

MEMBERSHIP COUNCIL CALL MINUTES

Date Wednesday, May 26, 2021
Time 3 p.m. ET

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

REGRETS	
Loneke Blackman Carr, PhD	Lorna Haughton McNeill, PhD, MPH

Approve minutes from last call

Dr. Conley made motion to approve the minutes from April; seconded by Dr. Mama. Motion carried.

Review current membership numbers

It was noted that there was a slight bump in membership numbers due to the SIG purge. Ms. Borzon informed the council of the upcoming Come Back to Us Campaign, and all council members would be expected to participate.

Membership Numbers the Week of April 21			
2020 Member Numbers		2021 Member Numbers	
Associate	22	Associate	17
Emeritus	59	Emeritus	60
Fellow	148	Fellow	137
Fellow (Emeritus)	50	Fellow (Emeritus)	54
Member	929	Member	813
Student/Trainee	747	Student/Trainee	500
Trans 1	63	Trans 1	72
Trans 2	49	Trans 2	37
TOTAL	2078	TOTAL	1691

Strategic Framework Planning Update

Dr. Arigo noted that the council was not reinventing SBM's definition. Rather, they were trying to get a sense of the value of SBM. The council had looked to the SPLC's organization list which included different levels of partnerships, while Dr. Castro Sweet, as DHC chair, helped determine industry partners. The list had been determined with a contingency plan in mind: if an organization declined, the council would easily move to the next. The benchmarks for next steps were clearly defined. Most organizations were those that we had no formal relationship with.

The interview guide was almost complete. It was mentioned that the council should focus on professional relationships first and inquire what they thought of SBM.

The council discussed removing ISBM from the list due to potential overlap. The sister organization may be rebranding, and it would be helpful to align definitions. They also have a diverse international audience. However, SBM's international audience was less critical right now, as SBM was still working to get a seat at the table in the US.

The council discussed replacing ISBM with TOS. Though they were a specialty organization, they had a large overlap of professional roles within their membership. TOS was also going through a similar change and both SBM and TOS wanted a stronger connection.

APS was like TOS, except they were focused on the behavioral change process. They also had a more international audience. The council also discussed the AH and AACR as potential organizations to interview.

The council also noted that the overall goal was to revamp the collateral based on the new definition. During interviews, the participants should be given material to inform their opinion of SBM.

Other business

Dr. Arigo noted that she was unable to attend the June Membership Council call at the regularly scheduled time. Ms. Borzon would reschedule the call.

Adjourn

With no further business, the meeting was adjourned at 3:00 pm ET. *Minutes respectfully submitted by R. Borzon on June 3, 2021.*