

MEMBERSHIP COUNCIL CALL MINUTES

Date Wednesday, April 28, 2021
Time 3 p.m. ET

IN ATTENDANCE	
Dani Arigo, PhD (Chair)	Yue Liao, PhD
Claire Conley, PhD	Scherezade K. Mama, DrPH
I. Shevon Harvey, DrPH, MPH	Angela Pfammatter, PhD
Allyson Hughes, PhD	
	Rebecca Borzon, Lindsay Bullock (staff)

REGRETS	
Loneke Blackman Carr, PhD	Lorna Haughton McNeill, PhD, MPH
Cynthia Castro Sweet, PhD	

Approve minutes from January and February calls

Dr. Conley made motion to approve January minutes; seconded by Dr. Mama. Motion carried.
Dr. Mama made motion to approve February minutes; seconded by Dr. Pfammatter. Motion carried.

Leadership transition and MC membership updates

Dr. Arigo stated that the transition was official and she was now chair of the council. She thanked Dr. Mama for her work on the Membership Council, as well as her commitment to staying on the council for the next year. She noted that Dr. Newton had to step off the council, as he had just been made the chair of the SIG Council. Dr. Arredondo no longer had the time to commit to the council, as she was transitioning to a new position. Ms. Borzon noted that Dr. Blackman Carr was still on maternity leave, and should be returning shortly. New members would be considered as the council moves forward with its Strategic Planning initiatives.

SBM 20201 / New Member and New Attendee Meet & Greet recap

The council noted that they had heard positive feedback on the Meet & Greet. There were a few technological bumps getting started, but that was to be expected on the first day of the virtual program. The attendees were mostly regular members, and this meant that there were less people to convert to regularly renewing SBM members. However, the regular members did provide excellent insight and concrete suggestions as to how new members can get involved with SBM. The council did also want to continue having the SIG video highlight when SBM's in-person meetings resumed.

The council also noted that holding the event at the beginning of the meeting should be continued, as it allowed for a better introduction to the annual meeting. New members and attendees should also have a separate registration booth to encourage attendance. The Meet & Greet should also be added to their schedules automatically, and a push notification should be sent through the app alerting new members and attendees that the event was beginning.

Review current membership numbers

Ms. Borzon stated that overall, the membership numbers looked good. SBM had anticipated a slight decrease in membership for this year. The only significantly low group were student members. SBM staff had discussed potential discounts to entice Student Members to renew. However, it was determined that the optics would be poor. SBM was reluctant to make it seem that other members were being punished for renewing, especially when discount requests had already been denied. Further, some students may be upset that others would have free access to the Annual Meeting content, especially when presenters had no choice but to pay for attendance. As such, it was decided that the student membership numbers would be tracked carefully during the few renewal prompts that were made over the summer in the final push to increase membership. If student numbers were still low, an incentive would be considered when membership for 2022 opened in October.

Membership Numbers the Week of April 21			
2020 Member Numbers		2021 Member Numbers	
Associate	22	Associate	17
Emeritus	59	Emeritus	60
Fellow	147	Fellow	133
Fellow (Emeritus)	50	Fellow (Emeritus)	54
Member	917	Member	769
Student/Trainee	736	Student/Trainee	485
Trans 1	63	Trans 1	72
Trans 2	48	Trans 2	37
TOTAL	2052	TOTAL	1628

Strategic Framework Planning

Ms. Bullock gave a background of the Strategic Planning retreat, SBM's Strategic Plan, and the charges that the Board had given the council.

Dr. Arigo noted that the council would be adding tweaks to SBM's collateral and definition, and not completely overhauling the brand. By identifying and prioritizing organizations, the first step of defining SBM was more manageable. The SPLC had provided a tiered list of organizations that the council would use as a jumping off point. This would help SBM get on the radar of other organizations that we don't currently partner with, as well as inform us as to what organizations close to us have to say. The council would conduct interviews with two of each organization from the tiered list. The results of the interviews would inform later steps, and the plan that had been submitted to the BOD could be amended to allow for flexibility.

The SPLC could also introduce the council to the right people. An email template should be created for the initial outreach, as well as scheduling interviews. A deeper dive of emails, probes, and surveys would likely be necessary. Dr. Harvey also noted that some people would disengage

during the summer, especially after a long year. Organizations would also likely have to be prepped prior to an interview so that they can be prepared to answer questions.

Adjourn

With no further business, the meeting adjourned at 4:00 pm ET. *Minutes respectfully submitted by R. Borzon on Monday, May 3, 2021.*