

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, December 17, 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
Bettina Fisher Drake, PhD, MPH
Qian Lu, MD, PhD
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Christine Rini, PhD (new member)
Sherri Sheinfeld Gorin, PhD
Lindsay Bullock (staff)

Regrets

Akilah J. Dulin Keita, PhD
Sasha A. Fleary, MS
Tracey Ledoux, PhD, RD
Scherezade Mama, DrPh

Approve minutes from the last call

Minutes from October 22 approved with no changes.

Continue non-member meeting attendee deal

Deal approved for 2016 Annual Meeting.

Change emeritus membership structure

Ms. Bullock explained that more SBM members are requesting free emeritus membership. Currently, emeritus members must be age 65 or older and a member for at least 8 years. However, many people now choose to work past age 65, and each emeritus member means less revenue for SBM programming. SBM staff suggested new emeritus requirements: age 70 or older, retired (we will put this in the description but it will be on the honor system), and SBM member for at least 8 years. Council members propose moving to a system with two emeritus member types, so that SBM can still receive some revenue while the burden of full price membership remains eased for those over age 65 (pending additional research by Ms. Bullock to see what other similar organizations require and offer):

Emeritus 1 (lower rate, perhaps like transitional): age 65-70, retired, SBM member at least 8 years

Emeritus 2 (free): age 70+, retired, SBM member at least 8 years

A final recommendation will be passed on to SBM Executive Director Amy Stone and Secretary/Treasurer Michael Diefenbach, who will draft a proposal for Executive Committee approval. Any change will require an amendment to SBM's Bylaws, which requires approval via voting by the larger SBM membership.

November SBM Board meeting update

Dr. McNeill discussed happenings at the November SBM Board meeting. She said that a new council report document has been created to help the council better communicate its goals and activities to the SBM Board—emphasis should be placed on collaboration with other SBM groups and alignment with SBM's strategic plan. Moving forward, the Board may give the council 1-2 yearly initiatives.

Survey update

Ms. Bullock said the council's membership survey was approved by the Executive Committee on December 17. The committee also approved a dissemination strategy based on council recommendations. The survey will be disseminated in February via a unique link system.

Corporate membership update

Ms. Bullock said Dr. Dulin Keita has completed a benefits and fees proposal. She and Dr. McNeill will review. Leaders of SBM's Scientific & Professional Liaison Council and Digital Health Council have been consulted to ensure the new member type will be of value to them without jeopardizing their existing efforts to engage corporations and organizations.

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Champions program update

Dr. Fisher Drake said she and Dr. Mama have suggested edits to the champions program proposal and have identified possible champions. Key takeaways so far include needing to really emphasize the benefits to champions and making it easy for them with a well-designed toolkit. Council members suggested senior to mid-career champions would be good for getting students involved. They also suggested that a 1-year champion commitment might be good, with the option to renew.

Membership numbers

Ms. Bullock said final 2015 membership counts will be known at the end of this month. Total membership will likely be about 2,100, compared to 2014's total of 2,209.

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.

2016 Annual Meeting Meet and Greet reminder

The SIG and Membership Council New Member Meet & Greet is planned for Thursday, March 31 during the evening Poster Session.

Next meeting

TBD in February.