

# SOCIETY *of* BEHAVIORAL MEDICINE

*Better Health Through Behavior Change*

## Membership Council Conference Call

Thursday, September 28, 2017  
11 a.m. PT, 12 p.m. MT, 1 p.m. CT, 2 p.m. ET  
Dial-in: BlueJeans

### MINUTES

#### Attendees

Monica L. Baskin, PhD  
E. Amy Janke, PhD (SPLC representative)  
Tracey Ledoux, PhD, RD  
Qian Lu, MD, PhD  
Scherezade Mama, DrPh  
Barbara Resnick, PhD, CRNP, FAAN, FAANP  
Lindsay Bullock (staff)  
Mary Dean (staff)

#### Regrets

Lorna Haughton McNeill, MPH, PhD (Chair)  
Bettina Fisher Drake, PhD, MPH  
Akilah J. Dulin Keita, PhD  
Christine Rini, PhD  
Sherri Sheinfeld Gorin, PhD (SPLC representative)

#### **Approve minutes from the last call**

Minutes from May 25 approved with no changes.

#### **Come Back to Us Campaign Update**

This year's campaign had a 2.6% success rate, which is similar to past years. The campaign has SBM leaders (council members, SIG chairs, and Board members) personally email non-renewed members, encouraging their renewal. This campaign went on during the months of May/June.

#### **Membership totals**

YTD Totals for 2017 (as of September 11)

	2016	2017
Associate	35	22
Affiliate	N/A	1
Emeritus	59	60
Fellow	148	153
Fellow (Emeritus)	47	49
Member	1122	1187
Student/Trainee	795	876
Transitional 1	86	58
Transitional 2	51	51
TOTAL	2343	2456

#### **Overview of key membership dates**

- October: Next year's membership opens. Email blast sent to 2016 and 2017 members. Membership also promoted via social media, SBM website, SIG Digest, and Outlook.
- November: Registration opens for the next year's Annual Meeting.

#### **Affiliate membership review**

The affiliate membership category has been available for one year. One entities (PAL Technologies) signed up as an affiliate member but about 40 were invited. Drs. Ledoux and Mama will review feedback from those other entities to see if changes to the benefits and/or rates are warranted to increase sign up. They will report back to the council on the group's November call. Changes could be approved on that call, sent to SBM's Executive Committee in December, and approved in time to start marketing changes in 2018, for the 2018 membership year.

#### **Champions statistics**

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Because the Champions Program is in its second year, we can now compare membership and Annual Meeting attendance rates for champions' institutions, looking at the year before the program and the first year of the program, to get a measure of champion success. Rates should be interpreted carefully as external factors beside the champion (ex: Annual Meeting location) could have played a role. The council recommended sharing the data with champions so they can use it as they plan future outreach. They also recommended comparing additional data (members' disciplines, ethnicity, etc.) to see if the program is helping achieve the council's goal of diversifying SBM.

### **Next meeting**

The next council call is scheduled for Thanksgiving Day and will be rescheduled.