



SOCIETY OF  
BEHAVIORAL  
MEDICINE

## MEMBERSHIP COUNCIL CALL MINUTES

Date Wednesday, June 24, 2020  
Time 3 p.m. ET

IN ATTENDANCE	
Scherezade K. Mama, PhD (Chair)	Robert Newton, PhD
Loneke Blackman Carr, PhD	Angela Pfammatter, PhD
Cynthia Castro Sweet, PhD	
Claire Conley, PhD	Rebecca Borzon (staff)

REGRETS	
Elva Arredondo, PhD	Lorna Haughton McNeill, PhD, MPH

### Approve minutes from last call

Motion made by Dr. Mama to approve the May minutes; seconded by Dr. Castro Sweet. Motion approved.

### Review current membership numbers

Dr. Mama asked about the status of the Come Back to Us Campaign. Ms. Borzon noted that the SIG purge had just been completed, so the campaign can now move on to next steps. Dr. Mama asked that the council be included as Volunteers for the initiative.

Member Numbers Week of June 17			
2019 Member Numbers		2020 Member Numbers	
Associate	37	Associate	24
Emeritus	59	Emeritus	59
Fellow	152	Fellow	152
Fellow (Emeritus)	50	Fellow (Emeritus)	50
Member	1088	Member	971
Student/Trainee	852	Student/Trainee	761
Trans 1	83	Trans 1	67
Trans 2	39	Trans 2	53
<b>TOTAL</b>	<b>2360</b>	<b>TOTAL</b>	<b>2148</b>

Dr. Mama then elaborated on the Membership numbers. She noted that it would be crucial for the council to brainstorm ways to ensure that members enrolled for 2021 to avoid financial hits. Students were likely hit the hardest financially, so it would be important for SBM to show value for student members.



## 2020 Champions Kickoff Virtual Meeting

Dr. Mama then stated that the 2020 Champions Kickoff Virtual Meeting went well. There were many questions regarding the 2021 Annual Meeting. It was noted that it would be crucial for the Champions to reassure other members, and the council could help them create member communications.

It was determined that the planning of the New Member Meet & Greet would be postponed until a decision was made about the AM.

Additionally, the council discussed creating a toolkit for the Champions. During in-person Annual Meetings, the Champions would be gifted various SBM “swag” that could be used to highlight the society. A social media toolkit could be created for the Champions in order to market SBM online. Recommendations for the toolkit included:

- Tweets
- An “Ask Me About SBM” Button for an email signature
- A specialized email signature
- Tips and suggestions for highlighting SBM
- LinkedIn message
- Graphics for social media

Dr. Mama noted that she was quite impressed with the graphic Dr. Conley created for an upcoming #BehavioralMedChat. Dr. Conley remarked that she would be happy to help create some graphics to be shared by the Champions.

→ **ACTION ITEM**: Dr. Conley to create graphic to be shared on social media for the Champions.

Additionally, it was noted that the Champions could highlight the more tangible benefits of SBM membership. The benefits mentioned included the job board, industry benefits, and international benefits. It was also stated that the membership materials could be more inclusive of the various member types.

Of course, the Champions had been created to diversify SBM, expand the network, and to keep members engaged. One way to do this would be for Champions to forward webinar opportunities, or something similar. It was asked if students could use training funds to pay for webinars, and Ms. Borzon said that she would follow up.

→ **ACTION ITEM**: SBM staff to follow up to see students could use training funds to pay for webinars.



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### **Other business**

All members of the council welcomed and introduced themselves to the new members, Dr. Newton and Dr. Pfammatter. Both Dr. Newton and Dr. Pfammatter shared their background and institution.

The call concluded at 4 pm ET.

*Respectfully submitted by R. Borzon on June 29, 2020.*