

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, August 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
Bettina Fisher Drake, PhD, MPH
Tracey Ledoux, PhD, RD
Qian Lu, MD, PhD
Scherezade Mama, DrPh
Lindsay Bullock (staff)
Mary Dean (staff)
Erica Linc (staff)

Regrets

Akilah J. Dulin Keita, PhD
Sasha A. Fleary, MS
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Christine Rini, PhD
Sherri Sheinfeld Gorin, PhD

Approve minutes from the last call

Minutes from June 23 approved with no changes.

Review of student dues increase proposal

Ms. Linc explained the SIG Council/Student SIG have proposed increasing student dues by \$2 for 2017. Dues would go from \$97 to \$99. The additional \$2 would be allocated to the student's choice of SIG. Currently students are not allowed to allocate dollars to SIGs, while other member types (excluding emeritus) can. This was done in an effort to keep student dues low, but it has resulted in the Student SIG having a significantly lower budget than other similarly sized SIGs. Ms. Linc said all membership forms would also be updated to allow anyone to donate directly to the Student SIG. Membership Council members said the proposal made sense. They did not think the extra \$2 would hurt student membership numbers or drive anyone away from SBM.

Discussion of publicizing survey results

Dr. McNeill explained results from SBM's membership survey (including messaging about the value of SBM membership) should be publicized to show members we are listening to their feedback and responding accordingly. Possible outlets include the Outlook newsletter, broadcast emails, and social media. Dr. McNeill and Ms. Bullock will draft messaging and present a plan at the council's next call.

Discussion of affiliate membership promotion

Ms. Bullock said new affiliate membership will roll out in October for the 2017 membership year. Possible groups to target include SBM's reciprocal partners, past meeting exhibitors, organizations SBM belongs to, job advertisers, lab hubs, and groups that SBM's Scientific and Professional Liaison Council works with. These groups are already engaged with SBM and would benefit from affiliate membership discounts. Council members also suggested like-minded groups from various disciplines: American College of Sports Medicine, American Medical Association, professional nursing associations, Academy of Nutrition and Dietetics, American Public Health Association, and International Society of Behavioral Nutrition and Physical Activity.

Discussion of membership diversity

Dr. McNeill said increasing SBM's professional diversity has been talked about frequently, but few outreach efforts have been tried recently. SBM remains largely made up of psychologists. Council members suggested targeting individuals who belong to like-minded groups, such as those that will be targeted for affiliate membership and include nurses, physicians, and public health professionals. Other suggestions included schools of public health and schools near the Annual Meeting location. Ms. Dean recommended reaching out to groups with local chapters in the meeting city or state; SBM could highlight continuing education options that meet their members' needs and could organize joint sessions or happy hour events. Dr. McNeill suggested very focused appeals and messaging should be used, perhaps listing specific

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meeting sessions that would be of interest. SBM staff will compile a list of possible organizations so the council can target about three professional groups this year. A more concrete outreach plan will be presented on the council's next call.

Update on Champions Program

Champions are encouraging abstract submissions and have received reminders.

Membership numbers

SBM membership has reached a new high!

YTD Totals (as of August 15)

	2015	2016
Associate	23	35
Emeritus	51	59
Fellow	141	147
Fellow (Emeritus)	42	47
Member	1027	1111
Student/Trainee	656	778
Transitional 1	70	81
Transitional 2	29	51
TOTAL	2039	2309*

*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, October 27, 2 p.m. EST/1 p.m. CST/12 p.m. MST/11 a.m. PST.