

Membership Council Minutes

Date Wednesday, November 29, 2023

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

COUNCIL MEMBERS AND STAFF

ATTENDEES	
Dani Arigo, PhD (Chair)	Yue Liao, PhD
Dalnim Cho, PhD	Angela Pfammatter, 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	
Danielle Jake-Schoffman, PhD	

**quorum* = 5

INVITED GUESTS

Student SIG Representative: Aliye Cepni

Member Delegate: Brian Gonzalez, PhD

Welcome

Dr. Arigo welcomed the council members and guests.

Student SIG Update

Aliye Cepni, Student SIG Chair, reported on two accepted proposals for the annual meeting. The first focuses on grant writing techniques, seeking 6-8 senior or mid-career mentors. Dr. Arigo and Dr. Gonzalez offered their expertise and contacts. The second session is a breakfast round table on behavioral health career paths in academia, industry, and clinical practice, again requiring 6-8 mentors. Suggestions were made to include a diverse range of academic representatives and early career investigators. Ms. Cepni also presented the Student SIG survey results, indicating a growing interest in non-academic careers. Dr. Arigo offered to connect Ms. Cepni with Cynthia Castro Sweet, the chair of the Industry Connections Committee.

Member Delegate Update

Dr. Brian Gonzalez shared his experiences as a member delegate, highlighting the diverse range of activities and responsibilities in this role. Initially serving as the SIG Council Chair and an SBM Board Member, he later sought continued involvement through the Member Delegate position. Dr. Gonzalez emphasized that the scope of a Member Delegate's activities depends on personal motivation and priorities. This role includes attending Board and Executive Committee meetings and providing input on

strategic initiatives, challenges, and opportunities. His contributions have primarily focused on guiding discussions and influencing decisions at both the board and executive levels. Dr. Gonzalez also noted the flexibility of the position, allowing delegates to lead individual projects based on inspiration. He strongly recommended the role for its versatility and impact over a three-year term. Council members discussed with Dr. Gonzalez potential ways to collaborate in his role as Member Delegate moving forward.

Approval of Minutes

Dr. Pfammatter moved to approve the October Membership Council meeting minutes. Dr. Jake-Schoffman seconded. The motion carried.

Review of Membership Numbers

Dr. Arigo provided an update on the membership statistics, noting that 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. To further encourage membership renewal, she mentioned that additional email campaigns and social media posts are planned. These efforts are expected to result in an increase in membership, particularly around the time of the Annual Meeting registration, a period that historically sees a spike in membership numbers.

Strategic Planning Next steps

Outlook Article

Dr. Arigo thanked Dr. Pfammatter for drafting an Outlook article regarding the new membership fees. The article will be published in mid-December.

Membership Funding Resources Toolkit

Council members were urged to suggest resources for the toolkit, aiding members in funding their dues. A shared document for student/trainee suggestions was proposed.

Member Landing Page Updates

Dr. Arigo emphasized the goal of retaining and recruiting more student members from diverse backgrounds and proposed updates to the membership landing page on the SBM website. The goal of the proposed updates is to make the page more engaging and relevant to current and prospective trainees. She suggested including testimonials from current or recent trainees to complement existing content from senior members, highlighting the benefits that are particularly attractive to this demographic.

Additionally, council members were asked to visit the membership landing page and provide suggestions for updates, changes, improvements, or additions. This includes considering the types of images featured on the page, ensuring they represent the diversity of behavioral medicine and its membership in terms of people, settings, and activities.

Ms. Cepni inquired about the possibility of enhancing the membership directory's searchability, allowing students and trainees to easily find members from specific institutions or professional groups of interest. Dr. Emezue noted the need for improved page layout, suggesting that

important features like job submission buttons and the “Join a SIG” button should be more prominent and accessible. Dr. Emezue also recommended reducing the amount of white space on the page to decrease unnecessary scrolling.

Furthermore, Dr. Arigo encouraged the council to consider factors that attract individuals to SBM, such as prioritizing Special Interest Groups (SIGs), highlighting student/trainee benefits, and promoting the new, lower membership dues for these groups, including the introductory offer of a \$35 fee for first-time members. Other council suggestions included adding a tab on the main page for student/trainee-specific benefits, enhancing website layout and accessibility, and providing a clear description of images, font sizes, and colors for better user experience.

Update on SIG Items

Ms. Myers shared with the group that the SIG webpages have been updated by each individual SIG. Staff are making small design changes to the pages to make them more appealing. The updates will be completed toward mid-December.

Ms. Myers also shared that, starting in January, we will start highlighting the SIG’s and their leadership bi-monthly in the Digest.

Action Items

- If you have any panelists to suggest to Ms. Cepni, for both the Grant Writing and the Career Path panels, please send contact information her way.
- 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.
- Take a look at the member landing page for any suggestions regarding updates.

Upcoming Membership Council Meetings

Wednesday, January 24 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 November 30, 2023.