



MEMBERSHIP COUNCIL CALL MINUTES

Date Monday, October 23
Time 3 p.m. ET

| IN ATTENDANCE | |
|---------------------------------|---------------------------|
| Scherezade K. Mama, PhD (Chair) | Cynthia Castro Sweet, PhD |
| Elva Arredondo, PhD | Claire Conley, PhD |
| Loneke Blackman Carr, PhD | Lindsay Bullock (staff) |

| REGRETS | |
|----------------------------------|------------------|
| Lorna Haughton McNeill, PhD, MPH | Qian Lu, MD, PhD |

Approve minutes from the last call

September minutes approved by consensus.

Membership update

2019 likely year-end total is 2,453 (compared to 2018 year-end total of 2,472). Membership tracks closely with Annual Meeting attendance and 2018 was a record-high meeting attendance year, so the 2019 number is really good. 2020 renewals are open. 365 renewed so far. Additional fields were made required, per the council, to collect data on race, gender, primary profession, etc. The council will review demographics after the 2020 Annual Meeting to see if more data has been completed or if additional efforts are needed.

Champions review

An FAQ document is ready for potential champions (thanks to Drs. Arredondo and Mama). The document refers to this as the Champions Program, and drops the survey panel name to make the name easier and clearer; however, the group will still have the survey panel task.

→ **ACTION ITEM:** Dr. Mama will send the FAQ document to the council after the call.

Based on Dr. Castro Sweet's ideal champion characteristic matrix, Ms. Bullock was able to pull a list of matching SBM members who have been members for at least the past five years and have attended at least three of the last five annual meetings. The list is confidential and contains about 450 names. To review those names and select a total of only 12 champions, the council decided to divide the list among the council members by member type; council members will select four fellows, four full members, 2 transitional members, 1 student, and 1 affiliate member, including a few extras in case backups are needed and for final refinement to



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achieve desired diversity of career rank, race, gender, institution/location, etc. As part of this list review, council members should also consider if any current champions should remain.

→ **ACTION ITEM:** Ms. Bullock will send Dr. Mama a separate list of affiliate members.

→ **ACTION ITEM:** Dr. Mama will divide up the list and send assignments to council members.

Welcoming new members

Dr. Castro Sweet recommended updates wording for SBM's membership webpage, to make it more inclusive to industry representatives. The changes are now live. Dr. Mama will share this outcome with SBM Past-President Dr. Sherry Pagoto, as she brought this to the council's attention.

Drs. Conley and Blackman Carr have solidified plans for an SBM Grand Rounds webinar on January 23 about "what you wish you knew the first time you attended SBM" and how to get involved in SBM if you are a newbie. Presenters will be SBM President Dr. Michael Diefenbach, SBM Program Chair Dr. L. Alison Phillips, SBM Program Co-Chair Dr. Dori Steinberg, and SBM Digital Health Council Member and industry representative Dr. Madalina Sucala. The webinar will include audience poll questions about career stage, past meeting attendance, and personal meeting attendance goals. SBM meetings staff also provided a list of new meeting features that can be promoted as part of the webinar, including a new social media scavenger hunt.

→ **ACTION ITEM:** Dr. Conley will submit the completed webinar form to SBM staff this week, and will send it to the full council for review.

Following up on the webinar, the council will plan to host a related Twitter chat in March.

→ **ACTION ITEM:** Ms. Bullock will add the Twitter chat to the November call agenda, and will connect the council with new SBM communications staff in November.

Adjourn

The call adjourned at 3:40 p.m. ET.

Minutes respectfully submitted by L. Bullock on October 23, 2019.