

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Membership Council Conference Call

Thursday, October 23, 2014
1 p.m. PST, 2 p.m. MST, 3 p.m. CST, 4 p.m. EST
Dial-in: 1-800-377-8846
Passcode: 43606000#

Attendance

Monica L. Baskin, PhD (chair)
Tracey Ledoux, PhD, RD
Scherezade Mama, DrPh
Barbara Resnick, PhD, CRNP, FAAN, FAANP
Lindsay Bullock (staff)

Regrets

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

Approve minutes from the last call

Minutes from August 28 were approved.

Overview of membership numbers

Numbers remain down about 5% from last year at the same time.

October 13, 2013		October 13, 2014	
Associate	26	Associate	21
Emeritus	36	Emeritus	46
Fellow	160	Fellow	159
Fellow (Emeritus)	35	Fellow (Emeritus)	39
Member	1065	Member	1075
Student	824	Student/Trainee	750
Transitional	161	Transitional	96
Total	2307	TOTAL	2186

2015 membership update

New and renewing member applications, invoices, and online websites have been updated for 2015. 2015 membership should open this month. Ms. Bullock reported the Executive Committee voted October 23 to increase 2015 dues for full, fellow, and associate members to \$299 from \$287. It is the first dues increase since 2010.

Membership survey update

Drs. Baskin and Mama with input from other council members (e.g., Dr. Ledoux) and input from the Executive Committee have been refining the draft survey. Marian Fitzgibbon, PhD, and Amy Yaroch, PhD, should be providing input to Dr. Baskin shortly.

Membership brochure

The council remains committed to updating the society's membership brochure from its current 2013 version, to make the brochure more engaging and user-friendly with pictures that portray more diversity. The updated brochure can be used at SBM's annual meetings or can be sent to/left at other meetings or exhibits. Dr. Dulin Keita already made edits and selected new photos. Ms. Bullock will include those and other updates in a new brochure version to be ready for council review on the next call.

Membership video contest

The council expressed interest in moving forward with a video contest about SBM membership. The contest is seen as a way to raise awareness about SBM while encouraging member engagement. It may also help SBM get more member renewals for 2015.

The contest will be held in January 2015 to coincide with the start of a new membership year and to avoid overlapping with the annual meeting poster presenter video contest. The contest will ask people to upload YouTube or Vine videos

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explaining “why I renew.” The video with the most likes after a set time period will win; the creator will receive a prize yet-to-be-determined. The prize could be a free year of membership, free annual meeting registration, or \$100 Visa gift card.

Dr. Baskin will record an explanatory welcome video, also saying why she renews. Council members and those on SBM’s Board will also be asked to create example videos (or recruit someone to do so) that can be posted by December 18, prior to the contest launch date and before the next Membership Council meeting. The videos could be raps, parodies, something funny, something action-packed; anything goes so long as it is appropriate and creative!

Next Call:

Date: Thursday, December 18

Time: 1 p.m. PST, 2 p.m. MST, 3 p.m. CST, 4 p.m. EST

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