

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, October 27, 2016
11 a.m. PT, 12 p.m. MT, 1 p.m. CT, 2 p.m. ET
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
Tracey Ledoux, PhD, RD
Qian Lu, MD, PhD
Scherezade Mama, DrPh
Christine Rini, PhD
Sherri Sheinfeld Gorin, PhD
Lindsay Bullock (staff)
Mary Dean (staff)
Andrew Schmidt (staff)

Regrets

Bettina Fisher Drake, PhD, MPH
Sasha A. Fleary, MS
Barbara Resnick, PhD, CRNP, FAAN, FAANP

Approve minutes from the last call

Minutes from August 25 approved with no changes.

Review plan for publicizing survey results

The council previously expressed interest in publicizing results from SBM's membership survey (including messaging about the value of SBM membership) to show members we are listening to their feedback and responding accordingly. Dr. McNeill and Ms. Bullock created a dissemination plan that calls for placing an article in the winter 2017 issue of *Outlook*; the article would be linked in the SIG digest and emailed directly to all survey participants. Council members reviewed the article text and offered minor changes. The overall plan was approved and will be implemented by Ms. Bullock.

Review plan for engaging other professional organizations

To increase SBM's professional diversity (and publicize SBM's new affiliate membership category), the council would like to reach out to other organizations that represent professions underrepresented in the SBM membership. Success will likely be increased by reaching out to groups with local chapters in the Annual Meeting city/state; SBM could highlight continuing education options that meet their members' needs and could organize joint sessions or happy hour events. To best track success and focus efforts, only four organizations would be targeted for 2017. These have been identified based on Membership Council discussions and SBM's profession stats: American Public Health Association, American Nurses Association, Academy of Nutrition and Dietetics, and National Medical Association. Colleague-to-colleague communications are likely to be most well received, so individual SBM members will be tasked with reaching out to each group using templates created by SBM staff. Dr. Baskin will reach out to APHA, Dr. Ledoux will reach out to AND, and Dr. McNeill will reach out to NMA. Ms. Bullock will find an SBM nursing member to reach out to ANA, and will send template emails to all involved.

Dr. Sheinfeld Gorin said SBM's Scientific and Professional Liaison Council can also help promote membership with the organizations it works with. Dr. McNeill will join the group's upcoming call and will share membership materials.

Discuss outreach to schools

To further increase SBM's professional diversity, the council would like to strategically reach out to schools of public health, nursing, and medicine. This would be different from the existing Champions Program because champions focus on entire institutions rather than specific schools. Making these efforts student-drive could further differentiate work from the Champions Program. Dr. Lu said some other organizations have campus representatives. Dr. Ledoux said this effort could be very labor intensive so the council may want to focus on only one profession/school type to start. Dr. McNeill will ask the SBM Board for additional suggestions and the council will discuss this idea further on its next call.

New Member Meet and Greet discussion

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The council previously decided to again host a new member meet and greet at the 2017 Annual Meeting. Ms. Bullock will have space set aside during the Thursday evening poster session. Space will be near but not in the poster hall, to allow foot traffic but cut down on noise.

Membership numbers

YTD Totals (as of September 30)

	2015	2016
Associate	23	35
Emeritus	52	59
Fellow	144	148
Fellow (Emeritus)	42	47
Member	1041	1132
Student/Trainee	687	818
Transitional 1	71	88
Transitional 2	30	51
TOTAL	2090	2378*

2016 membership has already passed total 2015 end-of-year membership (2117). The highest recorded membership was in 2013 (2308). 2017 membership opened October 17; 175 people renewed or joined so far.

Overview of key membership dates

- January: Sending email from Dr. McNeill to new 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.

Update on Champions Program

Dr. McNeill is having a mid-year check-in call with champions in November.

Next meeting

- Next conference call is Thursday, December 8, 2 p.m. ET/1 p.m. CT/12 p.m. MT/11 a.m. PT.