

Membership Council Minutes

Date Wednesday, February 28, 2024

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
I. Shevon Harvey, DrPH, MPH	Lindsay Bullock (SBM Staff, does not count toward quorum)
Allyson Hughes, PhD	Amy Myers (SBM Staff, does not count toward quorum)
Yue Liao, PhD	

**quorum* = 5

Welcome

Dr. Arigo thanked the council members for all their hard work during her time as chair (term ends 3/15/24). Dr. Arigo will stay on the council as a member for one more year.

Approval of Minutes

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

Student SIG Updates

Dr. Cepni was unable to attend the meeting. Dr. Arigo stated that the council will follow up with the student SIG regarding the results of their survey as well as touching base to see how their panel sessions went at the Annual Meeting.

Review of Membership Numbers

Dr. Arigo provided an update on the membership statistics, noting that we continue to have strong numbers in 2024 and are up roughly 260 more student/trainees than 2023. We are also doing well in our general membership category. The numbers for Affiliate membership may be inflated (21) due to the new way they are entered into the system. Ms. Bullock believed that we are at 8 Affiliate members, which is still a 50% increase over 2023, this number also hits SBM's 2024 goal. 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 reiterated the council's plan to continue to

evaluate the new student/trainee dues changes, the trends will be more visible towards the end of spring/summer.

Dr. Pfammatter stated that the numbers to date may be inflated due to Annual Meeting trends as the date of the Annual meeting is earlier this year. Ms. Myers shared that this is a true stamen, there is a “bump” in membership right before the Annual Meeting and the Annual meeting is a month earlier this year. The council will revisit relevant yearly comparisons next month.

Dr. Arigo thanked the council for actively reaching out to members for feedback and making the dues change a priority and a success.

Annual Meeting

New Member, First-time Attendee Meet & Greet

Dr. Arigo confirmed that we have five speakers for the New Member, First-time Attendee Meet & Greet: Madalina Sucala (Program Co-Chair, industry), Kathryn Bunda (former Student SIG Chair), Chuka Emezue (MC/SIG Leader), Bernard Fuemmeler (Current President), Ellen Beckjord (Incoming President). Dr. Arigo will give a brief introduction at the event followed by short testimonials from each of the speakers. The remainder of the event is for networking and discussion among attendees. Ms. Myers will follow up with the speakers on March 6th to let them know what to expect that evening.

Ms. Myers confirmed that all but one of the SIGs will be represented at the event. Ms. Myers is in contact with the representatives and will follow up with an email to them on March 6th, confirming their appearance that evening. SIG representatives will receive a free drink ticket for volunteering.

In-Person Meeting

The in-person meeting of the Membership Council will be held at the Annual Meeting on March 15 from 1:00-2:00. We have invited ancillary members to attend as well. Ms. Meyers will reach out to Dr. Cepni, to see if she could suggest an alternative representative from the Student SIG. This meeting will be an opportunity to reflect on accomplishments and add any other action items to the 2024 agenda.

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 the council has closed out their charge to create marketing collateral. We have the videos as a resource and will continue to consider how to refine collateral such as the website.

As a reminder to the council (particularly those members who joined recently), Dr. Arigo summarized the overarching process that led to dues changes. This process began by talking

with student and trainee leaders via individual meetings and town halls. The information gathered led to identifying affordability as a key barrier for students/trainees. As the dues changes enacted this year were modest, Dr. Arigo stated the council can continue to gather information and set up the case to further reduce dues in response to members' needs.

2024 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. Are there opportunities on the membership application/renewal form that could be helpful the capturing the information needed to evaluate the facilitators and barriers. Are there more targeted ways the council can gather information? What are our boundaries? How do we target the right people? What does this look like? How far do we delve into it?
- 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 to inform next steps. The problem is we do not always know who to contact at these institutions. How do we get information from them? When do we get information from them? Who do we get the information to? Are the college Deans our contacts? Dr. Arigo mentioned Robert Newton and others outside of the membership council that may be interested in being facilitators in this process. Who can we identify to lead this charge to help usher SBM into those locations? Dr. Jake-Schoffman asked if success had been had reaching out to undergrad fellowships such as those at the University of Florida (e.g., McKnight Fellowship). Dr. Arigo suggested Old Dominion may have similar programs. 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.

Evaluate 2024 dues adjustments. The council will assess the effects of the 2024 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 suitable time to evaluate the success of the new member dues adjustment for 2024. After the Annual Meeting 2025 would be a suitable 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.) Dr. Jake-Schoffman reinitiated discussion of different sub-categories of membership (e.g., post-baccalaureate "trainees") and that clinicians or individuals in non-profits or industry that may have different "trainee" status. Ms. Bullock shared that out of 1700 Annual Meeting attendees, there are 200 non-member meeting attendees whose

institutions will not reimburse for membership but will for registration. Dr, Arigo also suggested clinicians working in hospitals do not pay for membership or travel. What can we do for these sub-groups if cost is a barrier?

- 3) **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

- Ms. Myers will follow up with Ms. Cepni, for a Student SIG liaison to the Membership Council at the Annual Meeting
- Leveraging surveys and ways to collect data. What are our boundaries? How do we target the right people (sub-groups)? What does this look like? How far do we delve?
- Take another look at the Student SIG Survey summary at the Annual Meeting 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

In-Person Thursday, March 15, 2024, 1 pm ET, Room 413

Adjourn

Meeting ended at 3:55 pm ET

Minutes respectfully submitted by A. Myers on February 29, 2024.