

# SOCIETY *of* BEHAVIORAL MEDICINE

*Better Health Through Behavior Change*

## Membership Council Conference Call

Thursday, April 28, 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

Monica L. Baskin, PhD  
Akilah J. Dulin Keita, PhD  
Tracey Ledoux, PhD, RD  
Qian Lu, MD, PhD  
Scherezade Mama, DrPh  
Barbara Resnick, PhD, CRNP, FAAN, FAANP  
Lindsay Bullock (staff)

#### Regrets

Lorna Haughton McNeill, MPH, PhD (chair)  
Bettina Fisher Drake, PhD, MPH  
Sasha A. Fleary, MS  
Christine Rini, PhD  
Sherri Sheinfeld Gorin, PhD

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

Minutes from February 25 approved with no changes.

#### **Survey results**

Discussion tabled for the council's June call.

#### **Champions Program update**

The SBM Board approved the Champions Program proposal during its March meeting. The next step is inviting possible champions to participate. Drs. Fisher Drake and Mama prepared a list including primary and secondary suggestions. The list was approved with the following changes: Switch Amelie Ramirez to primary; switch Samantha Harden to primary; switch Rachel Shelton to secondary; switch April Oh to primary; and switch Sandra Mitchell to secondary. Dr. Baskin noted that during the champions' orientation, they will be instructed to reach out to individuals beyond their immediate specialty area.

#### **Affiliate membership update**

The SBM Board approved the affiliate membership proposal at its March meeting. The updated membership category and benefits will be rolled out with the 2017 membership year.

#### **New Member Meet and Greet feedback**

2016 Annual Meeting meet and greet attendees did not sign in, but 103 free drink tickets were redeemed (compared to 78 in 2015). Council members said locating the event within the poster hall made it noisy and confusing; speakers were very hard to hear. Having a separate room for the event, like at the 2015 Annual Meeting, would be preferable for 2017.

#### **Come Back to Us Campaign**

SBM's annual Come Back to Us Campaign, where society leaders email non-renewed members about renewing membership for 2016, will kick off in May. Council members as well as select SIG chairs and Board members will each receive a list of individuals to email.

#### **Membership numbers**

YTD Totals (as of April 18)

	2015	2016
Associate	20	28
Emeritus	50	59
Fellow	129	133
Fellow (Emeritus)	41	47
Member	898	1032

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Student/Trainee	585	729
Transitional 1	57	77
Transitional 2	29	47
TOTAL	1809	2152*

\*2016 membership has already passed total 2015 end-of-year membership: 2117

### 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

- Next conference call is Thursday, June 23, 2 p.m. EST/1 p.m. CST/12 p.m. MST/11 a.m. PST.