

# SOCIETY *of* BEHAVIORAL MEDICINE

*Better Health Through Behavior Change*

## Membership Council Conference Call

Thursday, June 26, 2014

1 p.m. PT, 2 p.m. MT, 3 p.m. CT and 4 p.m. ET

Dial-in: 1-800-377-8846

Passcode: 43606000#

### **Attendance**

Monica L. Baskin, PhD (Chair)  
Kirsten K. Davison, PhD  
Scherezade Mama, PhD  
Barbara Resnick, PhD, CRNP, FAAN, FAANP  
Lindsay Bullock (staff)  
Alicia Sukup (staff)

### **Regrets**

Zeeshan Ahmad Butt, PhD  
Akilah J. Dulin Keita, PhD  
Sasha A. Fleary, MS  
Lorna Haughton McNeil, MPH, PhD  
Tracey Ledoux, PhD, RD  
Sherri Sheinfeld Gorin, PhD

### **New SBM staff person: Lindsay Bullock**

Lindsay Bullock has joined SBM as the Senior Media and Member Communications Manager. She will be working with the Membership Council in place of Alicia Sukup.

### **New Membership Council member: Scherezade Mama, PhD**

SBM's Executive Committee approved the addition of a new member to the Membership Council, Scherezade Mama, PhD. She is a post-doctoral fellow at MD Anderson and has been involved previously with SBM's Physical Activity SIG.

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

Minutes from February 19, 2014, were approved.

### **Overview of membership numbers**

June 24, 2013		June 23, 2014	
Associate	25	Associate	18
Emeritus	35	Emeritus	45
Fellow	156	Fellow	151
Fellow (Emeritus)	35	Fellow (Emeritus)	39
Member	1001	Member	1008
Student	789	Student/Trainee	700
Transitional	151	Transitional	91
<b>Total</b>	<b>2192</b>	<b>TOTAL</b>	<b>2052</b>

Ms. Sukup explained this is the first year in about 5 years that membership has declined from the prior year. Membership is closely linked to Annual Meeting attendance and the last few – until 2014 – saw regular growth in attendance, leading to a steady increase in membership.

Dr. Baskin inquired about the Annual Meeting attendance of student members. Ms. Bullock later pulled that data:

2014 Annual Meeting attendance: 1,690 (608 student members)  
2013 Annual Meeting attendance: 1,861 (685 student members)  
2012 Annual Meeting attendance: 1,698 (672 student members)  
2011 Annual Meeting attendance: 1,594 (495 student members)

Younger student/transitional members tend to be the ones who do not renew membership but a 2015 change to the membership structure should help retain such members. Individuals will be able to be transitional members for two years, with a \$160 fee the first year and a \$224 fee the second year, to help ease the financial burden of membership as they are starting out in their careers.

The current membership decline is not a concern but may make the time right for a survey of members and of individuals who did not renew membership.

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

SBM's Come Back to Us Campaign traditionally happens at this time of year to encourage those who have not yet renewed membership for 2014 to do so. The campaign typically has a 4% return rate across member types. 1,001 members had not renewed as of June 26, 2014. That list will be divided among Membership Council members, Board of Directors members and SIG chairs – based on common factors like geographic location, profession, specialty and SIG membership – so they can draft personal emails asking non-renewed members to renew. Ms. Bullock will split up the list of non-renewed members and will draft template emails that can be used when contacting the non-renewed members. Templates and individuals lists will be emailed my mid-July; the template email for student members will explain the new transitional member structure. Individuals should then contact their share of non-renewed members by mid-August. It was suggested SBM staff then send a thank-you email to those who do renew.

### **Membership survey**

Council members expressed interest in surveying SBM members and those who recently did not renew membership. The survey will be different from the Annual Meeting survey and a recent strategic planning survey in that it will focus on why people do not renew membership, whether SBM is meeting members' needs, how the association could better meet members' needs and what members value about SBM. It is likely that two surveys will be created: one for members and another for those who did not renew membership in recent years.

Ms. Sukup said such a survey has not taken place in a long time. The survey will better inform the Council and the Board about what members need and how SBM can meet those needs. That knowledge can drive membership retention and recruitment, and the creation of related materials like an updated membership brochure.

Drs. Baskin and Mama will help Ms. Bullock draft a survey format and questions, to be shared with the full Council. Ms. Bullock will check with SBM Executive Director Amy Stone about whether the survey needs to be approved by the Board before it is disseminated.

### **New standing call time**

Membership council calls will now be held the fourth Thursday of every other month at 1 p.m. PT, 2 p.m. MT, 3 p.m. CT and 4 p.m. ET.

### **Next Call:**

Date: Thursday, August 28, 2014

Time: 1 p.m. PT, 2 p.m. MT, 3 p.m. CT and 4 p.m. ET

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