

MEMBERSHIP COUNCIL MEETING MINUTES

Date Wednesday, May 25, 2022
Time 3 pm ET

| IN ATTENDANCE | |
|--|------------------------------|
| Dani Arigo, PhD (Chair) | Yue Liao, PhD |
| Chuka Nestor Emezue, PhD, MPH, MPA, CHES | Angela Pfammatter, PhD |
| I. Shevon Harvey, DrPH, MPH | Lindsay Bullock, CAE (staff) |

**quorum* = 4

| REGRETS | |
|---------------------|--------------------------|
| Allyson Hughes, PhD | Scherezade K. Mama, DrPH |

| GUESTS | |
|--|--|
| Veronica P. Njie-Carr, PhD, RN, ACNS-BC, FWACN | |

Connecting with HBCUs

Dr. Arigo referenced SBM's strategic plan charge about engaging students from diverse backgrounds and welcomed guest Dr. Njie-Carr, who helped SBM promote 2022 Annual Meeting waived registration to first-time attendees from HBCUs. Dr. Njie-Carr said her efforts focused on reaching deans and diversity officers at HBCUs where she had a personal connection or that were near Baltimore. The work was difficult and the group brainstormed potential contributors, agreeing that future outreach would benefit from starting earlier (perhaps at time of abstract submissions), having a clearer goal (not just increasing numbers of members from underrepresented backgrounds, but truly engaging them in a way that is beneficial for them), and offering more incentives for those at HBCUs (both the students and the leaders). The council could also consider holding listening sessions with deans or others from HBCUs to find out what would get them excited and how we can help their students. Dr. Arigo noted this could be part of next steps for the council's past and prospective student survey project. Dr. Njie-Carr also suggested SBM could explore partnerships with Black professional organizations (ex: National Black Nurses Association).

Action: Ms. Bullock will add the HBCU outreach to the master Annual Meeting email promotions plan, beginning with abstracts rather than with registration. Per the council, the promotions should emphasize meeting presentation experience and meeting waived registration, as well as overall SBM offerings (ex: webinars, Health Equity SIG). Later emails to this group should emphasize meeting sessions they are likely to want to attend (ex: lunch with leaders). SBM will also continue to utilize dedicated volunteers with ties to HBCUs (Dr. Njie-Carr, Newton, Thierry and others).

Action: Ms. Bullock will note the idea of SBM building partnerships with Black professional organizations as a possible priority item for the 2023 SBM strategic plan.

Approve minutes from April 27

Dr. Liao moved to approve the minutes. Dr. Harvey seconded. The motion carried.

Welcome Dr. Emezue

Review current membership numbers

Dr. Arigo shared that numbers are strong coming after the conference. Additional renewal efforts, such as the SIG listserv renewal prompt and the Come Back to Us Campaign, are ongoing.

| April 30, 2019 | | April 30, 2020 | | April 30, 2021 | | April 30, 2022 | |
|-------------------|-------------|-------------------|-------------|-------------------|-------------|-------------------|-------------|
| Associate | 36 | Associate | 22 | Associate | 18 | Associate | 15 |
| Emeritus | 59 | Emeritus | 59 | Emeritus | 60 | Emeritus | 59 |
| Fellow | 140 | Fellow | 148 | Fellow | 151 | Fellow | 170 |
| Fellow (Emeritus) | 50 | Fellow (Emeritus) | 59 | Fellow (Emeritus) | 54 | Fellow (Emeritus) | 54 |
| Member | 1060 | Member | 922 | Member | 920 | Member | 870 |
| Student/Trainee | 843 | Student/Trainee | 743 | Student/Trainee | 663 | Student/Trainee | 666 |
| Trans 1 | 82 | Trans 1 | 63 | Trans 1 | 109 | Trans 1 | 66 |
| Trans 2 | 38 | Trans 2 | 48 | Trans 2 | 52 | Trans 2 | 45 |
| Total | 2308 | Total | 2064 | Total | 2027 | Total | 1945 |

Review strategic plan activities

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

Dr. Arigo is continuing to try to get on the next Student SIG leadership call, to continue the discussion about how to best retain student members and engage new ones. She recently joined the BIT SIG early career and student subcommittee call and will share general feedback from that discussion later. Dr. Arigo also plans to connect with student leaders and representatives from any other SIGs that have such positions.

Action: Dr. Arigo will continue efforts to connect directly with SBM student leaders.

Action: Ms. Bullock will pull student responses (including past students) from past SBM surveys to see if there are any clear themes about what students specifically need from SBM.

Action: The council will consider on its next call if they would like to separately survey champions, mentors, past student members, past Student SIG chairs, student leaders from the peer organizations contacted for focus groups last summer, and/or individuals from HBCUs.

Aside from students, Dr. Arigo said SBM is considering ways to better publicize and enhance Fellow membership. Dr. Arigo, Ms. Bullock, and Dr. Perna (Awards Committee Chair) met in May to discuss possible recommendations that may go to the Board this summer. This is not a task for the Membership Council, but Dr. Arigo wanted to keep the group updated.

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

Dr. Hughes created a draft video outline. It emphasizes explaining the value of behavioral medicine for healthcare professionals with very minimal (or no) knowledge of behavioral medicine. The core message is: Health behavior change is really hard, and our science can help.

The video would feature narration as well as interview segments. Questions for interviewees could be: What is behavioral medicine, what are some behavioral medicine successes (smoking cessation, DPP, etc.), what can behavioral medicine solve, and how can behavioral medicine foster health for individuals and communities? Ideally this would be a 2-minute video that we would then break into smaller snippets for certain purposes and for social media.

Dr. Emezue emphasized that the message must be simple, in mainstream terms, and must “pull at heartstrings.”

Action: In advance of the next call, council members should consider feedback on the points the video should make and specific names of individuals who should be interviewed. Interviewees should include a student and should show SBM’s diversity. These will be primary topics of discussion on the next council call.

Adjourn

The meeting adjourned at 3:59 p.m. ET.

Minutes respectfully submitted by L. Bullock on May 26, 2022.