

# Membership Council Minutes

**Date** Wednesday, October 25, 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, FSBM
I. Shevon Harvey, DrPH, MPH	Yue Liao, PhD
Allyson Hughes, PhD	Andrew Schmidt (SBM Staff, does not count toward quorum)
Danielle Jake-Schoffman, PhD	

\**quorum* = 5

REGRETS	
Dalnim Cho, PhD	Chuka Nestor Emezue, PhD, MPH, MPA, CHES

## INVITED GUESTS

*Outlook* Editor: Linda Trinh, PhD

## Welcome

Dr. Arigo welcomed the council members and guest.

## **Outlook Newsletter Update**

Dr. Trinh provided an update on the publication of the fall issue of *Outlook* and the call for articles for the upcoming winter issue. Most notably, articles in the “Climate Change Corner” tend to be among the most read in every issue, and SIGs, councils, or committees with an interest in climate topics are encouraged to submit for that section regardless of whether they’re assigned to contribute to a particular issue.

The group briefly discussed the Membership Council article drafted by Dr. Pfammatter for the winter issue, with further review tabled for later in the call.

## **Industry Connections Committee Update**

Dr. Arigo shared an update from ICC Chair Dr. Cynthia Castro Sweet regarding that committee’s planned sessions for the 2024 SBM Annual Meeting, including the return of Industry Speed Networking, a panel discussion on “research framing to guide impactful digital health design,” and an offsite happy hour for

networking between members already in industry. The ICC will also be expanding to include an opt-in “large committee” open to any SBM members in industry that would exist alongside the current “small committee” of core ICC members.

### **Review of Membership Numbers**

Dr. Arigo reported that 2023 membership numbers were now roughly on par with 2020, which was the last membership year to include any pre-COVID renewals.

### **Upcoming Membership Council Meetings**

Due to the Thanksgiving holiday, Dr. Arigo proposed rescheduling the November Membership Council meeting for Wednesday, November 29<sup>th</sup> and skipping the council’s December meeting. Council members were in favor of the adjustment.

Dr. Arigo shared that Dr. Brian Gonzalez agreed to attend the meeting on November 29<sup>th</sup> to talk about his experience as a Member Delegate.

### **Strategic Planning Next steps**

#### *Outlook Article*

Dr. Arigo invited the council to review Dr. Pfammatter’s draft article promoting the changes to Student/Trainee member dues. Council members were encouraged to propose edits on the shared document during and after the call.

The council discussed including a link to the funding resources toolkit, with the caveat that it would regularly be updated with additional content after the article is published.

#### Membership Funding Resources Toolkit

Dr. Arigo asked council members to suggest additional resources for current and prospective members to offset the cost of membership dues. Recommendations included flyers about SBM targeted toward funding sources like undergraduate research offices, as well as template language that Student/Trainee members could use in funding applications. The council also discussed including resources for travel funding in the toolkit, which while not directly offsetting the cost of membership dues, could still help free up other funds for that purpose.

To further address the goal of “retaining and recruiting more student members, from all backgrounds,” Dr. Pfammatter suggested updating the membership landing page on the SBM website to include testimonials from current or recent trainees to supplement the existing content from senior members. Dr. Arigo encouraged the council to think about the types of prospective members who might not currently see similar individuals in SBM’s promotional materials, and suggest any specific early-career members who come to mind as potential examples.

## B-Med 101 Videos

Dr. Arigo noted that with these videos' release, the Membership Council had completed its strategic framework charge to "Create collateral showing how we are relevant in solving today's problems." Dr. Arigo again thanked the council for their contributions to the project, adding that work would continue to promote the videos. As additional ideas for collateral arise, the council could also explore those outside of a defined strategic goal.

## Approval of Minutes

Dr. Pfammatter moved to approve the September Membership Council meeting minutes. Dr. Harvey seconded. The motion carried.

## Update on SIG Items

### Showing Appreciation for SIG Chairs

Building upon the discussion from the previous Membership Council meeting, Dr. Arigo asked the group to share any suggestions they have for recognizing and thanking the SIG chairs. In addition to some of the new recognition that has already been planned for the Annual Meeting, the council proposed giving award certificates or plaques for outgoing SIG chairs, or sending SBM swag, particularly apparel, to chairs at some point during their terms.

The council also continued to discuss ways of highlighting SIG leaders in *Outlook*, either via articles that the SIGs themselves write or in composite pieces featuring several SIG chairs several times throughout the year. The primary SBM social media accounts could also be leveraged to boost the personal social media of SIG volunteers or share content that the SIGs post on their own accounts recognizing their chairs.

### SIG Webpage updates

Dr. Arigo reported that several SIGs had recently incorporated edits to their webpages to make them more accessible for new members and encourage existing members to become involved in SIG leadership. Dr. Arigo will connect with Dr. Newton for additional updates on the project before the next Membership Council meeting,

## Adjourn

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

*Minutes respectfully submitted by A. Schmidt on October 25, 2023.*