

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, December 18, 2014
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

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

Regrets

Sasha A. Fleary, MS
Sherri Sheinfeld Gorin, PhD

Approve minutes from the last call

Minutes from October 23 were approved.

Overview of membership numbers

Ms. Bullock reported that 2015 membership opened the week of November 10, 2014. Final membership numbers, 2013 compared to 2014:

2013		2014	
Associate	26	Associate	22
Emeritus	36	Emeritus	46
Fellow	160	Fellow	159
Fellow (Emeritus)	35	Fellow (Emeritus)	39
Member	1066	Member	1085
Student	824	Student/Trainee	761
Transitional	161	Transitional	95
Total	2308	TOTAL	2207

2015 Annual Meeting sessions discussion

The Membership Council's breakfast meeting has been approved. It is scheduled for Friday, April 24, 2015, from 7:30 to 8:15 a.m. Council members expressed interest in also holding a meet and greet event for newer members and non-members. Council members liked the format of last year's meet and greet event (where young SBM leaders briefly explained how SBM has benefited their careers and then SIG chairs and others were available for conversation). Council members also liked the idea of having the event in the evening in conjunction with a heavily-attended poster session, with food and drinks possibly available. Ms. Bullock and other SBM staff will run the idea past the meeting program chair and then see if other councils (SPLC, SIG) are interested in co-sponsoring.

Membership brochure update

The council remains committed to updating the society's membership brochure from its current 2013 version, to make the brochure more engaging and user-friendly with pictures that portray more diversity. The updated brochure can be used at SBM's annual meetings or can be sent to/left at other meetings or exhibits. The council reviewed a draft and provided feedback to Ms. Bullock. She and Dr. Dulin Keita will make additional edits, then send another version to council members for review via email.

Meeting attendee membership deal

The council approved continuing the non-member meeting attendee deal for 2015. 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. For 2011-13, 48 people took advantage of the deal; of those, 15 continued membership (Note: Numbers do not include 2014 deals as they still have time to renew for 2015). Non-members who took part in the deal and now continue

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membership include 2015 Annual Meeting Program Chair Lila Rutten and Website/Social Media Team Leader Rajani Sadasivam.

The council would also like to get SBM's annual meeting on the calendars and websites of more like-minded organizations. SBM maintains reciprocal agreements with many organizations; SBM will post their events and they post information on SBM's meeting in return. Ms. Bullock will share a list of those organizations and agreements with council members so they can suggest additional organizations to reach out to.

Membership video contest

The council's Why I Renew Video Contest will kick off January 5. The contest will ask people to upload YouTube or Vine videos explaining "why I renew." The video with the most likes from February 1 through 15 will win; the creator will receive a \$100 Visa gift card. Second place will get \$75 and third will get \$50. The contest Web page is www.sbm.org/whyirenew.

Next call

Date: Thursday, February 26

Time: 1 p.m. PST, 2 p.m. MST, 3 p.m. CST, 4 p.m. EST

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