



## MEMBERSHIP COUNCIL CALL MINUTES

Date Monday, September 16  
Time 4 p.m. ET

IN ATTENDANCE	
Scherezade K. Mama, PhD (Chair)	Claire Conley, PhD
Loneke Blackman Carr, PhD	Lorna Haughton McNeill, PhD, MPH
Cynthia Castro Sweet, PhD	Lindsay Bullock (staff)

REGRETS	
Elva Arredondo, PhD	Qian Lu, MD, PhD

### Welcome new members

Welcome to Drs. Blackman Carr and Conley!

### Approve minutes from the last call

May minutes approved by consensus.

### New call time

Dr. Mama suggested changing the council call time to recurring monthly instead of every other month, to ensure greater connectivity and productivity.

→ **ACTION ITEM:** All fill out the scheduling poll.

### Membership update (stats from September 3)

2018		2019	
Associate	30	Associate	38
Emeritus	60	Emeritus	59
Fellow	164	Fellow	168
Fellow (Emeritus)	49	Fellow (Emeritus)	50
Member	1115	Member	1104
Student/Trainee	894	Student/Trainee	874
Trans 1	69	Trans 1	87
Trans 2	41	Trans 2	41



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TOTAL 2422 | TOTAL 2421

## Champions review

The council reviewed Dr. Arredondo's FAQ document and Dr. Castro Sweet's ideal champion matrix. Champions will also be asked to serve as an SBM survey panel moving forward. The council decided to start small, with no more than 12 champions to start, and suggested also incorporating into the matrix (or final decision making) diversity of career rank, race, and gender.

→ **ACTION ITEM:** Dr. Castro Sweet will send Ms. Bullock the final prioritized criteria for pulling lists of members who meet the matrix criteria. The lists can also include other SBM stats like join date and number of meetings attended, to judge commitment to SBM. The council can then review the lists to identify whom to invite.

→ **ACTION ITEM:** Dr. Mama will follow up with Dr. Arredondo about helping to review the lists identified above to identify whom to invite to serve as a champion. The FAQ document can be used to help invitees understand their role.

→ **ACTION ITEM:** Dr. Mama will plug the survey panel at the November Board meeting, to encourage chairs to use this group.

## Welcoming new members

The council remained excited about a winter webinar to teach first-time SBM attendees how to navigate the meeting. Presenters would discuss "what you wish you knew the first time you attended SBM." SBM staff will plan to send targeted promotional emails to first-time submitters and first-time attendees. The council suggested Monica Baskin or Michael Diefenbach could join as presenters, in their respective roles as president-elect and president. Madalina Sucala could also join to show what industry attendees should expect and Program Chair Alison Phillips would be another good presenter.

→ **ACTION ITEM:** Drs. Blackman Carr and Conley will flesh out the details, complete the webinar request form, and return it to SBM staff. Dr. Mama will assist as needed.

Separate of the webinar, Dr. Castro Sweet is working to suggest changes to SBM new member marketing materials so they appeal more to industry professionals.

→ **ACTION ITEM:** Ms. Bullock will send Drs. Castro Sweet and Mama the materials to be updated, namely the one-pager, member benefits list, and why attend SBM FAQ.



SOCIETY OF  
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## Improving demographic records

The council discussed a Board recommendation to improve the number of members who fill in demographic information in their member profiles, to better track and respond to issues of diversity. This is an action item carried over from SBM's Diversity Leadership Working Group. The working group noted a high "no response" rate for many of the data categories. For example, among our membership, 28% of people did not report gender, 45% did not report race, and 22% did not report profession. Similar missing data was noted for other categories. An ideal time to work on this is as part of membership renewals, which will open October 1 for 2020. The council suggested making the missing fields required on new and renewing member web forms, but adding a "prefer not to respond" option so respondents can still elect to omit the information. The council will evaluate response rates later and see if a more targeted campaign to get members to add the info is required.

→ **ACTION ITEM:** Ms. Bullock will work with staff to make the necessary changes to the membership forms in time for 2020 renewals.

## Adjourn

The call adjourned at 4:52 p.m. ET.

*Minutes respectfully submitted by L. Bullock on September 17, 2019.*