

# Membership Council Minutes

**Date** Wednesday, January 24, 2023

**Time** 3 p.m. ET/2 p.m. CT/12 p.m. PT

## COUNCIL MEMBERS AND STAFF

ATTENDEES	
Dani Arigo, PhD (Chair)	Angela Pfammatter, PhD
Dalnim Cho, PhD	Danielle Jake-Schoffman, PhD
Chuka Nestor Emezue, PhD, MPH, MPA, CHES	Lindsay Bullock (SBM Staff, does not count toward quorum)
I. Shevon Harvey, DrPH, MPH	Amy Myers (SBM Staff, does not count toward quorum)
Allyson Hughes, PhD	

*\*quorum = 5*

### Welcome

Dr. Arigo welcomed the council members and introduced Dr. Pfammatter as the next Membership Council Chair.

### Approval of Minutes

Dr. Pfammatter moved to approve the November Membership Council meeting minutes. Dr. Hughes seconded. The motion carried.

### Review of Membership Numbers

Dr. Arigo provided an update on the membership statistics, noting that we continue to have strong numbers in 2024. The current figures are now beginning to surpass the post-COVID membership dip. This comparison indicates a positive trend toward regaining pre-pandemic membership levels. Dr. Arigo would like to continue to evaluate the new student/trainee dues changes as well as the rollover from trainee 1 and 2 to full member status.

### Annual Meeting

#### *New Member, First-time Attendee Meet & Greet*

Dr. Arigo asked the membership council to compile a list of potential speakers for the Annual Meeting New Member, First-time Attendee Meet and Greet. Last year's speakers were Robert Newton, David Conroy, and Monica Baskin. The council suggested a list of speakers; Dr. Arigo and communications staff will extend an invitation to these individuals later this week.

Dr. Arigo also stated that we need to ensure clear communications with the SIG chairs to recruit SIG volunteers for the event, highlighting the importance of their presence. Andrew Schmidt, SBM's Senior Program Manager, will communicate with the SIG committee and stress the importance that the meet and greet is an opportunity to recruit and meet new SIG members. Mr. Schmidt will create a Google form for sign-up and communications staff will follow-up with the volunteers on the list via email.

### *In-person Meeting*

The in-person meeting will be held at the Annual Meeting on March 15 from 1:00-2:00. This will be a great opportunity to reflect on accomplishments and add any other action items to the 2024 agenda. Dr. Arigo suggested that the council include any ancillary members to the meeting, SIG and ICC committee chairs as well as the *Outlook* editor.

## **Strategic Planning Next steps**

### *2024 Action Plan*

The Charge to retain and recruit more student members, from all backgrounds remains on the action plan for 2024. Dr. Arigo shared that there will be 4 action items.

- 1) **Consult with mentors, former, student members and outside priority groups to identify barriers and facilitators of student membership.** The council will identify areas of opportunity for student member recruitment and retention. Dr. Arigo suggested there are various surveys dispersed throughout the year through the SIG communities as well as the Annual Meeting feedback form. Questions gathered on the membership application/renewal form could also be helpful the capturing the information needed to evaluate the facilitators and barriers.
- 2) **Identify and connect with outside priority groups (HBCUs, peer groups for members of marginalized populations) consult with student reps.** The council will recruit volunteers to reach out to both HBCU's and Latino/Latina institutions and bring the information found into the plan. Dr. Harvey suggested we identify who can lead this charge to help usher SBM into those locations. Another suggestion was to work in advance of the Annual Meeting to cultivate relationships at HBCU's to communicate when the call for abstracts goes out. Dr. Jake-Schoffman asked if there had been any consideration communicating with undergrad fellowships. Dr. Harvey volunteered to reach out to Steve Owens who oversees academic research opportunities. Another suggestion from Ms. Bullock is to leverage local meetups to communicate with institutions, or groups within those communities.
- 3) **Evaluate 2024 dues adjustments.** The council is to assess the effects of the dues adjustment to date and create plans for the next year. What are the different ways we can evaluate what the path is after a new member joins? Ms. Myers suggested August and September 2024, before the membership renewal campaign starts, would be a good time to evaluate the success of the new member dues adjustment for 2024. After the Annual Meeting 2025 would be a good time to evaluate conversion from the \$35 first-time fee to the \$89 fee. Dr. Arigo asked if there are other ways that we can identify conversion. Does belonging to a SIG

make a difference in the conversion rate? Are there ways to track traffic to webpages to see where individuals are clicking or where they came from? (For future discussion.)

- 4) **Create detailed plan of relevant activities for the remainder of the SBM year.** The Membership Council will generate a “relevant activities” plan with any recommendations needed for the Board of Directors.

#### Action Items

- Dr. Arigo and Dr. Pfammatter will follow up with Ms. Cepni, with suggestions for both the Grant Writing and the Career Path panels.
- Take another look at the Student SIG Survey summary to see if anything else stands out to the council so we can support the student SIG.
- Continue to think about ways we can continue to appreciate SIG chairs and the work that they do.
- Continue to make suggestions for the tool kit on ways student/trainees can fund their membership.
- Work to identify individuals from SBM that could communicate with HBCU’s Latino/Latina institutions
- Staff to research ways to assess new member conversion as well as ways to analyze web traffic.

#### **Upcoming Membership Council Meetings**

Wednesday, February 28 at 3 pm ET/2 pm CT/1 pm MT/12 pm PT

#### **Adjourn**

**Meeting ended at 4:00 pm ET**

*Minutes respectfully submitted by A. Myers on February 9, 2024.*