

Membership Council Minutes

Date Friday, March 15, 2024

Time 1 p.m. ET

COUNCIL MEMBERS AND STAFF

| ATTENDEES | |
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| Dani Arigo, PhD (Chair) | Yue Liao, PhD |
| Dalnim Cho, PhD | Angela Pfammatter, PhD |
| Chuka Nestor Emezue, PhD, MPH, MPA, CHES | Danielle Jake-Schoffman, PhD |
| I. Shevon Harvey, DrPH, MPH | Amy Myers (SBM Staff, does not count toward quorum) |
| Allyson Hughes, PhD | Angela Pfammatter, PhD |

**quorum = 5*

INVITED GUEST ATTENDEES

Cynthia Castro Sweet, PhD, FSBM (Industry Connections Committee Chair)

Linda Trinh, PhD (Outlook Editor)

Carah Potter (Student SIG Representative)

Welcome

Dr. Arigo welcomed the council thanked them for a productive year and introduced our guests.

Student SIG Update

Dr. Arigo introduced Carah Potter, Student SIG Representative to the group and asked Ms. Potter how the council or the board could help the Student SIG. Ms. Potter reported that the 2024 Annual Meeting sessions that the SIG held went very well and were well attended.

Dr. Arigo asked Ms. Potter if there is anything that the membership council should have on their radar? Ms. Potter replied that the Student SIG had a new social media person, and that the SIG was switching from X over to Instagram.

Ms. Potter shared that networking is the largest need for students, especially networking outside of academia. Dr. Arigo asked Dr. Castro Sweet if there was a way to introduce students to industry programming. Dr. Castro-Sweet suggested placing an "Industry" volunteer role within the SIGS.

Dr. Arigo thanked Ms. Potter for her report and reminded her that the Student SIG can send different representatives to the membership meeting quarterly, it does not have to be the same person.

ICC Update

Dr. Cynthia Castro Sweet introduced herself and shared that the Industry Connections Committee has twenty members that represent various industries on the committee. Their mission is to connect with individuals in the private sector.

Dr. Castro Sweet said that they have three main goals: one, to expand the committee and two, to create networking events such as the Speed Networking event giving individuals interested in the private sector exposure to a variety of trajectories. Three, they are on the lookout for new people. Individuals that are in the private sector that would like to make SBM their professional home.

Dr. Castro Sweet said that there are many opportunities to learn more about industry, look out for upcoming webinars, Outlook articles as well as new training programs. Dr. Arigo stated that there is an opportunity within the training programs to train senior mentees. She also asked if there was a better way to engage fellows or late career individuals about industry and its opportunities. Dr. Castro Sweet shared that the consultation program is available to all career levels, and it is a value that our membership should use to ask more questions about the private sector as the path and training centers are different between academia and industry.

Dr. Arigo thanked Sr. Castro Sweet for her work and her leadership.

Outlook Update

Dr. Linda Trinh introduced herself and described that the Outlook has two challenges that she is looking to solve. One, finding articles for the Climate Change and Health Corner as well as for industry and how individuals should transition between academia and industry. These are the two topics that are showing high click rates/interest. How can we encourage more articles on these topics? Traditionally the content creation has fallen on the Climate Change and Health SIG, Dr. Trinh would like to see more partnerships between SIGs to generate more articles on the topic of climate change and behavioral science and transitioning from academia to industry.

The second challenge that Dr. Trinh shared is the way the Outlook is currently delivered. The platform could be changed to make it more accessible. How can we change the format to include embedded videos or sound clips within the publication?

Dr. Arigo suggested that Dr. Trinh speak at the SIG Committee and consult with the SIG leaders to generate partnerships and get their perspective on the Outlook process and content. Ms. Myers suggested the same, much like the Public Education Committee is doing to generate Healthy Living Articles and curate them.

Approval of Minutes

Dr. Harvey moved to approve the February Membership Council meeting minutes. Dr. Pfammatter seconded. The motion carried.

Review of Membership Numbers

Dr. Arigo provided an update on the membership numbers, noting that we continue to have strong numbers in 2024 and it will take time to find out how the change has made an impact on the student/trainee dues.

Dr. Arigo asked the council if they have heard any feedback on the due's changes. All the feedback received was positive. Many reporting that SBM was their "new professional home" and that once an individual joined and experienced the value and benefits, they knew they had made the right association decision.

Reflection on 2021-2024

Dr. Arigo thanked the council for all their hard work and energy over her term and passed the meeting over to the new chair, Dr. Angela Pfammatter.

Annual Meeting

New Member, First-time Attendee Meet & Greet

Drs. Arigo, Emezue, Pfammatter and Jake-Schoffman all agreed the event was a success. Dr. Emezue was excited to speak to all the new members. Those that attended said that there was a great mix of individuals, and they represented all levels.

Dr. Arigo reported that this was the best meet and greet yet, the speakers were great, the flow was great, and the range of experiences was great.

It was agreed that high-tops should be used next year instead of rounds of eight, as they will promote more moving about the room.

Ms. Myers confirmed that all but one of the SIGs were represented and that the new process using the sign-up form and emailing the SIG reps before the meeting helped with their attendance.

Strategic Planning Next steps

2024 Action Plan

The Charge to retain and recruit more student members, from all backgrounds remains on the action plan for 2024.

2024 action items

- 1) **Consult with mentors, former, student members and outside priority groups to identify barriers and facilitators of student membership.** The council will identify areas of opportunity for student member recruitment and retention. There are various surveys dispersed throughout the year through the SIG communities as well as the Annual Meeting

feedback form. Dr. Pfammatter said there is also an opportunity to receive SIG Renewal data. As well as opportunities on the membership application/renewal form that could be helpful the capturing the information needed to evaluate the facilitators and barriers. Are there more targeted ways the council can gather information?

- 2) **Identify and connect with outside priority groups (HBCUs, peer groups for members of marginalized populations) consult with student reps.** Dr. Harvey suggested that San Francisco State may be a good university to start with. Identify the HBCU locations in the bay area as well as a point person at each to send information to submit an abstract. What collateral would we need to do this? Dr. Harvey suggested looking at <https://www.myhbcucares.org/graduate-programs/> to identify the HBCU's that have behavioral health majors.

Update on SIG items

Dr. Pfammatter asked the council if they heard any feedback regarding SIG appreciation. She reported that she has heard many positives, yet there are still feelings that some chair people are doing more than others. Other council members offered ideas such as creating an SBM store for the SIGs or offering reduced or free post meeting workshops. Another idea was to offer SIG leadership access to a VIP lounge during the Annual Meeting, a SIG Chair reception, or an invitation to the President's Reception. Dr. Harvey suggested a private meet and greet with the president or a VIP reception showing SIG leaders "what is behind the leadership curtain."

Adjourn

Meeting ended at 2:10 pm ET

Minutes respectfully submitted by A. Myers on March 22, 2024.