

Membership Council Minutes

Date Wednesday, April 24, 2024

Time 3 p.m. ET

COUNCIL MEMBERS AND STAFF

ATTENDEES	
Dani Arigo, PhD	Angela Pfammatter, PhD, FSBM (Chair)
Chuka Nestor Emezue, PhD, MPH, MPA, CHES	Danielle Jake-Schoffman, PhD
Allyson Hughes, PhD	
Yue Liao, PhD	

**quorum = 5*

Staff: Lindsay Bullock, CAE
Amy Myers

GUEST ATTENDEES

Cynthia Castro Sweet, PhD, FSBM (Industry Connections Committee Chair)
Melissa Little, MPH, PhD, FSBM (SIG Committee Chair)
Linda Trinh, PhD (Outlook Editor)

Welcome

Dr. Pfammatter welcomed the council and guests.

Outlook Editor Update

Dr. Trinh provided an update on the Outlook publication. She introduced herself and announced the recent publication of the spring Outlook. The call for articles for the next issue is scheduled to begin on May 2nd, with article submissions due on June 4th, the publication set for July. Dr. Trinh encouraged council members to submit article ideas and highlighted a particular need for pieces on climate change. She also suggested involving trainees in the writing process, noting that this provides an opportunity for them to gain experience in composing sci comm articles on topics relevant to their expertise.

Dr. Pfammatter commented on the benefits of engaging students in the publication process. She noted that this approach supports several objectives: it increases overall engagement, provides mentorship opportunities, and helps in accumulating a backlog of articles for future issues of Outlook.

SIG Chair Update

Dr. Little reported that she does not have any significant updates at this time. She mentioned conducting a survey, which she needs to code for measurable analysis. Dr. Little requested Dr. Pfammatter's

presence at a SIG Chair Committee meeting in the near future. Dr. Pfammatter confirmed that Dr. Little will share the survey results with Ms. Myers, and they will take time to review these results thoroughly. Dr. Little will provide a more detailed update at the next meeting in May.

Dr. Arigo noted that efforts have been made to address some communication gaps within the SIG's. She highlighted the recent changes to the webinar format are encouraging, and that the changes were supported by metrics from the membership.

Industry Connections Committee Chair Update

Dr. Castro Sweet provided an update on the Industry Connections Committee, noting that operations are proceeding smoothly. The committee has recently expanded by fifteen members and has organized into subgroups focusing on different tasks: one subgroup is dedicated to writing for the Outlook, another to organizing webinars, and a third to preparing scientific submissions for the annual meeting. Dr. Castro Sweet also mentioned that she would be joining the Membership Council next month in coordination with the Student SIG representative.

The Membership Council and guests agreed to modify the guest visitation schedule. This adjustment aims to align guest visits with the Student SIG representative's schedule to enhance communication efforts. All guests will be in attendance for the May, August, November, and February meetings.

Approval of Minutes

The minutes from the March 27th meeting were presented for approval by Dr. Liao, Dr. Emezue seconded the motion. The motion carried.

Review of Membership Numbers

Dr. Pfammatter reported that membership numbers are tracking ahead for the year. The council reviewed the "Join Pace by Month" spreadsheet, which helps track the growth in numbers of first-time new memberships each month, year over year. This report will be used to track the impact of the \$35 introductory rate for new members that started in October 2024.

Ms. Myers highlighted that values have shifted significantly since the pandemic, especially for the generations Y and Z. She noted that comparing current values to positive pre-pandemic values would not provide a direct comparison, as there is now a completely new set of values influencing these generations.

Dr. Pfammatter acknowledged the changes in values and the different academic landscape affecting membership dynamics. She emphasized the importance of continuing to monitor this group closely to adapt strategies as needed.

2024 Strategic Planning Next Steps

Identify and Connect with Outside Priority Groups

Dr. Pfammatter discussed strategies for connecting with HBCU groups and Latinx institutions. She advised the council to review a shared spreadsheet listing members affiliated with these institutions and to identify individuals they could personally contact within their geographic vicinity. The council was tasked with entering their names next to the individuals they would contact. Angela noted that once the list of contacts is finalized, the council will develop talking points for the outreach emails.

Ms. Myers informed the group that staff will be sending out a call for local meetups in the first week of May, with locations for this year's meetups to be announced in June. Ms. Bullock added that the Professional Advancements Council leads this initiative. Dr. Pfammatter emphasized the value of having an HBCU host or co-host these meetups.

Dr. Pfammatter suggested that council members identify local venues or organizations to suggest as potential applicants for hosting or participating in the Meetup events. Dr. Liao offered to share the local meetup application she used the previous year.

Ms. Bullock added that individuals attending a meetup would be added to the organization's prospect list and receive a complimentary free year of membership if they have never been a member before.

Addressing Member Integration and Support

Dr. Jake-Schoffman raised the idea of pairing first-time members who lack mentors with a buddy or mentor to meet at the conference, to ensure they have support before, during, and after the event.

Ms. Bullock reminded the group about the First-time New Member Meet and Greet and the Making Connections luncheon, which are designed to facilitate networking among new members.

Dr. Liao commented on the perception among some first-time members that the SBM can feel exclusive and unwelcoming. She suggested that a buddy system could help mitigate this issue and asked how the organization could improve engagement if the Special Interest Group (SIG) that was joined was not particularly active.

Dr. Pfammatter concluded the discussion and suggested the council be conscious of the demands placed on SIGs, suggesting that engaging new members might be an integral part of the SIGs' responsibilities, and emphasizing the need for organic development of these ideas without overburdening the SIGs.

SIG Update

The council will continue to work closely with the SIG Committee Chair, Dr. Little, to find ways to show appreciation for SIG Chairs.

Adjourn

Meeting ended at 3:58 pm ET

Minutes respectfully submitted by A. Myers on April 24, 2024.