

# MEMBERSHIP COUNCIL CALL MINUTES

Date Wednesday, December 9, 2020  
Time 3 p.m. ET

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

## Approve minutes from October call

Dr. Conley made motion to approve the minutes from the October call; seconded by Dr. Castro Sweet. Motion passed.

## Review current membership numbers

Dr. Mama remarked that our current membership numbers looked great under the circumstances. Ms. Borzon noted that the SBM's Member Retention Campaign was going quite well, and members were sharing that they renewed frequently on social media. It was also noted by the council that SBM couldn't properly analyze the effects of the pandemic quite yet. Rapid notifications had yet to go out, and meeting registration did not yet open, and these would likely cause a bump in membership. It was determined that the council would continue to monitor renewals, but mentioned that overall, our member numbers looked promising.

Membership Numbers the Week of December 2			
2019 Member Numbers		2020 Member Numbers	
Associate	40	Associate	27
Emeritus	59	Emeritus	62
Fellow	172	Fellow	157
Fellow (Emeritus)	50	Fellow (Emeritus)	50
Member	1205	Member	1212
Student/Trainee	943	Student/Trainee	903
Trans 1	99	Trans 1	95
Trans 2	49	Trans 2	68
<b>TOTAL</b>	<b>2617</b>	<b>TOTAL</b>	<b>2574</b>

## New Member and New Attendee Virtual Meet & Greet

It was mentioned that a structured outline for the New Member and New Attendee Virtual Meet & Greet would be the best approach. The content could come from SBM benefits, information on SIGs, and how best to get involved with the society. It was also discussed that the breakout

was difficult to conceptualize, as the council was still unaware of the capabilities of WebEx and there would be no demo for the platform until at least January. It was also noted that the council did not want to over-engineer the breakouts.

Mentimeter could also be used to poll attendees as to what they wanted from SBM. The TechMadness format may not be suitable to the event, as there were simply too many SIGs, and they may not all be willing to participate.

The council discussed asking the SIGs to shoot a 30-second video to introduce their SIGs. With 25 SIGs and the fact that many would overshoot the 30-second mark, this would likely be a 20 minute segment for the SIGs to advertise themselves. Next, the council could present on member benefits or how to get engaged with SBM. Dr. Mama asked if Dr. Blackman Carr or Dr. Conley would like to present, and both agreed if there were no volunteers. It was also mentioned that this may be an opportunity to have the Champions represent SBM, or even request that the Chair of the Student SIG present at the event. The council noted that it would be important to represent the Executive Committee, trainees, fellows, industry and nursing when selecting volunteers to speak at the Meet & Greet.

It was also remarked that the council would need to provide instructions to the SIGs for recording a video, and even may want to use sound-bites on social media to drum up excitement for the Meet & Greet. Ms. Borzon noted that SBM could provide the technology and do the legwork to connect the videos together. The SIGs would just need to provide a useable video.

### **Other business**

Dr. Mama thanked Dr. Blackman Carr for her help with the Membership Council's Outlook article.

### **Adjourn**

With no further business, the meeting adjourned at 2:45 pm CT. *Minutes respectfully submitted by R. Borzon on December 14, 2020.*