

MEMBERSHIP COUNCIL CALL MINUTES

Date Wednesday, August 25, 2021
 Time 3 pm ET

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

REGRETS	
Loneke Blackman Carr, PhD	Lorna Haughton McNeill, PhD, MPH
I. Shevon Harvey, DrPH, MPH	Allyson Hughes, PhD

Approve minutes from July call

Dr. Castro Sweet made motion to approve the minutes; seconded by Dr. Pfammatter. Motion carried.

Review current membership numbers

Dr. Arigo noted that the membership renewals were holding steady. It was unlikely that there would be a bump in membership before the 2021 dues cycle opened on October 1. There may be an increase from abstracts and the buzz around the Annual Meeting, but it was likely that people would wait to renew until October 1.

Membership Numbers the Week of August 18			
2020 Member Numbers		2021 Member Numbers	
Associate	25	Associate	17
Emeritus	59	Emeritus	60
Fellow	156	Fellow	143
Fellow (Emeritus)	50	Fellow (Emeritus)	54
Member	1032	Member	899
Student/Trainee	780	Student/Trainee	559
Trans 1	75	Trans 1	74
Trans 2	56	Trans 2	38
TOTAL	2244	TOTAL	1847

Strategic Framework Planning Update

Dr. Arigo thanked the council for conducting the interviews. The only pending interview was with the AMA. She asked the council to takeaways, lessons learned and recommendations from the

interviews. The council agreed that we should lean in to our multi-disciplinary and translational nature, which was unique to SBM. Interviews revealed the view that many professional societies have difficulty promoting their expertise and value in a way that makes sense to non-members. Council members shared their observations from conducting interviews, reviewing interview records, or participating in this series of discussions, to be summarized for an upcoming report to the Board of Directors.

Of particular interest to the Membership Council, Dr. Arigo noted interviewees' view that uncertainty is everywhere: younger people no longer see being a member of a professional organization as a priority. Further, their definition of networking is no longer traditional—networking can now take place on social media sites, for example. This information should be useful to the Council and to SBM more broadly, as it may suggest that larger changes are needed to recruit and retain members.

An additional repeated theme of interviews was that having a voice in the broader discussions about health cannot be achieved with heavy reliance on volunteers to complete relevant work; ultimately, this model is unsustainable. The council agreed that one strong recommendation to emerge from interviews is that SBM should hire full-time advocacy and communications staff.

Adjourn

With no further business, the meeting adjourned at 4:00 pm ET. *Minutes respectfully submitted by R. Borzon on Thursday, September 2, 2021.*