

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, May 25, 2017
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

Attendees

Lorna Haughton McNeill, MPH, PhD (Chair)
Gary G. Bennett Jr., PhD (guest, SBM President)
Monica L. Baskin, PhD
E. Amy Janke, PhD (SPLC representative)
Tracey Ledoux, PhD, RD
Scherezade Mama, DrPh
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Mary Dean (staff)

Regrets

Bettina Fisher Drake, PhD, MPH
Akilah J. Dulin Keita, PhD
Sasha A. Fleary, MS
Qian Lu, MD, PhD
Christine Rini, PhD
Sherri Sheinfeld Gorin, PhD (SPLC representative)

Welcome to SBM President Gary Bennett and SPLC Chair E. Amy Janke

Approve minutes from the last call

Minutes from February 23 approved with no changes.

Annual Meeting New Member Meet and Greet recap/feedback

Council members reported attendance seemed to be the highest since the current meet and greet format was introduced in 2015. The physical location near the poster hall (but not within the poster hall) worked well for drop-ins and noise. It may be helpful to have SIG sign-up sheets next to all SIG posters next year.

Summary of Champions feedback

The Champions Program is now 1-year-old. A few Champions met with council members in San Diego at the Annual Meeting. Champions reported they had difficulty reaching out to disciplines beyond their own, and felt awkward if someone they encouraged to submit an abstract had that abstract rejected. To address these issues, council members suggested having Champions highlight the rigor/competitiveness of the abstract peer review process and recommend submission in the paper/poster category; the Program Committee will also create a "how to submit" document that is specific to SBM and emphasizes the importance of p-values, for instance. This document will be posted online and could be repurposed for a newsletter article and/or webinar.

The council decided to invite all current Champions to continue on for another year. If they are not able to serve, they can recommend a replacement at their institution, ideally from a different discipline. The council also decided to extend a program invite to five SBM members who expressed interest during the past year. Dr. Ledoux pointed out the program may eventually need to be capped to maintain prestige.

Non-member meeting attendee deal update

The deal allows non-member attendees to have free SBM membership for the remainder of this year, in hopes they stay involved in SBM afterward. 18 people took advantage for 2017 (out of 172 possible), compared to 31 in 2016 (out of 181 possible). The same time period and email text were used.

SIG listserv purge update

Listservs are a member benefit, so this time of year we remove non-renewed members from the listservs; they receive reminders and final notices when they are actually removed. This happened in April. As a result, 89 people renewed, for a 12.5% success rate. This is compared to 2016 when 64 renewed, for a 7.9% success rate. The same time period and process were used.

Come Back to Us Campaign update

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The campaign has SBM leaders (council members, SIG chairs, and Board members) personally email non-renewed members, encouraging their renewal. This campaign will go on during the month of June; each leader volunteer will be asked to email about 25 people.

Membership totals

Totals for 2017 (as of April 21)

	2016	2017
Associate	28	21
Affiliate	N/A	2
Emeritus	59	59
Fellow	133	132
Fellow (Emeritus)	47	48
Member	1032	1073
Student/Trainee	729	821
Transitional 1	77	52
Transitional 2	47	43
TOTAL	2152	2251

Overview of key membership dates

- 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).

Next meeting

The next council call is Thursday, July 27; 11 a.m. PT, 12 p.m. MT, 1 p.m. CT, 2 p.m. ET. The meeting will include ideas for new council members and an update on affiliate membership (and possible new promotion efforts).