

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, August 27, 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

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

Regrets

Akilah J. Dulin Keita, PhD
Sasha A. Fleary, MS
Sherri Sheinfeld Gorin, PhD

Approve minutes from the last call

Minutes from February 26 were approved.

Overview of membership numbers

2015 membership is down 3.19% from 2014. Membership is tied closely to Annual Meeting attendance, which is tied closely to location and abstract acceptance. SBM's SIG listserv clean-up membership drive in May had an 8.3% success rate. The Come Back to Us Campaign in June had a 2% success rate.

August 5, 2014		August 5, 2015	
Associate	20	Associate	23
Emeritus	44	Emeritus	51
Fellow	155	Fellow	141
Fellow (Emeritus)	39	Fellow (Emeritus)	42
Member	1,034	Member	1,025
Student	712	Student/Trainee	651
Transitional	93	Transitional	N/A
		Transitional 1	70
		Transitional 2	29
Total	2,099	TOTAL	2,032

Overview of key membership dates

- 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.

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- November: Call for awards and new fellows opens. Nominees and nominators are required to be current SBM members.

Meeting attendee membership deal

The council's non-member meeting attendee deal was successful for 2015. 48 people took advantage. The deal 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.

Council Annual Meeting meet and greet

The council discussed the new member meet and greet held on Thursday evening during the 2015 Annual Meeting. Drink tickets were given to members as an incentive to attend; SIG chairs attended and stood by posters about their respective SIGs; council members and board members spoke about what SBM means to them and why it is their professional home. 78 drink tickets out of about 400 were redeemed and attendance at any given time seemed to be about 40-50 people.

The council may consider a midday session or other event for 2016 to increase attendance. Dr. McNeill also suggested Membership Council members split up and visit SIG meetings to welcome new members and encourage their attendance at any events. Dr. Ledoux suggested the council continue placing a welcome letter in new members' annual meeting packets.

Membership survey update

A survey has been in the works for the past year, to better determine how/why members become engaged in SBM and why they leave. A final draft (previously reviewed by Drs. Baskin, Mama, Ledoux, Fitzgibbon, and Yaroch) is being reviewed by Dr. McNeill.

New council members

Dr. McNeill and Dr. Ledoux shared the names of several individuals that could be invited to join the Membership Council. They have varying professional backgrounds, which will help the council continue to diversify. Dr. McNeill will reach out to each individual with an invitation. Individuals will need to be approved by SBM's Executive Committee before formally joining the council.

Corporate membership

SBM has a corporate membership category but it is not currently in use. SBM Board members would like the council to "revitalize" this category by creating membership benefits, a pricing structure, and a promotion strategy. SBM is often asked to join other organizations and frequently does so. It would be nice to give other organizations the option to join SBM as well (especially those that SPLC works with). The council will discuss this item further on its next call.

Next meeting

Thursday, October 22; 1 p.m. PST, 2 p.m. MST, 3 p.m. CST, 4 p.m. EST.