

# MEMBERSHIP COUNCIL MEETING MINUTES

Date Wednesday, June 22, 2022  
 Time 3 pm ET

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

\*quorum = 5

REGRETS	
Chuka Nestor Emezue, PhD, MPH, MPA, CHES	Yue Liao, PhD

Welcome, Dr. Sucala!

## Approve minutes from May 26

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

## Review current membership numbers

The Come Back to Us Campaign is ongoing. Membership numbers are generally strong given the pandemic and meeting attendance.

May 31, 2019		May 31, 2020		May 31, 2021		May 31, 2022	
Associate	36	Associate	23	Associate	18	Associate	15
Emeritus	59	Emeritus	59	Emeritus	60	Emeritus	59
Fellow	148	Fellow	150	Fellow	156	Fellow	157
Fellow (Emeritus)	50	Fellow (Emeritus)	50	Fellow (Emeritus)	54	Fellow (Emeritus)	56
Member	1075	Member	935	Member	980	Member	920
Student/Trainee	846	Student/Trainee	756	Student/Trainee	692	Student/Trainee	684
Trans 1	83	Trans 1	63	Trans 1	109	Trans 1	71
Trans 2	38	Trans 2	51	Trans 2	52	Trans 2	48
<b>Total</b>	<b>2335</b>	<b>Total</b>	<b>2087</b>	<b>Total</b>	<b>2121</b>	<b>Total</b>	<b>2010</b>

## Review strategic plan activities

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

Dr. Arigo recapped conversations with SBM student leaders, including a recent call with the new chair of the Student SIG. These conversations, combined with student results from a large fall 2020 strategic planning survey, show the following key themes in terms of students' membership needs and barriers:

- Students are most interested in mentoring and networking. They see this starkly as happening at the Annual Meeting and are unlikely to join or renew if not attending the meeting. The meeting is the priority and membership is secondary.
  - The council suggested chat channels as a way to better engage student members year-round. DiME does this well, for example.

- Finances are an additional but slightly less important issue. The council reviewed SBM student dues in comparison to those of 20+ other peer organizations; SBM is not the highest but is in the top half. The council also reviewed various budget scenarios that considered reducing dues to \$50 or \$75, from the current \$105, and looked at this in terms of how many additional student members would be needed to see the same financial income from dues. The council considered this not only in terms of real annual dollars, but also in terms of lifetime value of a member. At this time, the council was not comfortable suggesting a budget loss in hopes of a long-term gain of more members. This idea will be revisited for 2024 as the council continues to gather data relevant to student recruitment and retention. Instead, the council will evaluate this further over the next year and will focus (with communications staff) on better promoting the many current student member benefits and their value. Staff can incorporate the following ideas into this communications plan:
  - Highlight webinars, mentoring programs, and the consultation program.
  - Have auto-emails sent 1 week after a student joins, 1 month after, etc., to remind them of certain member benefits and utilizing SBM resources **all year** (not just the week of the conference) and in a **particular order** (student member roadmap).
  - Consider showcasing the actual per-item and total cost of all the things a student member gets, and how this is significantly higher than dues.
  - Explain how to navigate SIGs, such as how many to join and how to pick (consider what SIG details can be strategically moved out from behind the member log in).
  - Consider expansion or enhanced promotion of the affiliate membership category as a way to pay for a bundle of student memberships.
- Dr. Arigo has a list of other recommendations and ideas that are SIG-specific and she will work on these with Dr. Newton. One example is SIGs facilitating mentor-mentee matching with individuals from different institutions. SIGs' annual reports could also be refined to include questions about how active their members are in SBM mentoring or other student-friendly activities/programs.

The Student SIG is interested in having a student representative join Membership Council calls. This will likely start in August or September, based on Student SIG schedules.

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

Dr. Hughes continues to refine a draft video outline, to explain the value of behavioral medicine for healthcare professionals with very minimal (or no) knowledge of behavioral medicine. This would be a longer video that can be spliced for various platforms. The council shared names of possible members to interview in this video. The council also suggested needing individuals who have benefitted from behavioral medicine. Dr. Pfammatter has weight management and smoking cessation participants who have signed media releases.

Dr. Harvey agreed to help on the video project. She and Dr. Hughes will provide updated materials on the next call. Dr. Arigo will also update the council's 2022-2023 Action Plan for Strategic Plan activities and share this on the next call.

### **Adjourn**

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

*Minutes respectfully submitted by L. Bullock on June 30, 2022.*