

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, December 8, 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)
Bettina Fisher Drake, PhD, MPH
Qian Lu, MD, PhD
Scherezade Mama, DrPh
Christine Rini, PhD
Jim Sallis, PhD (SBM president)
Lindsay Bullock (staff)
Mary Dean (staff)
Andrew Schmidt (staff)

Regrets

Monica L. Baskin, PhD
Akilah J. Dulin Keita, PhD
Sasha A. Fleary, MS
Tracey Ledoux, PhD, RD
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Sherri Sheinfeld Gorin, PhD

Welcome SBM President Jim Sallis

Dr. Sallis thanked the council for their efforts to achieve 2016 record membership and to launch affiliate membership. He also lauded the group's work to engage public health departments.

Approve minutes from the last call

Minutes from October 27 approved with no changes.

Approve non-member meeting attendee deal

Ms. Bullock explained the deal allows non-member meeting attendees to become members of SBM for the remainder of the year for free. It is a good retention tool. The council has been offering this deal since 2011 and 31 people took advantage of it in 2016. The deal was approved for the 2017 meeting and membership year. SBM staff will implement it.

November Board meeting update

Ms. Bullock said the SBM Board met in November to discuss Dr. Sallis' presidential initiative of fostering translation of research and creating more impact for members' work; SBM's ongoing efforts to evaluate journal publishers; and the Membership Council's work to partner with other professional organizations to increase the society's professional diversity. Several Board members offered to contact organizations they have ties to, and Ms. Bullock shared reaching out templates with them.

Ms. Bullock also provided an update on the 2017 Annual Meeting. Keynote presenters have been announced, a record number of abstracts were received (1,419), and 95% of those were accepted.

Review ongoing strategies for engaging other professional organizations

To increase SBM's professional diversity (and publicize SBM's new affiliate membership category), the council and staff are reaching out to other organizations that represent professions underrepresented in the SBM membership.

Ms. Bullock joined a call of SBM's Scientific and Professional Liaison Council (SPLC) on November 28 to encourage those council members to reach out to the organizations the already partner with on SBM's behalf. Council members were receptive. Dr. McNeill will join a subsequent SPLC call to follow up and to see how the council can help encourage individual memberships as well.

SBM staff has contacted 40+ organizations about becoming affiliate members.

Interested Board members have been given a template for reaching out to other organizations they have ties to.

Select Membership Council members are reaching out to organizations with local chapters in San Diego. These groups were specially identified and targeted by the council: National Medical Association (Dr. McNeill); Academy of Nutrition and

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Dietetics (Dr. Ledoux); American Public Health Association (Dr. Baskin); and American Nurses Association (SBM member Patricia Kinzer, PhD).

Discuss outreach to schools

To further increase SBM's professional diversity, the council would like to strategically reach out to schools of public health and nursing. SBM Board members suggested offering free one-day 2017 Annual Meeting passes may be a way to engage deans or others. Dr. Mama said targeting deans and other leaders would be more effective than targeting students, as many students become involved in SBM at the urging of their professors or mentors. SBM staff will determine a concrete plan for offering free passes.

Update on Champions Program

Dr. McNeill and Ms. Bullock had a mid-year check-in call with champions on November 16. Champions provided positive feedback about the program and asked that social media prompts be included in future templates for sharing SBM information and deadlines. One champion commented that they encouraged someone to submit an Annual Meeting abstract, but that abstract was not ultimately accepted. Dr. McNeill said champions may need to provide instruction on how to submit better abstracts. Dr. Mama suggested the topic area chairs and reviewers may need to include more clinical professionals. Ms. Bullock will share this feedback with SBM's meeting planner.

Membership numbers

YTD Totals (as of November 17)

	2016	2017
Associate	36	3
Emeritus	59	11
Fellow	148	60
Fellow (Emeritus)	46	6
Member	1151	269
Student/Trainee	821	94
Transitional 1	87	9
Transitional 2	51	6
TOTAL	2392	456

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.

Next meeting

- Next conference call is Thursday, February 23, 2 p.m. ET/1 p.m. CT/12 p.m. MT/11 a.m. PT.