MEMBERSHIP COUNCIL CALL MINUTES

Date   Wednesday, October 28, 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 September call
Dr. Castro Sweet made motion to approve the September call minutes, seconded by Dr. Conley. The motion passed.

Review current membership numbers
Dr. Mama review the membership renewal numbers, noting that there were 2521 renewals so far, and we were finally pacing .51% ahead 2019 renewals (2508). Ms. Borzon noted that the 2021 Membership Cycle had opened on October 1, but the 2020 Membership Cycle had opened October 16. As such, there was a discrepancy with the pacing. However, she and the council agreed that the numbers looked quite good, and it was nice to be pacing ahead of the previous year for the first time in many months.

Dr. Mama also encouraged the council to motivate others to submit abstracts and join the council.

Finally, she noted that out of all of the member types, the only ones that seemed to be lagging were students and trainees, and it was likely that they had been most harshly affected by the pandemic. It was determined that the council keep a close eye on this member type in the even that they had to reevaluate SBM's messaging to students.

Membership Numbers the Week of October 21			
2019 Member Numbers		2020 Member Numbers	
Associate	40	Associate	25
Emeritus	59	Emeritus	59
Fellow	171	Fellow	156
Fellow (Emeritus)	50	Fellow (Emeritus)	50

Member	1147	Member	1049
Student/Trainee	906	Student/Trainee	809
Trans 1	92	Trans 1	75
Trans 2	43	Trans 2	57
TOTAL	2508	TOTAL	2521

Virtual Platform Discussion

Ms. Borzon then explained the capabilities of the virtual platform. SBM had contracted with ExpoTracker, and the platform's capabilities were expansive. Meeting attendees would be able to visit the exhibit hall and could easily contact other attendees for networking. The platform would have 10 channels available for content, and networking opportunities would be hosted on WebEx.

Ms. Borzon recommended that for the New Member and New Attendee Virtual Meet & Greet, the council utilize one channel. This channel could have 6 WebEx links: one for general networking where the program would begin, and 5 additional networking links broken down by SIG.

New Member and New Attendee Virtual Meet & Greet

Dr. Mama stated that the plan SBM staff had come up with would be good if the council wanted to keep the formatting that the Meet & Greet had when we could meet in-person. If the council wanted to use this format, the SIG descriptions could be passed out prior to the event, and could include each SIG's mission statement. It was mentioned that there could be a presentation on the benefits of membership that new members aren't aware of. The council was also unsure if 40 minutes would be too long to present. It was noted that the attendees could be broken out in different ways, including random assignments for a true networking feel. Dr. Mama noted that she would follow up with the Program Committee to see how their networking event would be broken out—either by career stage or topic.

Dr. Blackmann Carr remarked that there should be a structure to the event. A highly structured event would mean there would be fewer awkward pauses and the hour would flow more seamlessly. She noted that an activity would be better than an icebreaker at creating structure, though Dr. Conley noted that the icebreaker of asking attendees to "find someone who," with an SBM slant could be a fun way to engage attendees. It was also mentioned that a SIG Q&A could be a good way to engage attendees.

Dr. Castro Sweet stated that the BIT SIG did a "Tech Madness" event where each person would virtually present for two minutes. The presentation time could be adjusted depending on the amount of interested participants. The council agreed that this could be a good avenue for the event, and determined to revisit this as a possible format on the next council call. The council agreed to follow up with the SIGs and see who was holding a business meeting.

It was also mentioned that the council could provide a packet information on SBM, including information on SBM as an organization, how to get involved, or how to join SIGs. Questions could be crowdsourced beforehand. Dr. Mama noted that Mentimeter (https://www.mentimeter.com/) may be a resource that the council could use to crowdsource questions in real time.

It was also noted that a funny, engaging video could be created to be played beforehand to introduce the council to the event attendees. SBM Leadership could also potentially be involved in the creation of an introductory video.

The council asked if there was a certain amount of attendees that would create a litmus on seeing others on WebEx. Ms. Borzon remarked that she would follow up with WebEx's capabilities so that council could plan around the platform's capabilities.

The council noted that they would have to check to see if the SIGs would be receptive to attending, as well as if they would be receptive to being contacted by attendees of the event after. The council also wanted to know if the SIG leaders would have some sort of badge or ribbon in order to make it easier for attendees to know who to contact. It was also mentioned that a virtual background for the council may make attending more enjoyable.

Dr. Mama encouraged the council to share any feedback about virtual meetings from ones that they may attend in the future.

Other business
Dr. Mama noted that the November and December meetings for the Membership Council would have to be rescheduled. Ms. Borzon stated that she would circulate a doodle poll after the call to schedule the next call dates.

Adjourn
With no further business, the meeting ended at 3:00 pm CT. *Minutes respectfully submitted by R. Borzon on October 29, 2020.*