

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, October 22, 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
Akilah J. Dulin Keita, PhD
Bettina Fisher Drake, PhD, MPH (new member)
Tracey Ledoux, PhD, RD
Qian Lu, MD, PhD (new member)
Scherezade Mama, DrPh
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Christine Rini, PhD (new member)
Lindsay Bullock (staff)

Regrets

Sasha A. Fleary, MS
Sherri Sheinfeld Gorin, PhD

Welcome new council members

Drs. Drake, Lu, and Rini were approved by the Executive Committee on October 22.

Approve minutes from the last call

Minutes from August 27 were approved with a labeling change in the membership chart.

Overview of membership numbers

2015 membership is down 4.35% from 2014. Membership is tied closely to Annual Meeting attendance, which is tied closely to location.

October 5, 2014		October 5, 2015	
Associate	21	Associate	23
Emeritus	46	Emeritus	52
Fellow	159	Fellow	144
Fellow (Emeritus)	39	Fellow (Emeritus)	42
Member	1075	Member	1041
Student	749	Student/Trainee	687
Transitional	96	Transitional	N/A
		Transitional 1	71
		Transitional 2	30
Total	2185	TOTAL	2090

2016 membership opened October 15.

Engaging new members

Dr. Haughton McNeill suggested the council send an email to all new 2015 members, personally inviting them to renew membership and come to the 2016 meeting. Ms. Bullock will draft a letter for Dr. Haughton McNeill's review. Ms. Bullock will also pull new member retention data to share with the council.

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).

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- 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.

Council Annual Meeting meet and greet

The council discussed its Annual Meeting new member meet and greet, held in partnership with the SIG Council. Dr. Haughton McNeill and SIG Council Chair Kristi Graves, PhD, had a call on October 13 to discuss the event; Dr. Haughton McNeill also joined a SIG Council call on October 22. It was determined that breakfast and midday times are problematic for SIGs and could lead to lower meet and greet attendance. SIGs liked the evening format of the 2015 meet and greet, and event consistency is desirable for a few years. As such, the councils will move ahead with planning an evening meet and greet for Thursday, March 31. Ideas suggested include a better way to identify SIG chairs and council members, a map of the room, signup sheets for SIGs, a sign-in sheet, and drink tickets for volunteers. The format of the program portion of the event will be discussed on the next Membership Council call.

Membership survey update

A survey to better determine how/why members become engaged in SBM and why they leave is in final stages. It has been approved by Dr. Haughton McNeill and has been reviewed by SBM President Marian Fitzgibbon, PhD. The next step is Executive Committee approval of the survey wording and the distribution plan, in November. Ms. Bullock will send the final survey to the council, and will prepare a final survey draft and distribution plan for the Executive Committee's November meeting. Council members suggested several strategies for distributing the survey, including after the annual meeting (good time for reflection), before the annual meeting during meeting registration (might serve as a reminder to renew membership and reaches people when they are thinking about SBM), and during the meeting via the meeting mobile app. Dr. Baskin noted it is important to have results available in time for use during the 2016 Come Back to Us Campaign.

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. Drs. Haughton McNeill and Dulin Keita volunteered to lead this effort and draft a proposal.

SBM Champions proposal

An SBM Champions Program, led by SBM's Membership Council and SBM staff, would identify volunteer members as "champions" of the society. Members would be invited to become a champion based on their employment at an institution where SBM has many members or where SBM would like to gain a foothold. Champions would be tasked with spreading the word about SBM activities around their workplaces; they would encourage people to submit abstracts, register for annual meetings, join SBM, renew membership, and apply for SBM awards. Champions would generate excitement and encourage action. The council expressed support for this program, and Drs. Mama and Fisher Drake volunteered to lead this effort and finalize a proposal.

Next meeting

Thursday, December 17; 1 p.m. PST, 2 p.m. MST, 3 p.m. CST, 4 p.m. EST.