

# SOCIETY *of* BEHAVIORAL MEDICINE

*Better Health Through Behavior Change*

## Membership Council Conference Call

Thursday, February 25, 2016  
11 a.m. PST, 12 p.m. MST, 1 p.m. CST, 2 p.m. EST  
Dial-in: 1-800-377-8846  
Passcode: 43606000#

### MINUTES

#### Attendance

Lorna Haughton McNeill, MPH, PhD (chair)  
Monica L. Baskin, PhD  
Akilah J. Dulin Keita, PhD  
Bettina Fisher Drake, PhD, MPH  
Tracey Ledoux, PhD, RD  
Qian Lu, MD, PhD  
Scherezade Mama, DrPh  
Barbara Resnick, PhD, CRNP, FAAN, FAANP  
Christine Rini, PhD (new member)  
Lindsay Bullock (staff)

#### Regrets

Sasha A. Fleary, MS  
Sherri Sheinfeld Gorin, PhD

#### **Approve minutes from the last call**

Minutes from December 17 approved with no changes.

#### **Survey update**

Ms. Bullock said the council's membership survey is open Feb. 1-29. Preliminary results show 444 responses, for a 9.6% response rate. Of those, approximately 30% are former members.

#### **Champions Program update**

The council approved the Champions Program proposal completed by Drs. Fisher Drake and Mama. The proposal will go to the SBM Board for approval in March.

#### **Affiliate membership update**

The council approved the affiliate membership proposal completed by Dr. Dulin Keita. It was previously reviewed by SPLC and Digital Health Council. The proposal will go to the SBM Board for approval in March.

#### **Annual Meeting Meet and Greet planning, council visibility**

The SIG and Membership Council New Member Meet & Greet is planned for 6 p.m. on Thursday, March 31 during the evening Poster Session, in Columbia 3-4 (back of poster hall). Possible event speakers were discussed. Ms. Bullock will work with Dr. McNeill and SIG Council Chair Kristi Graves, PhD, to finalize a list of speakers that is diverse in terms of career level and discipline. Dr. Mama volunteered to be a speaker to represent public health and to discuss transitioning from student to transitional membership. Speakers will briefly mention what SBM can do for you and what you get for your money. SBM President Marian Fitzgibbon, PhD, and President-Elect Jim Sallis, PhD, will also speak on why new members are important to SBM. Drs. McNeill, Baskin, and Lu volunteered to be event greeters. Membership Council members will be identified by a "Hi!" button. Council and Board members may also be encouraged to do a scavenger hunt during the meeting as a way to welcome as many new members as possible.

#### **In-person council meeting planning**

The council will have an informal meeting at the Annual Meeting on Friday, April 1 at 7:15 a.m. in Columbia 11. Dr. McNeill encouraged each council member to come ready to share one membership idea that aligns with SBM's strategic priorities.

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### Membership numbers

Year-End Totals for 2015

	2014	2015
Associate	23	25
Emeritus	47	53
Fellow	169	144
Fellow (Emeritus)	37	42
Member	1081	1051
Student/Trainee	756	701
Transitional	96	N/A
Transitional 1	N/A	71
Transitional 2	N/A	30
<b>TOTAL</b>	<b>2209</b>	<b>2117</b>

YTD Totals for 2016 (as of Feb. 15)

	2015	2016
Associate	11	9
Emeritus	50	56
Fellow	111	114
Fellow (Emeritus)	41	46
Member	603	695
Student/Trainee	288	375
Transitional 1	24	42
Transitional 2	15	30
<b>TOTAL</b>	<b>1143</b>	<b>1367</b>

### Overview of key membership dates

- January: Sending email from Dr. McNeill to new 2015 members, encouraging them to renew.
- March/April: Annual Meeting takes place (many people renew or join when registering for the meeting to get a registration discount).
- April: Non-member meeting attendees who paid full price registration are offered a free membership for the remainder of the year, in hopes they'll stay involved with SBM.
- May: Prior year members who did not attend the meeting and have not yet renewed are sent an email encouraging them to renew (We missed you at the Annual Meeting...).
- May: SIG listservs are a member benefit. As such, we warn any prior year members who have not yet renewed that they will be kicked off the listservs if they do not renew.
- June: Come Back to Us Campaign has SBM leaders send personal emails to prior year non-renewed members, encouraging them to renew.
- July: Call for abstracts opens for the next year's meeting (membership is not required to submit an abstract).
- September: Call for abstracts closes.
- October: Next year's membership opens. Renewal notices are sent via snail mail to all members.
- November: Registration opens for the next year's Annual Meeting.
- November: Call for awards and new fellows opens. Nominees and nominators are required to be current SBM members.

### Next meeting

- Informal meeting at the Annual Meeting on Friday, April 1 at 7:15 a.m. in Columbia 11.
- Next conference call is Thursday, April 28, 2 p.m. EST/1 p.m. CST/12 p.m. MST/11 a.m. PST.