

MEMBERSHIP COUNCIL CALL MINUTES

Date Wednesday, January 26, 2022
Time 3 pm ET

IN ATTENDANCE	
Dani Arigo, PhD (Chair)	Yue Liao, PhD
Cynthia Castro Sweet, PhD	Angela Pfammatter, PhD
Claire Conley, PhD	Scherezade K. Mama, DrPH
Allyson Hughes, PhD	
	Rebecca Borzon, Lindsay Bullock (staff)

REGRETS	
Loneke Blackman Carr, PhD	I. Shevon Harvey, DrPH, MPH

Approve minutes from November and December calls

Dr. Castro Sweet made motion to approve the November minutes; seconded by Dr. Hughes. The motion carried. Dr. Liao made motion to approve the November minutes; seconded by Dr. Pfammatter. The motion carried.

Review current membership numbers

The council noted that the membership numbers looked strong in comparison to last year. The 2022 renewals were only pacing 6% behind the 2021 renewals. Ms. Borzon mentioned that the rapid abstract announcements have not yet been sent, which could also bolster membership numbers.

Membership Numbers the Week of January 19			
2021 Member Numbers		2022 Member Numbers	
Associate	3	Associate	3
Emeritus	60	Emeritus	59
Fellow	104	Fellow	101
Fellow (Emeritus)	54	Fellow (Emeritus)	53
Member	402	Member	436
Student/Trainee	190	Student/Trainee	141
Trans 1	35	Trans 1	20
Trans 2	15	Trans 2	19
TOTAL	894	TOTAL	837

Review of the council's 2022 Strategic Planning Charges and Action Plan

Dr. Arigo introduced the Action Plan for the council for 2022, stating that the plan had been developed thus far in collaboration with staff. She asked the council for their feedback, and mentioned that the plan for students was already in progress. Dr. Castro Sweet remarked that the plan only incorporated former student and current student members. The council may want

to consider reaching out to priority groups and universities to focus on both recruitment and retention. Students who had also not renewed for a while would also likely no longer be in that membership category. Likewise, many student members may have moved to other spaces, like clinical settings, that may be more relevant to their career goals. It was noted that staff would be working to develop “student personas” to tailor messaging.

It was noted that the largest barrier to students is their own time. A potential barrier could be how member dues are paid for, i.e., are institutions still paying for student membership to professional organizations? If the council determined that students need lowered dues, would SBM be trying to solve a problem that doesn't exist?

The council determined that SBM should look to peer organizations to see if there were any benefits for students that SBM should consider adding. The council also realized that fellows also did not renew at a high rate. Fellows were also searching for mentees, and there is opportunity here to merge these interests. SBM staff would look for the previous renewal campaign for the fellow report.

The council determined that the behavioral medicine video from the action plan would be posted on the SBM website once completed. The intended audience for the video would be other professionals who would like to partner with our organization and members. There should also be an updated member benefits list on the membership page. Dr. Hughes volunteered to assist with the creation of the video.

First Time Attendee and New Member Meet & Greet—Speaker Invitations

The council determined that the following speakers would be invited to the meet & greet:

- David Conroy
- Margaret Scheider
- Stephanie Fitzpatrick

Selection of Raffle Winners

SBM staff stated winners of the referral raffle would be selected at random. No council member would be eligible to win.

Adjourn

With no further business, the meeting adjourned at 4:00 pm ET. *Minutes respectfully submitted by R. Borzon on January 31, 2022.*