

# SOCIETY *of* BEHAVIORAL MEDICINE

*Better Health Through Behavior Change*

## Membership Council Conference Call

Thursday, March 22, 2018

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)  
Bettina Fisher Drake, PhD, MPH  
E. Amy Janke, PhD (SPLC representative)  
Tracey Ledoux, PhD, RD  
Scherezade Mama, DrPh (Incoming Chair)  
Barbara Resnick, PhD, CRNP, FAAN, FAANP  
Lindsay Bullock (staff)

#### Regrets

Monica L. Baskin, PhD  
Akilah J. Dulin Keita, PhD  
Sasha A. Fleary, PhD  
Qian Lu, MD, PhD  
Christine Rini, PhD  
Sherri Sheinfeld Gorin, PhD (SPLC representative)

#### **Approve minutes from the last call**

Minutes from January 25 approved with no changes.

#### **Announcement of SBM staff change**

Ms. Bullock has been promoted to SBM Executive Director; Ms. Dean has taken an alternate role with SBM's management company. Ms. Bullock will continue to assist with the council and a new staff person will be hired to be the council's official staff liaison.

#### **Affiliate membership update**

After the council's email vote to recommend approval of Johnson & Johnson as an affiliate member for 2018, the Executive Committee unanimously approved them.

#### **Discussion of phone calls to fellows**

Council members reported on the feedback they have received from volunteer fellows during personal outreach phone calls about fellow engagement.

Dr. Fisher Drake said the fellows she spoke to suggested more informal networking at the Annual Meeting and more mid-career mentoring. One suggested it would be more worthwhile to expand benefits for those who already attend the meeting, rather than trying to bring past attendees back. One also expressed a desire to increase the number of clinician members and said fellows may have contacts with some who would be interested.

Dr. Mama said the fellows she spoke to no longer attend the Annual Meeting for personal or financial reasons. They suggested involving fellows in an Annual Meeting welcome ceremony, sending personalized emails about attending, and hosting a reception for "lost" fellows.

Dr. Ledoux said the fellow she interviewed felt frustrated that SBM had not made greater outreach to dietitians, and was disheartened to not see more dietitians in leadership roles. She also found over time that SBM activities were less meaningful on her CV for tenure, compared to activities for dietitian-specific associations. This fellow suggested SBM hold Annual Meeting sessions specifically for dietitians and consider reciprocity deals with other organizations, where their members could get discounted SBM membership. Dr. Janke said this fellow could perhaps play a role on SPLC as a liaison to dietitian groups.

Dr. McNeill said her fellows don't attend the Annual Meeting because the content is no longer as relevant to their interest area (e.g., tobacco). They also expressed concern that SBM has too many new people and the history is being lost. They want to be involved in meaningful ways, not as token award recipients or committee members.

Council members will complete additional calls and will send feedback to Dr. McNeill and Ms. Bullock via email. Dr. McNeill will create a summary document with recommendations for the SBM Board.

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### Review Annual Meeting events

- New Member Meet and Greet  
Thursday, April 12, 6:15 pm to 7:15 pm (during the evening poster session)  
Outside the Poster Hall  
Special thanks to our moderator (Lorna), speaker (Akilah), and greeters (Scher and Akilah). Other speakers include Gary Bennett, Sherry Pagoto, Claudio Nigg, Siobhan Phillips, and Charles Jonassaint.
- Membership Council Meeting and Lunch  
Friday, April 13, 11:45 am to 12:45 pm (no other sessions or midday meetings occur at this time)  
Prince of Wales Room
- And don't forget to wear the bright yellow "Hi!" pin you receive in your registration packet on site. It lets attendees know they can approach you as a Membership Council representative.

### Update on membership totals

March 20, 2017		March 20, 2018	
Associate	20	Associate	22
Emeritus	59	Emeritus	60
Fellow	126	Fellow	135
Fellow (Emeritus)	48	Fellow (Emeritus)	49
Member	1000	Member	926
Student/Trainee	769	Student/Trainee	775
Trans 1	50	Trans 1	59
Trans 2	43	Trans 2	35
<b>TOTAL</b>	<b>2115</b>	<b>TOTAL</b>	<b>2061</b>

### Key membership dates overview

- April: Non-member meeting attendees who paid full price registration are offered a free membership for the remainder of the year, in hopes they'll stay involved with SBM.
- April: Prior year members who did not attend the meeting and have not yet renewed are sent an email encouraging them to renew (We missed you at the Annual Meeting...).
- Early May: SIG listservs are a member benefit. As such, we warn any prior year members who have not yet renewed that they will be kicked off the listservs if they do not renew.
- Late May: Come Back to Us Campaign has SBM leaders send personal emails to prior year non-renewed members, encouraging them to renew.

### Switch to video-conferencing calls

Dr. McNeill requested the group use BlueJeans video conferencing for future calls to encourage member engagement.

### Adjourn

The meeting adjourned at 1:40 p.m. CT