SSR PLAN OF ACTION

1. Value of SSR
   1. Member benefits (free access to SSR file)
   2. Worldwide exposure and status
2. Web access
   1. EXPLANATION:
      1. The SSR can be made available as a sellable E-Book (PDF format and/or e-book layout). Buyers could purchase copies through Paypal and have instant access. CCSS members (and advertisers) could get access to free copies by inputting a code instead of a credit card.
   2. ACTION NEEDED:
      1. Create a password-protected page or set up an E-Storefront linked directly to Paypal.
      2. Upload PDF copy of current and past SSRs.
      3. Distribute codes to CCSS members and advertisers.
   3. TEASER PAGE: To entice non-member buyers, CCSS should begin by posting a teaser on the CCSS site (a sample article along with a table of contents).
3. Advertising
   1. EXPLANATION:
      1. An additional source of income could come from advertisements. NCSS currently charges $2,900 for a full page ad in their publication (they estimate that they have 24,000 subsribers). I chose a random price of $100 per ad (based on about 1,000 readers). Of course the price can be higher based on number of viewers.
   2. ACTION NEEDED:
      1. Determine potential audience numbers and demographics.
      2. Create and post an ad sheet (see NCSS site as an example <http://www.socialstudies.org/advertising>).
      3. Contact potential advertisers (conference vendors, publishers, CNN, Borders etc.)
4. Printing
   1. EXPLANATION:
      1. I don’t think CCSS should completely abandon hard-copies of SSR. There is still a market and a need for printed copies.
   2. PRINTING COST:
      1. Because of the smaller number, hard copies can be produced on a Print-on-demand basis. I estimate that each hard-copy will cost about $5.00 (Lulu prices, $3.50 for perfect binding 8.5 x 11” and .018 per page, black and white only) although it could be higher.
      2. If sold retail (i.e. through Amazon as an e-book), the retailer will take at least 40% of the retail price. In this case, the price per issue should include this markup.
5. Marketing (partial plan)
   1. Encourage organizations to link to the SSR teaser page.
   2. Create and send/email flyers to history department heads with a link to the teaser page.
   3. Expand sales to libraries.
   4. Explore other modes of free marketing.

PROJECTED INCOME (very conservative estimate)

1. Projected income – Direct sales\*
   1. 5 ads at $100 = **$500**
   2. Print sales (print cost $5, priced at $10 per issue = $5 profit)
      1. 300 copies = $**1500**
   3. Direct web sales (from CCSS site)
      * 1. CCSS cost 2.9% + .30 charge per PayPal transaction
      1. At **$5.50** for download (15 c [PayPal %] + .30 = .45)
         1. Year 1 – 600 copies sold ($5 profit each) = **$3000**
         2. Year 2 – 150 = **$500**
         3. Year 3 – 25 = **$125**
         4. Etc.
      2. At **$7.50** for download
         1. Year 1 – 600 copies sold ($7 profit each) = **$4200**
         2. Year 2 – 150 = **$1050**
         3. Year 3 – 25 = **$175**
   4. \* For retail/wholesale sales, the price should be raised from 40-60% (40% for retail only, [e.g. through Amazon], 60% for wholesale prices [for example if a distributors is used to sell to libraries or other institutions])

CONCLUSION

1. Since the latest issue of SSR is already completed (as far as I know), a decision should be made as soon as possible to determine the mode or modes of production and distribution, price per issue, advertising prices and marketing plans.

SSR TIMELINE

EXPLANATION:

1. At the executive board meeting we talked about the importance of determining a solid timeline for future issues of SSR. I came up with this proposal.
2. The goal was to ensure that the SSR is completed and printed by the conference date.
3. If we begin the process this month (MAY), another issue could be completed by next year’s Golden Anniversary Conference.

APRIL/MAY -- Guest editor determined

AUGUST -- Articles finished

DECEMBER 31 -- Editing/layout completed

MARCH -- Advertising/printing, SSR ready for sales/distribution by conference date