

MEMBERSHIP COUNCIL CALL MINUTES

Date Wednesday, August 26, 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

Dr. Mama noted that the council may need to re-poll for a new meeting time.

Review current membership numbers

Dr. Mama noted that there were 2247 renewals. While we were currently pacing 6.7% behind 2019 renewals (2360), the numbers were consistent in the time of COVID.

Member Numbers Week of June 17			
2019 Member Numbers		2020 Member Numbers	
Associate	38	Associate	25
Emeritus	59	Emeritus	59
Fellow	168	Fellow	156
Fellow (Emeritus)	50	Fellow (Emeritus)	50
Member	1095	Member	1035
Student/Trainee	871	Student/Trainee	780
Trans 1	87	Trans 1	75
Trans 2	41	Trans 2	56
TOTAL	2409	TOTAL	2247

New Member and New Attendee Virtual Meet & Greet

It was mentioned that the SIGs wanted a Meet & Greet. The council then discussed the administrative details of planning the Meet & Greet, as holding the entire event over one zoom call may quickly become chaotic. There could be multiple open houses held over zoom, and then separate breakout rooms. Another idea was to cluster the SIGs together by methods, population, etc. It was determined that the council would continue to brainstorm over email. Dr. Mama would reach out to Dr. Steinberg to see if the Meet & Greet was already scheduled. Dr. Mama asked if it would be possible to space out the SIG Meet & Greet(s) over the course of several

weeks. Ms. Borzon noted that this was a possibility, however, there may be people who would miss the meetings by signing up for the AM at the last minute.

2021 Annual Meeting – Virtual Announcement

Dr. Mama noted that she planned on resending this Social Media Toolkit that SBM staff had developed to the Champions to help raise abstract submissions. She remarked that a Social Media Toolkit would be good also be beneficial for other key SBM dates, and Ms. Borzon stated that she intended to create a toolkit for when registration for the Annual Meeting begins and for the start of the 2021 Membership Cycle.

It was also discussed that the council had difficulty discussing the potential cost of the Annual Meeting. Ms. Borzon noted that the cost had not yet been determined, but the board was determined to make the cost of a virtual meeting less expensive than an in-person event. Furthermore, Dr. Mama added that there would be no cost of travel expenses.

Update on Come Back to Us Campaign

Ms. Borzon informed the council that the Come Back to Us Campaign had yielded a 4.39% increase in membership. The campaign on average increased membership by about 5%.

Other business

Dr. Mama asked if SBM had any other plans to engage the membership. Ms. Borzon noted that she and other SBM staff were currently working on a Membership Retention Campaign. Dr. Mama asked that the council be considered if staff required assistance.

With no further business, the meeting ended at 3:30 pm ET. *Minutes submitted by R. Borzon on August 31, 2020.*