

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, November 16, 2017
11 a.m. PT, 12 p.m. MT, 1 p.m. CT, 2 p.m. ET
Dial-in: BlueJeans

MINUTES

Attendees

Lorna Haughton McNeill, MPH, PhD (Chair)
Monica L. Baskin, PhD
Akilah J. Dulin Keita, PhD
Bettina Fisher Drake, PhD, MPH
Scherezade Mama, DrPh
Lindsay Bullock (staff)
Erin Trimmer (staff)

Regrets

E. Amy Janke, PhD (SPLC representative)
Tracey Ledoux, PhD, RD
Qian Lu, MD, PhD
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Christine Rini, PhD
Sherri Sheinfeld Gorin, PhD (SPLC representative)
Mary Dean (staff)

Approve minutes from the last call

Minutes from September 28 approved with no changes.

Discussion of new chair

Dr. McNeill's term as chair ends this spring, and it would be ideal if someone already on the council stepped into the chair role. Dr. Mama expressed interest and will follow up with Dr. McNeill. SBM staff will try to have a new chair appointed by SBM President-Elect Sherry Pagoto soon, to allow training/overlap.

Move affiliate membership oversight to SBM's Revenue Enhancement Working Group

Drs. Mama and Ledoux evaluated the affiliate membership category, which has been available for one year and has one corporate member, to determine if changes to benefits, rates, etc., are warranted to increase sign up. They determined the benefits are more geared toward for-profit companies than non-profits; for instance, the corporate member signed up to take advantage of Annual Meeting exhibit discounts. They also reported that many non-profits invited to become affiliate members said the rates were too high. There is concern that pushing this membership to non-profits that SBM already informally partners with may come across as "pay to play." Given all of that, plus the goal of increasing SBM revenue through this membership category, they recommended oversight of this membership be transferred from the council to SBM's Revenue Enhancement Working Group run by Dr. Eric Hekler. This group focuses more on engaging companies and, as the name implies, is looking for ways to grow SBM revenue. Council members agree to move affiliate membership to the working group. SBM staff will manage the transition.

SBM Board meeting updates

Dr. McNeill reported that Board members and select other SBM members spent November 2 meeting with health policy aides in U.S. Senate offices, to encourage increased NIH funding (especially for OBSSR) and to recommend the use of SBM members as health policy experts. 30 SBM members met with aides in 43 Senate offices.

At the SBM Board meeting on November 3, Dr. McNeill said the Board engaged in discussion and next steps for SBM re-branding, including an updated brand strategy and website. Dr. Baskin added that plans were made with expert input from Infinia, a consulting company who interviewed many SBM stakeholders, peer societies, and members of the media.

2018 Annual Meeting abstract acceptance (and fellow engagement)

Dr. McNeill explained the number of abstract submissions has been increasing. This allows SBM to be more selective, which is good. But it also means more presentations are rejected, potentially discouraging people from submitting in future years, attending the meeting, or joining as members. In particular, more symposia were rejected for 2018 (though submitters were offered to present posters instead). Ms. Trimmer said the overall abstract acceptance rate has held steady around 87%, but—as number of symposia submissions has nearly doubled (62 for 2015 and 112 for 2018) while space and time constraints have not changed—the symposia acceptance rate has gone from 95% for 2017 to 69% for 2018.

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Council members suggested sharing this data with Champions in case they get frustrated questions or concerns. They also suggested a related Outlook article to explain acceptance/rejection trends to the full SBM membership (Program Committee will draft one for February 2018, with review by Dr. McNeill).

Because symposia are mostly submitted by more senior members (aka fellows), Dr. McNeill said outreach to fellows is important and is part of a larger conversation this council has had about fellows feeling “forgotten.” SBM President Gary Bennett will be reaching out to fellows with engagement opportunities, and requested input from the council; in particular, should fellows be invited to become Champions, and how can the council further engage fellows? Council members said it would be good to invite them to be Champions, and Dr. McNeill suggested asking fellows to participate in conversations with the council about how SBM can better meet their needs. Specific conversation questions would be determined by Dr. Baskin (a new fellow) and a long-time fellow from the Wisdom Council. SBM staff will follow up on these initiatives.

Membership totals

YTD Totals for 2017 (as of November 7)

| | 2016 | 2017 |
|-------------------|------|------|
| Associate | 36 | 22 |
| Affiliate | N/A | 1 |
| Emeritus | 59 | 60 |
| Fellow | 138 | 140 |
| Fellow (Emeritus) | 46 | 48 |
| Member | 1151 | 1215 |
| Student/Trainee | 821 | 896 |
| Transitional 1 | 89 | 60 |
| Transitional 2 | 51 | 52 |
| TOTAL | 2391 | 2494 |

For 2018, SBM already has 260 members.

Overview of key membership dates

- November: Call for awards and new fellows opens. Nominees and nominators are required to be current SBM members. Applications due November 28.
- November: Registration is open for the 2018 Annual Meeting. (Rapid communication abstracts can be submitted now and are due January 1.)

Next meeting

The next council call is scheduled for January 25.