

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Monday, July 16, 2018
3:00 p.m. CT

MINUTES

Attendees

Scherezade Mama, DrPh (Chair)
Monica L. Baskin, PhD
Lorna Haughton McNeill, MPH, PhD
Qian Lu, MD, PhD
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Lindsay Bullock (staff)
Robert Carroll (staff)

Regrets

Bettina Fisher Drake, PhD, MPH
Akilah J. Dulin Keita, PhD
E. Amy Janke, PhD (SPLC representative)
Tracey Ledoux, PhD, RD
Christine Rini, PhD

Approve minutes

Minutes from May 21 approved with no changes.

SBM Fellows

The Membership Council has reached out to SBM Fellows for suggestions on how to better engage them. Some of the suggestions were deemed “too individualistic,” but there were constructive suggestions as well. Dr. Mama provided a results summary to the SBM Board on July 16. Ms. Bullock will send the summary to the full council. Dr. Haughton McNeill suggested a “Meet the Fellows” program to take place at the 2019 Annual Meeting when new fellows are announced, in partnership with ETCD. This program would capitalize on the buzz surrounding the new fellows announcement. Dr. Haughton McNeill will continue working with ETCD on this idea. Dr. Mama also mentioned that the 2019 Annual Meeting will be SBM’s 40th anniversary meeting; fellows could be engaged on anniversary and history projects. She will connect with the Program Committee about this idea.

SBM Champions

Dr. Mama presented the survey results for the Champions Program. According to the survey, the program largely met expectations, and champions felt it was a pleasure to serve. In the survey, champions admitted uncertainty about their recruitment numbers, and did not know in what ways they were impacting membership. They agreed that the resources given to them were plenty, but suggested adding post cards as one of the provided recruitment tools. Champions agreed that the template emails and social media templates were the most helpful tools provided to them.

Council members discussed if changes should be made to the program. Proposed changes included replacing ineffective champions and implementing term limits. Dr. Resnick proposed that fellows be champions. In her opinion, fellows have the most knowledge of SBM, and this would also solve the problem of fellow engagement. Dr. Haughton McNeill believes champions should largely be new members who are excited about the society and who may look at the position as a career building opportunity. Ms. Bullock suggested that any new champions be onboarded before the abstract submission deadline in September, because authors of accepted abstracts are more likely to attend the annual meeting and become members. Champions will need to advertise the call for abstracts, hence the timing of new appointees. Due to this logic, council members agreed that no changes to current champions will be made at this time, and no new champions will be appointed until next year. The goal is to identify new champions by the 2019 Annual Meeting in March so that they can be appointed and recognized at the meeting. In the meantime, council members and staff will work to boost the excitement and effectiveness of the current champions.

Membership Numbers

Dr. Mama announced that membership numbers are slightly down year-to-date from 2017, but believes there is no cause for concern. Ms. Bullock reminded the council that annual meeting attendance was a record high in 2018, yet membership does not reflect that. It remains a possibility that financial reimbursement may play a factor in this disparity. Dr. Mama is encouraged by the increase in student, trainee, and transitional members. Ms. Bullock also reminded the council that membership retention for SBM is 80%, well above the industry standard of 70%.

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Update on membership totals

July 16, 2017		July 16, 2018	
Associate	22	Associate	30
Emeritus	60	Emeritus	60
Fellow	153	Fellow	164
Fellow (Emeritus)	49	Fellow (Emeritus)	49
Member	1163	Member	1094
Student/Trainee	846	Student/Trainee	880
Trans 1	56	Trans 1	66
Trans 2	49	Trans 2	41
TOTAL	2398	TOTAL	2384

Adjourn

The meeting adjourned at 3:40 p.m. CT.