

MEMBERSHIP COUNCIL MEETING MINUTES

Date Wednesday, April 27, 2022
 Time 3 pm ET

IN ATTENDANCE	
Dani Arigo, PhD (Chair)	Scherezade K. Mama, DrPH
I. Shevon Harvey, DrPH, MPH	Angela Pfammatter, PhD
Allyson Hughes, PhD	Lindsay Bullock, CAE (staff)
Yue Liao, PhD	

*quorum = 4

REGRETS	
None	

Approve minutes from February 23 and April 8

Dr. Mama moved to approve the February 23 minutes. Dr. Harvey seconded. The motion carried.

Dr. Pfammatter moved to approve the April 8 minutes. Dr. Mama seconded. The motion carried.

Review current membership numbers

Dr. Arigo shared that membership numbers are now ahead of numbers at the same time in 2021 (particularly for full members), and trending only slightly behind 2020. The council continues to pay special attention to student membership and to the transition from student to full.

March 31, 2019		March 31, 2020		March 31, 2021		March 31, 2022	
Associate	34	Associate	22	Associate	16	Associate	15
Emeritus	59	Emeritus	59	Emeritus	60	Emeritus	59
Fellow	133	Fellow	147	Fellow	144	Fellow	149
Fellow (Emeritus)	50	Fellow (Emeritus)	50	Fellow (Emeritus)	54	Fellow (Emeritus)	54
Member	955	Member	909	Member	842	Member	868
Student/Trainee	810	Student/Trainee	735	Student/Trainee	624	Student/Trainee	656
Trans 1	81	Trans 1	63	Trans 1	99	Trans 1	64
Trans 2	33	Trans 2	48	Trans 2	49	Trans 2	45
Total	2155	Total	2033	Total	1888	Total	1910

Review upcoming membership retention efforts

Ms. Bullock said staff will soon initiate the non-member attendee deal (where non-member first-time attendees receive a free membership offer for the remainder of the year) and the SIG listserv removal (where non-renewed members are warned and then removed from the SIG listservs since SIGs are a member benefit). Following those efforts, council members, Board members, SIG chairs, and others will take part in the Come Back to Us Campaign by personally emailing remaining non-renewed members. Staff provide templates and match volunteers to non-renewed members based on commonalities like SIG membership and geographic location. This campaign will take place in May. With these efforts, approximately 200 additional renewals are expected for 2022.

Action: Ms. Bullock will review the Come Back to Us Campaign templates to ensure it offers the non-renewed individual an invitation to provide feedback.

Dr. Arigo noted that in 2022, the council will also want to do outreach to the Champions, to engage them at more times of year, not just when we need something from them. The council can revisit this.

Review strategic plan activities

1. Retain and recruit more student members, from all backgrounds

Dr. Arigo reminded the group that meetings with Student SIG leaders happened earlier this year. Dr. Arigo will also join the BIT SIG early career and student subcommittee call in May.

Action: Dr. Arigo will connect with the Student SIG leaders about next steps for feedback, and having a student representative join the Membership Council calls regularly to provide feedback and ask questions. She will provide the SIG leaders with options for joining calls, to accommodate student schedules and bandwidth that make an official 3-year council member term difficult. Options likely to include: Having anyone from the Student SIG leadership join a council call quarterly (does not need to be the same person every time); Having a designated Student SIG liaison to the membership council (so the position can be listed on a CV).

Drs. Robert Newton and Veronica Njie-Carr will join the council's May call to discuss engagement of students at HBCUs. Dr. Arigo/Ms. Bullock may also invite an additional volunteer who expressed interest on this topic.

The council will need to determine any additional steps for soliciting feedback about membership benefits and barriers from students (and/or their mentors). Dr. Mama suggested the Champions be convened for a group interview as they are supposed to also serve as a survey panel. (This would help with Champions outreach as noted above.) Dr. Mama also suggested waiving membership fees for underrepresented students (similar to how SBM does this for Annual Meeting registration) may be helpful, perhaps using donations. This addresses the concern that grant funds often cannot be used for memberships.

Action: The council will revisit the feedback format and Champions items on its May call.

2. Create collateral showing how we are relevant in solving today's problems

Dr. Hughes has volunteered to create an initial script/storyboard for a video about the value of behavioral medicine. The video should be for those with very minimal (or no) knowledge about behavioral medicine, and should be especially geared toward other healthcare professionals as a means to raise awareness about the field. The final product

may be one longer video for the SBM website, and then 1 or more shorter segments for use on social media.

The script will not need Board approval, but should be shared with the presidential line and could be pilot-tested with a few individuals from the intended target audience. Ideas for the script included that health behavior change is really important but really hard, and showcasing what behavioral medicine can do to foster health among individuals and communities. Ideally the video would include both narration and interviews. It should be captioned or otherwise made accessible.

A communications plan for posting and sharing the video will come later from SBM staff.

Action: Dr. Hughes will start a draft and report back to the council.

SBM leadership reorganization and transition

Dr. Arigo noted that the bylaws amendments all passed, so SBM's [organizational restructuring](#) is now official. The Membership Council now has the following items nested under it: Industry Connections Committee, SIG Committee, SIG Renewals Committee, and Outlook newsletter. The leaders of those entities (Drs. Cynthia Castro Sweet, Robert Newton, and Linda Trinh) will be invited to the first half hour of council calls quarterly, beginning with July, to provide updates, to seek support from the council as needed, and to answer council questions. Dr. Arigo will also review their regular Board reports. This reporting and call structure will be pilot tested and adjustments can be made as needed. Member delegates may also be invited to join periodically.

This means Dr. Castro Sweet will no longer serve on the council as a regular member. Others have also recently transitioned off the council. Dr. Arigo is reviewing lists of possible new members, including those from industry, clinicians, men, and those in public health, all areas not currently represented by existing council members.

Council members suggested a Champion could be "promoted" to a council members, and SBM's roster of Diversity Institute participants may also provide ideas.

Action: Ms. Bullock will share Champion and Diversity Institute lists with Dr. Arigo. Dr. Arigo will invite new members. All should send any other ideas to Dr. Arigo.

Other items

Dr. Arigo and Ms. Bullock will work to send council call minutes to the group sooner, to update those unable to attend and so all members have a clear list of action items in advance.

Dr. Arigo and Ms. Bullock are meeting with SBM Awards Committee Chair Dr. Frank Perna in May to go over possible changes to SBM's fellow program.

Adjourn

The meeting adjourned at 2:57 p.m. ET.

Minutes respectfully submitted by L. Bullock on April 29, 2022.