

2022 SABR Election Guide

Thank you for reading the 2022 SABR Election Guide.

On the following pages you will find statements of the candidates for the offices of Vice President and two (2) Director's seats, and the candidates' responses to the three questions posed by the Nominating Committee. We hope reading the candidates' own words will allow the SABR membership to get a better idea of who the candidates are and what each stands for. These are grouped by question and by office so you can easily compare the candidates and make a more informed decision. You are also encouraged to contact the candidates directly to ask them any questions that will help you decide your vote. To facilitate this, an e-mail address is given for each candidate at the top of his/her biographical section.

All members who have renewed for 2022 and who have an email address on file as of April 15 will be registered for online voting. You will be sent an invitation to vote on **May 2, 2022**, and you will receive at least one reminder email before June 1.

The email contains a unique link to the ballot that allows the Tellers Committee to know who does and who does not vote online (while keeping votes completely anonymous.) Any paper ballots received from members who have already voted online will be discarded. **You can vote either online or with the paper ballot if you do not have an email address on file with us, but not both.**

When you vote, **please rank the candidates in order of preference**, with 1 being your top choice. SABR elections use a simplified preferential voting system, allowing voters to rank their preferred candidates 1-2-3 and transferring preferences until a winner with more than 50 percent of votes is achieved.

Printed below are the functions of each office according to the current SABR bylaws.

ARTICLE 3 — OFFICERS AND EMPLOYEES

Officers and Directors. SABR's elected officers shall consist of a President, a Vice President, a Secretary, and a Treasurer, who along with four Directors shall collectively comprise the Board of Directors. All elected officers and directors shall have been individual members of the Society continuously for four years prior to taking office. No person may hold more than one seat on the SABR Board. Any incumbent officer or director elected or appointed to a second office or director's position shall be deemed to have resigned the first office immediately upon assuming the second position.

Vice President. The duties of the Vice President, who shall be elected in even-numbered years to a two-year term, shall include: a) Assuming all duties of the President in the absence of the President or in the event that the President is unable to accept or perform his or her responsibilities and duties. b) Chairing the Chapter Development Committee and, in this capacity, submitting an annual written report to the membership. c) Such additional duties as may from time to time be assigned by the Board of Directors.

Directors. The four Directors, who starting in 2004 shall be elected to three-year terms, shall serve on the Board of Directors and perform such duties as may from time to time be assigned by the Board of Directors.

***The deadline for your vote to be received is
11:59 p.m. Mountain Standard Time on June 1, 2022.***

For Vice President Leslie Heaphy

Member Since: 1989

E-mail: lheaphy@kent.edu

Current Occupation: Associate Professor, history.

SABR Experience: WIB Committee chair, SABR Board, SABR VP, Awards committees, JMNLC planning committee, numerous publications and presentations. Attend conferences regularly—have attended all at least once.

Other Relevant Experience: serve on the board for the International Women's Baseball Center, chair two other non-profit boards, served on National Baseball Hall of Fame's Early Era committee in 2021.

Education: Ph. D in history.

Candidate Statement

It has been my great pleasure to serve SABR on the board of directors and I hope to continue to do that as VP for two more years. I love SABR and want to help the organization continue to grow and thrive into our next 50 years. I am excited by the new grant programs, the analytics certifications and so much more that is already happening. I want to continue to work with research committees and chapters to be stronger than ever. I believe we have exciting opportunities in front of us and I would like to be a part of helping us continue to find and seize those chances. I am excited about our chapters and committees embracing of the virtual world to stay connected and create new avenues of access for members to engage with one another, regardless of where they are. Our newest chartered community is a support and engagement opportunity for those who produce podcasts which continue to grow daily. This is an example of moving forward and embracing new ideas. As our membership continues to grow new ideas are constantly being presented and as a member of the board, I can help make sure we are considering and evaluating current and new programs all the time. Thank you for letting me serve you and I hope I can again.

For Vice President Bruce McClure

Member Since: 2017

E-mail: frombruce McClure@gmail.com

Current Occupation: Interior Designer

SABR Experience: SABR Membership Ambassador and Landmarks Committee Member. Worked with Scott Carter, EVP on membership renewals. Member of the Vermont Gardner-Waterman Chapter.

Other Relevant Experience: Member of the front office of the MiLB New Britain Rock Cats for 12 years. Member of the front office of the Hartford Whalers for 5 years.

Education: BSEd., Central Connecticut State University. MSpEd., Walden University.

Candidate Statement

What a long, strange trip these past two years have been. Since the onset of the COVID-19 pandemic, SABR has played a very important part in the expansion of my fan experience, love of baseball and my knowledge base of our great game. And now with a work stoppage, SABR has become a lifeline to real and practical information from members and friends of the organization on what is happening with baseball. Still, we are growing. I see that regularly with my work with the Membership Ambassador program, assisting the onboarding of new members and offering them guidance in getting started. And with that growth, I believe SABR can step further into the light and become the foremost promoter of our game. We offer so much for baseball fans of all levels. From the casual consumer of the sport to the most analytic minds in baseball, there is something for everyone here. I would like to be involved with shaping how SABR can best evolve to be known as the place for every baseball fan today.

Deadline for votes to be received is 11:59 p.m. MST on June 1, 2022

For Director Allison Levin

Member Since: 2013

E-mail: allison.levin@gmail.com

Current Occupation: Adj. Associate Professor of Sports Communication at Webster University

SABR Experience: Current Board Member; Vice President, Bob Broeg (St. Louis) Chapter; Chair, Educational Resources Research Committee; Chair, Analytics Certification Committee; Frequent Presenter at the National Convention.

Other Relevant Experience: Regularly present baseball work at regional and national conferences including NINE, Saberseminar, Cooperstown Symposium, National Association for Sports Social Scientists, Sports and Society, among others; mentor college students in baseball related work and have had students attend and present at many local, regional, and national conferences as well as win awards and scholarships (including the Yoseloff scholarship); sponsor the Webster University Sports Media and Analytics Club; serve on the advisory board for the NINE conference.

Education: BAs Economics and Political Science, Grinnell College; MA Applied Communication, Southern Illinois University Edwardsville; JD, Washington University in St. Louis.

Candidate Statement

Going to SABR events is like returning home; I love talking, researching, and learning about baseball. But that alone is not why I am running to retain my position on the Board of Directors.

SABR remains at a crossroads --we have diehard members, but these members alone cannot sustain the organization. That is not to say we need to move away from what makes SABR great, but we need to continue building programs that bring in new members and excite and retain members. In my three years as a board member, SABR made great strides in adapting to attract members during a pandemic. This knowledge and experience will help SABR continue to grow, but we still must work to diversify the membership and retain those new members. I am excited to start work on both diversity and retention if re-elected. As membership grows, how we continue to meet the organization's tenets of research and preservation must also be considered. As a board member, I have chaired the committee to create a new curriculum and supported efforts to offer new research resources and digitize existing resources and will continue to champion these efforts and work with Scott and the Board to develop programs that benefit membership. SABR has come a long way in its 50 years, and I want to continue my work on the Board to ensure the organization's longevity and make sure the SABR we know, and love continues to be respected by all.

Deadline for votes to be received is 11:59 p.m. MST on June 1, 2022

For Director Bill Nowlin

Member Since: 1994

E-mail: Bill.Nowlin@rounder.com

Current Occupation: Retired publisher and music business professional

SABR Experience: VP of SABR, 2004-2016; Director 2016-2022; editor, or associate editor more than 75 SABR books; co-founder Games Project, SABR Marketing Committee, etc.; assignments coordinator and head of “team projects” for BioProject. Active in Boston chapter.

Other Relevant Experience: Previous for-profit and non-profit business experience and board membership.

Education: A.B., M.A., Ph. D – Tufts and Univ. of Chicago.

Candidate Statement

Not a day goes by that I am not working in some way to help build SABR, through research, organization, or trying to encourage other members. In addition to editing or co-editing many of SABR’s books, I have written over 1,000 articles for SABR, primarily bios and Games Project accounts, but also a number of articles for SABR’s journals.

I frequently try to involve other members, reaching out for research assistance (often something as simple as asking them to look up one thing in their local newspaper) and found most members more than willing to help. I always welcome others making similar requests of me, and enjoy matching up members with each other in this regard.

SABR members are passionate about baseball, and it has been wonderful to be part of this community. It’s been impressive seeing how members have dealt with the pandemic and I’ve been pleased to be able to serve as host for a number of Zoom meetings.

With my fellow Board members, I am glad to have been part of the process of SABR’s development and growth as a research society. In the past year, I have additionally helped work on launching SABR’s Local Grants Program and served on both the Editorial Board and Marketing Committee. I hope to continue this work, and continue to encourage members who have not yet researched or written for SABR to begin to do so.

Deadline for votes to be received is 11:59 p.m. MST on June 1, 2022

For Director Bill Pearch

Member Since: 2016

E-mail: wpearch@comcast.net

Current Occupation: Marketing Manager / TERRA Engineering, Ltd. (Chicago, IL)

SABR Experience: SABR Chicago (2016) / Newsletter Editor; Publications Marketing Committee, Chair (2020) / SABR Central Illinois (2022), Landmarks Research Committee (2022) / Founder-Coordinator / Books (Comiskey Park; 1995 Atlanta Braves) / SABR BioProject (Eddie Higgins; Frank L. Smith; Doc Marshall [working]).

Other Relevant Experience: Member of Internet Baseball Writers Association of American; regular contributor to Here's the Pitch: The IBWAA Newsletter.

Education: MS – Integrated Marketing Communications, 1998, Roosevelt University, Chicago, IL / BA – Professional Communication, 1995, Elmhurst College, Elmhurst, IL.

Candidate Statement

Baseball is a fascinating game. SABR is a dynamic organization. Together they celebrate and embrace the game's rich history with legendary teams, dynamic characters, and moments that resonate with multiple generations of fans. There's an abundance of young stars changing the game at the highest level, and many more on the verge of breaking through in minor-league and independent ball. As a result, the game's future is bright. SABR has a way for every baseball fan to connect with the game.

When I joined SABR in 2016, I immersed myself in all aspects of the organization. I saw an opportunity to lend my talents to the Chicago chapter. Since joining, I have built strong relationships with fellow members and assumed leadership responsibilities within my chapter. I quickly learned that no matter how you follow baseball, SABR has members with similar feelings. I have worked to expand my involvement and bring new members into the fold. By joining SABR's board of directors, I would embrace the opportunity to help the organization grow.

Question 1: SABR has recently created an Analytics Certification program, which is an online, on-demand curriculum that offers professional development and learning opportunities. What other similar opportunities can SABR offer to prospective students of such programs (examples: scorer's certificate, MLB rule book certificate)?

Leslie Heaphy

The new Analytics certification program is a great model for things to offer those interested in simply learning or actually working in baseball or other sports. This program is designed with many different levels for students to progress through and show their expertise in concrete ways.

SABR could develop a general sports management certificate program to allow students to develop a general familiarity with all aspects of the field from marketing to finance to sales and events as examples. This allows students to learn about different areas before choosing a more specialized approach. This type of program would also provide networking opportunities and could attract those with interests beyond baseball.

A related program could be a certificate program in digital media as all sports ventures need to adapt to the changes brought by social media, video streaming services and many other new technologies. This would also attract students interested in this for any kind of nonprofit work in particular.

There are a lot of coaching certificate programs already out there for anyone but not something in official scoring and/or rules certification so that would be great. These could be run together or separately depending on interest and demand.

I also think given the expertise within SABR that a certificate in editing could open up a wide range of opportunities in the journalism and publishing world as well as the general non-profit world.

Bruce McClure

The Analytics Certification program should be the tip of the iceberg for those looking for further on demand curricula. I would offer that a program in scoring/rules would be an immensely popular and useful certification for anyone with an interest in baseball. However, I believe we could offer certification courses that could center around the history of baseball, possibly pairing with the National Baseball Hall of Fame to create the offering. Further, offering a sort of certification in baseball podcasting, blogging, content creation or the like would be another wonderful avenue to create curricula. Creation of such also allows SABR to expand offerings into areas not quite yet served. The expansion of offerings as such should attempt to encompass not only the analytical minds, but the creative minds, the entertaining minds and more. Offering similar curricula would expand SABR's reach and elongate the idea that we are the foremost promoter of baseball today.

Question 1: SABR has recently created an Analytics Certification program, which is an online, on-demand curriculum that offers professional development and learning opportunities. What other similar opportunities can SABR offer to prospective students of such programs (examples: scorer's certificate, MLB rule book certificate)?

Allison Levin

It has been my honor to chair the committee that created the Analytics Certification program, and what makes it unique is that it is something that can appeal to every member of SABR. The course teaches the evolution of the terms and statistics widely used by teams today. It then allows the participant to practice evaluating a player and pitcher using provided traditional and advanced statistics. It is a true introductory course that can help anyone interested learn more about the game. I have heard stories of people taking the course to understand what people are talking about, even if they don't like analytics. Others who consider themselves knowledgeable took the course to refresh their knowledge or pick up a new tidbit. The fact that the course is wide-reaching makes it special and such a good fit for SABR.

In thinking about a curriculum that works similarly and appeals to a wide range of SABR members, I propose a Research Methods Certification. I make this proposal because I receive the most questions from members related to research, and I know this is something both new and experienced researchers would enjoy and learn from. Further, it would serve to take the research guides and turn them into video lessons using examples from SABR resources, all of which will make learning to research or improving research skills that much easier. This course could go over how to conduct research, the types of sources and where to find them, how to write search queries, the best research practices, how to write up research in SABR style, and to write proper citations, and how to avoid plagiarism. The course would include modules like the analytics curriculum. It would help new researchers get the basics and serve as a review while teaching some advanced techniques to more experienced researchers. As it is something the student can continually return to, it will be a long-term resource that can be accessed whenever a researcher has a question. Further, just like the analytics course has an assignment reviewed by Baseball Prospectus, this course could have a short assignment reviewed by professional writers. Although the core curriculum would be catered to SABR researchers, by discussing all of the critical elements of research that I would cover with my students who are writing a large paper or thesis, the certificate would have value in the baseball community outside of just SABR. By appealing to the most SABR members and fitting under the research tenet of SABR, I think if SABR were to pursue more curriculum after the analytics course is done, one focusing on research is the next step.

Bill Nowlin

This new program is one of several initiatives that SABR can take to help members help build toward careers in baseball, or related fields (for instance, journalism or teaching). We have already seen how conferences such as the Analytics Conference have helped some attendees to land jobs, and seen how teams, the Baseball Industry Network, and Major League Baseball's Front Office and Field Staff Diversity Pipeline Program, headed by Tyrone Brooks, have found the conference a place to meet possible new hires – be it as interns or employees.

Students or those considering possible career changes can benefit from certification programs of this sort, perhaps of the other examples suggested.

Through SABR and the generosity of donors, Yoseloff Scholarships have been available for many years now, as have been specialized scholarships such as the Women in Baseball Scholarship and the Thomas R. Garrett Scholarship essay contest for Negro Leagues research.

Just as current academics can benefit professionally from publication in one of our journals and or books, SABR also offers plentiful opportunities for students – even in their first couple of years of high school – to begin to build resumes, working with mentors to help them become first-time published authors. The SABR Digital Library has long encouraged new writers to take on writing up a game or a biography as a way to get started in the research and writing that lead to one's work being published.

Deadline for votes to be received is 11:59 p.m. MST on June 1, 2022

Question 1: SABR has recently created an Analytics Certification program, which is an online, on-demand curriculum that offers professional development and learning opportunities. What other similar opportunities can SABR offer to prospective students of such programs (examples: scorer's certificate, MLB rule book certificate)?

Bill Pearch

One of the misconceptions about SABR is that the organization is solely dedicated to statistical analysis. While many of our members do focus upon analytics, that is only a portion of SABR's significance. Many SABR members contribute to the BioProject, Games Project and the new Landmarks Research Committee. These contributors dedicate countless hours to mining digital news archives, unearthing dusty old papers buried in the archives, interviews with former players and their families, and traveling off the beaten path to document baseball history. I'm an advocate for creating SABR's Baseball History Preservation Certificate. With this program, SABR can engage with students who lean toward social science careers rather than mathematics and statistics. The program would offer techniques and insights of how to uncover biographical information and memorialize that data. We can work with history and political science professors to teach how significant baseball moments can be framed properly within an historical context.

Question 2 (Vice President): For the past two years, COVID has had a tremendous impact on our society, impacting every dimension of our existence. SABR chapters have not been able to meet in person within this period, and SABR at-home initiatives have been largely popular in providing remote access to chapter meetings. What ways can chapters further help to create more rapport with their members so that they (members) feel more engaged with the organization?

Leslie Heaphy

I think moving forward chapters need to continue to balance virtual and in-person events. The virtual provides a level of access to many that has been missing in the past. I believe some less structured virtual events such as a get to know your SABR chapter event, let's talk local baseball etc.. would help with the social side which has been so lacking because of Covid. Periodic online surveys can help with topic and speaker ideas and give members the sense that they have a role in programming.

Some chapters have found success with a local project that could be of interest to some members. The types of projects could range from placing a grave marker or historical marker to working with a local school or library to help them with programming. The new local grants program can help chapters with resources for such programs. Chapters can also have ongoing activities that are more social. For example, getting members involved in a fun choosing of who will make the playoffs and World Series at the beginning of a season and having signed baseball books as the prizes.

Our new baseball reminiscences group has attracted a great deal of interest and rapport within a number of chapters, so this could be another program to encourage chapters to explore.

I also think that chapters can be encouraged to use social media as a way to maintain and generate connections and events. This can also be a way to encourage younger members to join and become involved.

Question 2 (Vice President): For the past two years, COVID has had a tremendous impact on our society, impacting every dimension of our existence. SABR chapters have not been able to meet in person within this period, and SABR at-home initiatives have been largely popular in providing remote access to chapter meetings. What ways can chapters further help to create more rapport with their members so that they (members) feel more engaged with the organization?

Bruce McClure

I believe many chapters do a great job in creating rapport with their members. But I think we need to do more to keep members engaged. SABR should begin the process of creating a committee or group engaged in content creation, connecting that idea to the local chapters. SABRCast is fantastic. But I believe we could easily engage many of our brightest SABR members to create podcasts, video podcasts (for upload to our YouTube channel or a new associated channel), or publications designed for many aspects of member interest. Examples of such could be

- A podcast that details “this week in analytics” that could discuss interesting statistical information using advanced metrics.
- A video podcast that interviews former players, prominent SABR members, etc. for the member who is interested in fascinating stories as opposed to metrics.
- Publications designed to spark interest or discussion in a topic that is near to the proverbial heart of the chapter or member.

And while I understand newsletters are published by our chapters in order to report the goings on within, that might not be of interest to members who are looking for further rapport within their local chapter. Members experiencing difficulty connecting with local chapters are looking for the spark in their interest...an excuse to get more involved, if you will.

As we move forward, chapters should be participating in content creation designed to engage the member at home prior to a chapter meeting. Chapter meetings should always be provided on zoom for those who cannot make it. Be that as it may, chapters need to be sensitive to those who work on weekends, scheduling programs throughout the week so as to foster more diverse attendance. I know my schedule has precluded me from attending many meetings over the years, and I felt disconnected as a result.

Chapter leaders should also be more dynamic in connecting with members. Call your membership to ask what sort of programs would be desired. Discuss scheduling of meetings with those you haven't seen in awhile in an effort to find common dates for participation. Possibly schedule smaller baseball talks at local coffee shops, etc., as a way to informally poll chapter members and involve them in the local SABR organizations in some way. Simply put, we cannot sit back on our laurels and expect SABR members to come to meetings we simply announce from behind our computer screens. We're going to need to work with chapter leaders to make our membership feel as though they belong.

Deadline for votes to be received is 11:59 p.m. MST on June 1, 2022

Question 2 (Director): SABR has a treasure trove of baseball research assets. How would you propose to make better use of these assets in furthering SABR's mission and generating additional revenue? Provide two examples.

Allison Levin

First and foremost, the best asset to monetize is the images we have—especially the Rucker archive. I am in support of digitizing all the SABR assets and then putting the originals in proper archival storage. From that, we can do two things to generate revenue. First, SABR can start to license some of the fantastic pictures and assets to the public, which will bring in additional revenue and put SABR on the map as the place to go for unique baseball assets. Second, SABR can start an Instagram account highlighting the images we have digitized. Branching out onto Instagram will serve two functions. First, it will act as a way to get the SABR name out as the go-to place to license assets, and second, it will help attract members on platforms other than Twitter and Facebook. Using these two examples, SABR can increase revenue through licensing and membership. Overall, I will continue to work to find projects that allow SABR to leverage the sheer amount of assets available. I believe the more the organization can boost its profile throughout baseball; the more revenue will follow --including the opportunity to explore working with like-minded foundations and grant organizations.

Bill Nowlin

I will list three examples, two involving digitization and one involving member-to-member communication.

Several years ago, thanks to something of a chance encounter I had at a Boston Chapter meeting, SABR was able to add The Sporting News contract cards to our collection of assets. Tom Hufford and F. X. Flinn both played important roles in making this material available to all members. The TSN cards can be very helpful for anyone trying to write a bio. The Ted Williams (San Diego) Chapter has also been able to help preserve a number of research assets over the last decade, partnering with the San Diego Public Library, including working with Ancestry.com to digitally preserve 120,000 player questionnaires from William J. Weiss. In the last couple of years, member Mark Rucker has made a gift to SABR of around 80,000 photographic images. The opportunity to preserve and digitize these photographs and make them more widely available fits perfectly with SABR's mission while at the same time offering the possibility of additional revenue from those who would wish to use the images commercially.

In December, CEO Scott Bush advised us that SABR had recently acquired several boxes of microfilm that originally belonged to the National Association (MiLB). The microfilm includes old president's bulletins and player contracts up to 1993. These files could easily have been lost in the transition as Major League Baseball has recently taken over administration of the minor leagues. I would like to see this data digitized and made available to baseball researchers. It could be a useful tool, in particular for members of the Business of Baseball and the Minor Leagues research committees.

One asset too often overlooked is the membership itself – for instance, the willingness of members to help each other via, for instance, the online member directory. It's been my experience that most SABR members are more than willing to help other members with any form of research they might be able to do – for instance, checking out an article in a local newspaper to help another member write a Games Project account. I have often reached out to members and almost every time received a positive response. I would guess that more than 75% of our members don't list their interests or talents (perhaps as an editor or webpage designer) in the online directory - and therefore never hear from other members who might ask for a little help. I really believe that most members WANT to help other members (within reason!) and would like to urge a stronger push for all members to list more interests and talents in their profile. The possibilities for members communicating with other members regarding research are important and under-developed tools. Another such tool that has been used, by some, for years, is the listserve SABR-L. It has not been promoted well, so recent members are often unaware of it. There has long been talk of replacing it with something more “modern” - but no one has yet come up with a better tool that members have adopted. I think it's important that we take advantage of this opportunity as well.

Deadline for votes to be received is 11:59 p.m. MST on June 1, 2022

Question 2 (Director): SABR has a treasure trove of baseball research assets. How would you propose to make better use of these assets in furthering SABR's mission and generating additional revenue? Provide two examples.

Bill Pearch

1. SABR's Digital Library – SABR's volunteers are passionate about telling baseball's diverse stories. As chair of the Publications Marketing Committee, I am trying to build connections with traditional media members, as well as, bloggers and podcasters to shine a light on the wealth of publications the organization produces annually. If we can increase visibility of those books, that will spark revenue generation.
2. SABR Speakers Series – SABR members are passionate about their specific areas of research. They willingly present their research for various chapter meetings. In the virtual environment, those opportunities have grown exponentially. But I think there's potential to monetize speaking opportunities to organizations outside of SABR chapters.
3. Chapter Leadership Goals – Each chapter's leadership team (chair, vice-chair) should consider establishing recruitment targets. Each chapter may serve a varying population bases, so target goals may differ. Annual goals could be focused upon growing chapter membership by 10% (for example) of its active membership number. This may inspire individuals who strive to earn leadership positions to keep chapters active.

Deadline for votes to be received is 11:59 p.m. MST on June 1, 2022

Question 3: Now that SABR has passed its 50th year of existence, how do you see growing our membership, and what would it look like during our 60th year?

Leslie Heaphy

I would hope by our 60th year we would still be growing in general with members joining and staying beyond that first year. Chapters play a central role in making people feel connected which means they are more likely to remain a member. We want to make sure we are giving the chapters all the resources they need to reach out, especially to new audiences. I hope that our membership will look more diverse in every way and that takes work. We need to provide the resources and training necessary to help welcome new members and connect with them where they are at in their baseball journey. To be more diverse we have to think creatively about programs and activities that will attract new groups—more benefits for young people and others who want to work in baseball—i.e. networking events; talks by industry experts throughout the year. Creating a calendar of events for college baseball, women's baseball, international games so people can find, watch and connect with others over these events. I believe we could host more regional events, both online and virtual that could bring groups together across distances and interests. What about a virtual trivia series with different topics and levels of expertise invited?

Bruce McClure

I think the growing of our membership will take place in a few different realms in the future.

- In person engagement at baseball games, local baseball functions (such as World Series Clubs, minor and major league open houses, etc.) and the like. Local chapters can bring their message, and the national message of SABR right to baseball fans. Putting a face to the organization, showing the average fan that membership in SABR is not all about numbers and analytics, would grow us well.
- Highlighting more of what SABR does beyond the numbers on our website and social media pages would benefit growth, too. Show those who land at our website how we are a repository of information and how fans can add to it.

The Membership Ambassador program should be utilized to include some outreach in local communities. Ambassadors who are comfortable in public speaking could make presentations on SABR, what we do and what we want to do, to local clubs, etc.

Question 3: Now that SABR has passed its 50th year of existence, how do you see growing our membership, and what would it look like during our 60th year?

Allison Levin

As the organization now has 7000+ members, we are luckily enough to be in a place where we can think about how we continue to grow membership and what that looks like. As I have mentioned elsewhere, I want to be a part of finding the next generation of SABR diehards in the next ten years. In my mind, that means the organization will look like baseball fans and society. That doesn't mean that SABR must change its fundamental tenets or those things that current members love. It means we need to be intentional in how and where we promote ourselves and the new opportunities we add as we grow our membership. In the three years, I have been on the Board, we have significantly increased the number of student and young professional memberships. Still, once they join, they are not finding what they want from their membership and often peter away after one year. Adding new programs, like the analytics curriculum and the student day at SABR analytics, and opportunities like mentoring and job boards, we can start to keep the student and young professional members interested, which will, in turn, encourage them to explore other aspects of SABR. But it is not only about student and young professionals; SABR has a retention issue amongst all new members, which I want to work on if re-elected. We currently focus on members in their first year. Yet, the research suggests that we should also be following them through their second and third years. If we do that, our year 1-3 retention levels will increase, and the face of membership will change. As I stated, I want SABR to look like baseball fans and society in the next ten years, and we don't do that without focusing on our diversity and inclusion. In my role on the Board, I am excited to step into a more active role in devising action plans that help SABR be an open and friendly place where everyone feels accepted, starting with evaluating what we do well and what we don't do as well. We also have to face the hard truth that while we might think we are providing programming that is welcoming to all, there is work to be done. This process will not be easy, but it is vital for the organization to grow and have the reputation and prestige we all want. Thus, by running fun, innovative and exciting programs and being a premier research organization, SABR will continue to bring in new members. The actual growth comes as we work on retention and diversity, two initiatives I will champion if re-elected.

Bill Nowlin

After several years of declining membership, the last couple of years have shown very significant growth in membership. Leadership from the staff has been key to this, as has the work of chapter leaders who have offered expanded programming not limited to in-person meetings. In any given week, a SABR member can now feasibly attend Zoom meetings deriving from at least three or four different geographical locations. This has been helpful to members who have limitations physically, occupationally, financially, geographically, or for other reasons. As we are able to return to in-person meetings (and the SABR national convention), that will add more to the mix but I believe we all recognize the value and importance of continuing to offer computer-based programming.

Programs which help with job prospects (including side jobs) and making better use of SABR's research assets will also be of true value. People like being a part of something that is vibrant, stimulating, educational, inspirational, helpful, and collaborative. Not everyone has the spare time to join in research or writing of their own, but for those who do, the increased number of opportunities offered by web projects, research committee efforts, chapter activities, the publications program that has been built over the past 10 years, and such things all lead to beneficial member engagement.

With all the talk of how SABR can help in building careers, let's also keep in mind that sharing the pleasure we get from baseball helps produce the kind of bonds that bring us together. The more we can share this with others – in part, simply the fun of baseball – the more we can keep SABR a vibrant and growing community.

Getting the word out about SABR, and with broader and more varied offerings, should help SABR maintain its current healthy growth. We have good energy at the moment, and have shown ourselves to be adaptable in using new technologies while taking advantage of more opportunities for historical preservation. I believe we can continue to encourage and build on recent gains to be able to look forward to a very healthy SABR in the year 2030.

Deadline for votes to be received is 11:59 p.m. MST on June 1, 2022

Question 3: Now that SABR has passed its 50th year of existence, how do you see growing our membership, and what would it look like during our 60th year?

Bill Pearch

We all understand that SABR needs to grow more diverse. That means connecting with all demographics including ethnicity, gender and age.

I have personally been working to pursue opportunities to grow SABR's membership in regions where I see potential. Earlier in 2022, I helped establish the Central Illinois chapter. That portion of the state has a rich history with minor- and independent-league baseball (Three-I League, Midwest League, etc.). Despite living in suburban Chicago, I spend ample time with family and for work in Central Illinois. The region is known for its strong connections with the Chicago Cubs, Chicago White Sox and St. Louis Cardinals. Yet, how do these fans connect with SABR meetings. Both Chicago and St. Louis are too far.

With the Chicago and Central Illinois chapters, I am working to build a network of connections with historical societies and museums. This way SABR can strengthen its relationships with unique regions and demographics.