, and their experiences in the field.

Episcope (led by Tiana Bakic Hayden): Episcope is a current events blog in which anthropologists lend insight on matters of global concern.

Field Notes (led by Grant Otsuki). Field Notes is a conversation among four invited anthropologists and the CA community. Each conversation speaks to a theme, given in advance, which anthropologists often must ponder or struggle with as they try to make sense of what happens around them in the field.

Teaching Tools (led by Paula Serafini): Teaching Tools is a resource for faculty and students in Anthropology and related fields. It provides tools and advice for enhanced teaching practice, as well as lesson plans for specific subjects that reflect the themes and issues covered in Cultural
Anthropology.

Visual and New Media Review (led by Patricia Alvarez): Visual & New Media Review is a curated blog that features the work of anthropologists, artists and other scholars working at the intersection of ethnography, visual and digital media, and other modes of non-textual oriented scholarship. It showcases ethnographic film, multimedia ethnography, and innovative media projects that are pushing the boundaries of scholarly production, in addition to reviews, interviews, and news on film festivals and other relevant events.

Curated Collections: The most popular intern-led resources are the Curated Collections, sets of five current and past Cultural Anthropology essays that address a specific theme. Interns select the essays for the collection, and prepare additional content for these collections including commentary, author interviews, and additional resources.

Early career scholars.

NA

Independent scholars.

NA

Outreach:

Additional outreach efforts (at or beyond the AAA meetings) to other sections, interest groups, and scholarly societies, government agencies, public education/community engagement, and underrepresented minorities.

The transformation of Cultural Anthropology into an Open Access journal has signified an important opening to anthropology departments all over the world. Traffic to the journal has increased significantly in Latin America, China, India, and Scandinavian countries.

Communications:

Status and use of Section internal communications such as a website, list serve, or newsletter (if applicable): Please list internal communication tools you use and what they are used for.

SCA runs an active Listserv with approximately 2000 subscribers. We limit email flow to approximately 20 messages per year, focusing on public section events.

The website is in extremely active use. The SCA remains one of the leading online voices for anthropology and one of the only cultural anthropology sites to maintain a strong presence on both Facebook and Twitter (see the Board Report from Allison, Piot, and Elfenbein for detailed numbers and comparisons). As of November 29th, 2014 our Facebook had been “liked” by 8,524 people and our Twitter is followed by 8,459 users. This represents significant growth since the last board report on April 6th, when our two social networks encompassed 5,469 and 5,898 people respectively. In addition, our AnthroPod podcast series has been listened to 35,308 times, roughly doubling the number of downloads since the April 6th report. Most listeners access the podcast via iTunes or another podcasting service. The podcast can be an effective venue for extending the reach of important announcements, to an audience who does not regularly visit the website.

Governance:

Changes in bylaws or governance structure.
Three board members ended their 5 year term in 2014: Kath Weston, Brian Larkin and Cori Hayden were replaced by Laura Bear (LSE); Anand Pandian (Johns Hopkins) and Ana Ochoa (Columbia) Other officers ending their period were Jessica Cattelino, treasurer, and Deborah Thomas, secretary. They have been replaced (respectively) by Elean Kim (UC Irvine) and Yarimar Bonilla (Rutgers.) Charlie Piot and Anne Allison ended their period as editors of Cultural Anthropology; they were replaced by Dominic Boyer, Cymene Howe, and James Faubion as Editorial team. Finally, following the Spring Board meeting, the position of Web Director was created and Alberto Corsín Jiménez was invited to occupy it. This creation of the new position was a result of long deliberations following the success of our the SCA web page and the increasing workload this represented. The Web Director is an ex-officio position, whose charge is the organization of editorial intern team.

Initiatives:

What Initiatives does your Section have underway or planned for the coming year: membership, publication, annual meeting, mentorship, other?

As mentioned in the governance section, following the Spring Board meeting, the position of Web Director was created and Alberto Corsín Jiménez was invited to occupy it. This creation of the new position was a result of long deliberations following the success of our the SCA web page and the increasing workload this represented. The Web Director is an ex-officio position, whose charge is the organization of editorial intern team.

Alberto Corsín Jimenez is also exploring a new initiative for collaborations among several Open Access journals which can be of help to the future of all AAA journals were they to decide for OA.

Regarding Open Access: this year we will begin several fund raising initiatives for which we would welcome AAA interest and support. The first of which will be a member's fundraising campaign accompanying every new issue of CA.

Ask AAA:

Please tell us what your chief concerns and issues are, especially if they are not previously noted.

What issues would you like raised or recommendations would you like to make to the Section Assembly Executive Committee (SAEC)? Please be specific.

1. The cost of registration is prohibitive to non-AAA members. This makes it very difficult for SCA to sponsor the kind of interdisciplinary conversations SCA has long sought to foster.

2. We remain concerned about the governance structure of the AAA as a whole, and the transparency of its decision making processes, in particular.

3. We are pleased that Open Access has been made a real possibility, and offered as a “pilot” project; we feel that more discussion of additional alternatives remains needed. Our experience in open access suggests that the AAA and its sections are now in a position where they will, in effect, become the publishers of their scholarship.
4. We urge the AAA leadership to develop models of editorial collectives that will allow sections to have the flexibility to pursue Open Access as an objective.

5. We remain extremely concerned about the lack of initiative (even curiosity) the AAA leadership continues to demonstrate with respect to Open Access practices of publication.

**What issues would you like raised or recommendations would you like to make to the AAA Executive Board? Please be specific.**

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**What issues would you like raised or recommendations would you like to make to the AAA Staff? Please be specific.**

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