

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, February 26, 2015
1 p.m. PST, 2 p.m. MST, 3 p.m. CST, 4 p.m. EST
Dial-in: 1-800-377-8846
Passcode: 43606000#

MINUTES

Attendance

Monica L. Baskin, PhD (chair)
Lorna Haughton McNeill, MPH, PhD
Scherezade Mama, DrPh
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Sherri Sheinfeld Gorin, PhD
Lindsay Bullock (staff)

Regrets

Akilah J. Dulin Keita, PhD
Sasha A. Fleary, MS
Tracey Ledoux, PhD, RD

Approve minutes from the last call

Minutes from December 18 were approved.

Overview of membership numbers

February 16, 2014		February 16, 2015	
Associate	6	Associate	11
Emeritus	32	Emeritus	50
Fellow	128	Fellow	111
Fellow (Emeritus)	29	Fellow (Emeritus)	41
Member	624	Member	603
Student	290	Student/Trainee	288
Transitional	33	Transitional	N/A
		Transitional 1	24
		Transitional 2	15
Total	1142	TOTAL	1143

2015 Annual Meeting sessions review

The Membership Council's breakfast roundtable business meeting is scheduled for Friday, April 24 from 7:30 to 8:15 a.m. in conference room 3-4. The Membership Council (in conjunction with the SIG Council) will host a New Member Meet and Greet on Thursday, April 23 in conjunction with the 6 to 7 p.m. poster session. The meet and greet will likely be held in a room just off the poster hall and that room will include a bar. New members will be given a free beer or soda ticket in their registration packets; that ticket can be redeemed only at this event, in an effort to encourage attendance. The meet and greet will also feature posters on each SIG (with SIG representatives present), and short talks from members about how SBM has benefited their careers. Council members identified Michael A. Diefenbach, PhD, Dr. Haughton McNeill, and Dr. Resnick as speakers. They will explain what SBM can do for you and how the society is diverse in terms of discipline, focus area, and profession.

Membership survey update

Dr. Baskin said she met with Marian L. Fitzgibbon, PhD, and Amy L. Yaroch, PhD, via conference call on January 6 to review a survey draft. Valuable feedback was provided. An updated draft has been created based on that feedback. It will be further refined with a goal of distributing it to members sometime after the Annual Meeting.

Membership brochure update

Dr. Baskin explained council members previously provided excellent and valuable feedback on a brochure version. The feedback pointed not toward a brochure, but toward an infographic-style membership flier (which can more easily be viewed online, downloaded, and printed, and which can be printed for the Annual Meeting on two-sided glossy paper.). The flier has a more cohesive flow and design; it also explains how members can personally benefit, rather than just

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giving a list of benefits. The flier aligns with council feedback and association management best practices. The council reviewed the flier and suggested removing a section on members' NIH R01 grants.

Membership video contest

Dr. Baskin explained that despite many promotional efforts (and great sample videos by SBM Board members), only one video was submitted for the contest. A time period for "liking" videos was therefore not held or publicized. The sole submitter will be given the first place prize of a \$100 Visa gift card. This experience can be better used to inform future council activities.

Meeting attendee membership deal

The council in December approved continuing the non-member meeting attendee deal, which allows non-member Annual Meeting attendees to get a free year of SBM membership, in hopes they'll stay involved and become a paying member later on. Per the council's request, Dr. Baskin and Ms. Bullock presented data showing that for 2011-13, 48 people took advantage of the deal; of those, 15 continued membership including 2015 Annual Meeting Program Chair Lila Rutten and Website/Social Media Team Leader Rajani Sadasivam.

Reciprocal agreements

The council would like to get SBM's annual meeting on the calendars and websites of more like-minded organizations. Council members will send suggestions to Dr. Baskin or Ms. Bullock.

Next Meeting

Friday, April 24, 7:30 to 8:15 a.m.; in-person at the SBM Annual Meeting in San Antonio, TX. The breakfast roundtable business meeting will be in conference room 3-4.