

MEMBERSHIP COUNCIL MEETING MINUTES

Date Wednesday, July 27, 2022
Time 3 pm ET

IN ATTENDANCE	
Dani Arigo, PhD (Chair)	Yue Liao, PhD
I. Shevon Harvey, DrPH, MPH	Scherezade K. Mama, DrPH
Chuka Nestor Emezue, PhD, MPH, MPA, CHES	Madalina Sucala, PhD
Allyson Hughes, PhD	Andrew Schmidt (staff)

**quorum = 5*

REGRETS	
Angela Pfammatter, PhD	

GUESTS	
Aliye Cepni (Student SIG)	

Welcome, Student SIG Representative!

Dr. Arigo welcomed Ms. Cepni, Annual Meeting Coordinator for the Student SIG, to provide an update on the SIG's current member outreach activities and share SIG leaders' perspectives about Student/Trainee member retention.

Ms. Cepni reported that the SIG held a leadership meeting earlier in the month where members recommended offering additional resources for new members and first-time meeting attendees in the run-up to the Annual Meeting. The SIG is particularly interested in offering a webinar before the conference to highlight networking opportunities and share tips and tricks to help student members "make the most of" their Annual Meeting experience. SIG social media posts and other SBM marketing on the same topic could support the webinar, and the SIG welcomed the Membership Council's help with developing content and identifying speakers.

Dr. Arigo reported that she recently met with SIG Committee Chair Robert Newton to discuss how SBM can better encourage student members to get involved in SIGs generally. Student representatives across the SIG program have mentioned that there is a lack of guidance about how to engage with the SIGs or get started with volunteer roles in SBM. The council discussed including specific information about the opportunities available and process for getting involved with each SIG in their meet and greet videos and on their webpages. A centralized resource could also be hosted on the Student SIG page.

Ms. Cepni added that the Student SIG is currently planning for the next iteration of the Early Career Mentoring Program. The SIG would likewise welcome the Membership Council's assistance with identifying potential mentors for the upcoming program year, and Ms. Cepni will share more details as they become available.

Approve minutes from July 27

Dr. Mama moved to approve the minutes. Dr. Sucala seconded. The motion carried.

Review current membership numbers

July 31, 2019		July 31, 2020		July 31, 2021		July 31, 2022	
Associate	38	Associate	25	Associate	38	Associate	25
Emeritus	59	Emeritus	59	Emeritus	59	Emeritus	59
Fellow	168	Fellow	155	Fellow	168	Fellow	155
Fellow (Emeritus)	50	Fellow (Emeritus)	50	Fellow (Emeritus)	50	Fellow (Emeritus)	50
Member	1088	Member	1025	Member	1088	Member	1025
Student/Trainee	864	Student/Trainee	776	Student/Trainee	864	Student/Trainee	776
Trans 1	85	Trans 1	74	Trans 1	85	Trans 1	74
Trans 2	40	Trans 2	56	Trans 2	40	Trans 2	56
Total	2392	Total	2220	Total	2392	Total	2220

Review strategic plan activities

1. Retain and recruit more student members, from all backgrounds

In addition to the recruitment and retention strategies already discussed in relation to student members, Dr. Arigo asked the council to consider how it could obtain feedback from mentors in SBM (particularly Fellow members). In contrast to a formal survey or the intensive interviews conducted by the council last year, Dr. Arigo asked council members whether they thought it would be effective to have casual conversations with Fellows in their personal networks. These conversations could give Fellows an opportunity to share their thoughts about SBM membership for mid- to late-career members, but more specifically would allow for the council to learn what about SBM encourages or dissuades senior members from promoting the organization to students.

Dr. Mama proposed developing an email template that council members could send to Fellows in their networks, while Dr. Hughes noted the possibility of bias in reaching out to familiar colleagues vs. a broader cross-section of the Fellow membership.

The council will continue to consider the scope and format of outreach to the Fellows and revisit on next month's council call.

2. Create collateral showing how we are relevant in solving today's problems

Dr. Hughes reported that she and Dr. Harvey had a productive meeting earlier in the month to develop an outline for the planned "Behavioral Medicine 101" video. They suggested that the video contain both fully-scripted and improvised components, to ensure that speakers stay on message while providing content that is conversational and engaging for viewers. To help with clarity, they also recommended that speakers be interviewed individually rather than in groups. This format should also allow segments to be filmed conveniently as members have availability during the 2023 Annual Meeting.

Dr. Hughes and Dr. Harvey will meet again to finalize a proposal before the next Membership Council meeting, while Dr. Arigo will revisit the list of prospective speakers to verify that industry members are featured.

Adjourn

The meeting adjourned at 3:58 p.m. ET.

Minutes respectfully submitted by A. Schmidt on August 25, 2022.