

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, September 19, 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)
Kirsten K. Davison, PhD
Akilah J. Dulin Keita, PhD
Lorna Haughton McNeil, MPH, PhD
Alicia Sukup (staff)

Regrets

Sasha A. Fleary, MS
Tracey Ledoux, PhD, RD
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Sherri Sheinfeld Gorin, PhD

Minutes

Minutes Approval

The minutes from the July 18, 2013 call were approved unanimously.

Overview of Current Membership Numbers

The membership numbers currently are healthier than the membership numbers were last year at this time. At the end of 2012 SBM had 2224 members, so with 2285 members currently in 2013, SBM has already set another membership record.

September 17, 2012		September 16, 2013	
Associate	29	Associate	26
Emeritus	27	Emeritus	36
Fellow	157	Fellow	160
Fellow (Emeritus)	26	Fellow (Emeritus)	35
Member	1045	Member	1057
Student	796	Student/Trainee	815
Transitional	124	Transitional	156
Total	2204	TOTAL	2285

Come Back To Us Campaign

Before activity 927 people had not renewed for 2013. Since activity initiated, 70 people renewed. That is about 7.5% return! In the past, the ROI is usually between 4-9% so this year, at 7.5%, we were on the high end of that.

Transitional Membership

The Council discussed the proposed recommendation to the Board, in which they recommend amending the Transitional membership to be a two year step process instead of a one year only membership. The Council is in favor of proposing the recommendation to the Board. They feel the change to the Transitional membership coupled with increased awareness at the Annual Meeting about the opportunity will allow more eligible members to take advantage of it. The Council will also request to amend the definition of Transitional membership to be more explicit, conveying that transitional members are those who have recently completed their training, instead of recently graduated.

Updating the Brochure

Dr. Dulin Keita presented her recommended changes to the brochure. The group agreed with her proposed changes and also recommend using "early career investigators" instead of "students." The Council would also like to format the brochure so it folds in half rather than as a tri-fold. The group discussed dissemination of the brochure and suggested several ideas:

- Make it available to potential members who attend other related conferences

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- Display the brochure at booths at other related conferences
- Mail the brochure to training programs across the country to capture more students
- Mail the brochure to faculty in the local area of the Annual Meeting
- Instruct current members to share the brochure with their colleagues

Action: Dr. Dulin Keita will work with Ms. Sukup to create mock ups of the updated brochure.

Membership Application

The Council feels the membership application is very long and could be cut down to capture only the information that is needed.

Action: Dr. Davison volunteered to review the membership application and propose edits to reduce length and better capture information to be used to enhance the membership experience (e.g., networking).

Members Only Section of Website and Logging In

The Council explained that although logging in to the Members Only section of the website can be cumbersome at times, it does not dissuade them from logging in to use resources they want to use. In regards to the Consultation Program, the Council feels it's purpose and functionality is unclear. They were not aware that it is an online only program that functions year-round. Perhaps if the resources within the Members Only section were explained better, more people would use them.

Next Call:

Date: Thursday, November 21, 2013

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

Dial-in: 1-800-377-8846

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