

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, July 18, 2013

12 pm Pacific, 1 pm Mountain, 2 pm Central, 3 pm Eastern

Dial-in: 1-800-377-8846

Passcode: 43606000#

Attendance

Monica L. Baskin, PhD (Chair)

Akilah J. Dulin Keita, PhD

Tracey Ledoux, PhD, RD

Barbara Resnick, PhD, CRNP, FAAN, FAANP

Sherri Sheinfeld Gorin, PhD

Alicia Sukup (staff)

Regrets

Kirsten K. Davison, PhD

Sasha A. Fleary, MS

Lorna Haughton McNeil, MPH, PhD

Minutes

Introduction of new Council member, Akilah J. Dulin Keita, PhD

Dr. Dulin Keita is an Assistant Professor of behavioral and social sciences at Brown University. Her work examines the social determinants of childhood obesity and cardiovascular disease risk factors among under-served populations in the United States.

Minutes Approval

The minutes from the May 16, 2013 call were approved unanimously.

Overview of Current Membership Numbers

The membership numbers currently, as of July 15 are healthier than the membership numbers were last year at this time. The growth is primarily concentrated in the increased numbers of Student/Trainee and Transitional members. Currently there are 2212 members, which is only 12 members below the total of members SBM had at the end of 2012.

July 16, 2012		July 15, 2013	
Associate	28	Associate	25
Emeritus	27	Emeritus	35
Fellow	155	Fellow	159
Fellow (Emeritus)	26	Fellow (Emeritus)	35
Member	1025	Member	1016
Student	779	Student/Trainee	790
Transitional	116	Transitional	152
Total	2156	TOTAL	2212

Come Back To Us Campaign

Most Council members and others who helped with the Come Back To Us Campaign indicated they have sent out their emails to individual non-renewed members. Feedback indicated that non-psychologist members tend to renew in only the years that they attend the meeting. Dr. Resnick is attempting to engage more nurse members by holding a nurse-specific gathering at the 2014 Annual Meeting. Dr. Resnick suggested perhaps mailing a personalized letter, rather than utilizing email, might make for a more personal touch in this activity.

Engaging New/Junior Members

Dr. Baskin and SBM staff will be speaking next week with members of the SPLC to discuss an innovative Meet and Greet session, which will feature personal stories about how SBM can help members in their careers. After the speakers present, there will be break outs where attendees can meet and network with SIG Chairs and other SBM leaders.

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Dr. Dulin Keita indicated that targeting local schools with flyers/posters to hang in offices and on bulletin boards would spread the word about SBM. When staff creates the promotional posters they will send several to Dr. Resnick for distribution in the local area.

Transitional Membership

Currently, Student/Trainee membership is \$97, Transitional membership (allowed for one year) is \$210 and Full membership is \$287. The Council feels the jump between \$97 to \$287 in just two years is steep and might prevent members from making the full transition from Student/Trainee level to Full member level. The Council would like to create a second Transitional year to make the jump from \$97 to \$287 more affordable. Instead of allowing members only one Transitional year at \$210 before becoming Full members, they would have the opportunity to pay around \$160 for Transitional year 1 and around \$224 for Transitional year 2. The two-year Transitional step would make the jump between Student/Trainee membership and Full membership more manageable. One concern, however, would be the potential lost in dues revenue from the decrease in cost for Transitional membership and prolonging the jump to Full membership.

Action: Ms. Sukup will gather data to help the Council put forth a recommendation to the Board regarding the creation of a two step Transitional membership process.

Updating the Brochure

The group agreed the two major alterations that could be made in the brochure are to decrease the amount of text and also choose pictures which are more appropriate.

Action: Dr. Dulin Keita volunteered to work with staff on suggesting changes to the current text and pictures in the brochure.

Funding Environment and its Affect on SBM Members

The Council discussed how budget cuts and funding cuts are affecting SBM members and which members might be most affected. They agreed the cuts might not affect SBM this year, but next year, when the meeting is in Texas, we might see some drop off in membership and attendance numbers. It is more difficult and more expensive to travel to San Antonio than it is to travel to certain cities on the east coast so that is why we may see lower membership and attendance next year, especially for students who have fewer funds to begin with. The field will adjust to any changes in the funding environment and it will become the way of life eventually.

Next Call:

Date: Thursday, September 19, 2013

Time: 12 pm Pacific, 1 pm Mountain, 2 pm Central, 3 pm Eastern

Dial-in: 1-800-377-8846

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