

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, June 23, 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
Bettina Fisher Drake, PhD, MPH
Qian Lu, MD, PhD
Scherezade Mama, DrPh
James F. Sallis Jr., PhD (guest; SBM president)
Mary Dean (staff)
Lindsay Bullock (staff)

Regrets

Lorna Haughton McNeill, MPH, PhD (chair)
Akilah J. Dulin Keita, PhD
Sasha A. Fleary, MS
Tracey Ledoux, PhD, RD
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Christine Rini, PhD
Sherri Sheinfeld Gorin, PhD

Approve minutes from the last call

Minutes from April 28 approved with no changes.

Survey results

Ms. Bullock reviewed results from the Membership Council's February 2016 survey of current and past SBM members. The survey had 482 responses, for a 10.4% response rate. About one-third of those were past members who provided reasons for not renewing membership: cost of dues; cost of Annual Meeting attendance; loss of grant or employer funding for memberships; member of similar organization; and did not benefit because SBM does not have enough members from a certain specialty. Other survey findings include: most members pay dues out of their own pockets; members most value the annual meetings and publication of journals; and members have interest in future opportunities for funding information, collaboration, mentoring, mHealth training, and webinars. Council members suggested the results may be valuable to SBM's SIGs. Dr. Haughton McNeill will present the results to the SBM Board in July.

Champions Program update

15 champions accepted invitations to participate in the new program. Dr. Haughton McNeill had orientation calls with them in June, and Ms. Bullock mailed them welcome kits. Their first task will be promoting SBM's call for abstracts beginning July 19. A champions web page with interactive map has also been set up at <http://www.sbm.org/membership/sbm-champions>.

Non-member meeting attendee deal update

31 non-member meeting attendees took advantage of this deal for free SBM membership for the remainder of 2016. This compares nicely to 48 people in 2015 and 21 people in 2014.

SIG listserv cleanup update

In April, non-renewed SIG members were reminded to renew or lose access to the SIG listservs. As a result, 64 people renewed membership for a 7.9% success rate, similar to the 8.3% success rate seen in 2015.

Come Back to Us Campaign update

SBM's annual Come Back to Us Campaign, where society leaders email non-renewed members about renewing membership for 2016, took place in May. 18 people renewed for a 2.4% success rate, similar to the 2% success rate seen in 2015. Thank you to the Membership Council members who participated.

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Membership numbers

YTD Totals (as of June 6)

	2015	2016
Associate	23	35
Emeritus	51	59
Fellow	139	146
Fellow (Emeritus)	41	47
Member	998	1096
Student/Trainee	642	767
Transitional 1	68	81
Transitional 2	29	49
TOTAL	1988	2280*

*2016 membership has already passed total 2015 end-of-year membership: 2117
The highest recorded membership was in 2013: 2308 year-end total

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, August 25, 2 p.m. EST/1 p.m. CST/12 p.m. MST/11 a.m. PST.