

MEMBERSHIP COUNCIL CALL MINUTES

Date Wednesday, September 22, 2021
 Time 3 pm ET

IN ATTENDANCE	
Dani Arigo, PhD (Chair)	Allyson Hughes, PhD
Loneke Blackman Carr, PhD	Yue Liao, PhD
Claire Conley, PhD	Angela Pfammatter, PhD
I. Shevon Harvey, DrPH, MPH	
	Rebecca Borzon, Lindsay Bullock (staff)

REGRETS	
Cynthia Castro Sweet, PhD	Lorna Haughton McNeill, PhD, MPH
	Scherezade K. Mama, DrPH

Approve minutes from August call

Dr. Liao made motion to approve the August call minutes; seconded by Dr. Conley. Motion carried.

Review current membership numbers

Dr. Arigo noted that membership numbers were consistent.

- a. 1882 renewals
- b. Pacing 17% behind 2020 renewals (2207)
- c. Member numbers by week:

Membership Numbers the Week of September 15			
2020 Member Numbers		2021 Member Numbers	
Associate	25	Associate	18
Emeritus	59	Emeritus	60
Fellow	156	Fellow	143
Fellow (Emeritus)	50	Fellow (Emeritus)	54
Member	1049	Member	920
Student/Trainee	809	Student/Trainee	568
Trans 1	75	Trans 1	75
Trans 2	57	Trans 2	38
TOTAL	2291	TOTAL	1882

New Member and New Attendee Meet & Greet

The council agreed that the meet & greet's name should be changed to "First Time Attendee and New Member Meet & Greet." The event would be held on the first day of sessions during poster hall hours.

Fall Membership Renewal Member Activities

It was noted that the council should help promote SBM's planned membership opening on October 1. The council brought up the "I Voted" sticker that was used during SBM's election. The visual increased response rates to posts on voting for BOD members. "I renewed" and "I joined" stickers would be made by SBM staff to be shared on twitter. The council agreed that an email template, quotes, and visual would be helpful. Of course, the members who were not engaged would be harder to reach on social media.

It was noted that the external stakeholders that the council interviewed could promote SBM's membership cycle as well. The SPLC had already inquired about the interviews, and the council would follow up about collaboration with the stakeholders regarding membership.

The council also discussed adding a referral incentive. While referrals were built in to the membership form, there was little done to follow up with referrals. It was determined to hold a raffle for referrals, where the winners would receive SBM swag. A discount to a pre-conference session was also discussed, but SBM staff noted that they were trying to increase members' knowledge of benefits beyond the meeting. It was also mentioned that a nominal discount could be provided to referees. However, as membership was set to open in a week, SBM staff noted that it was likely too late to set up for this cycle. This could be brought to the BOD now, and done for the 2023 membership cycle.

Dr. Conley stated that some organizations had student campus representatives that would spread the word of member renewals, etc. at their institutions. They coordinated several events, and even had a student phone tree. SBM could consider expanding the champions program to have more features like these. This idea was noted for further discussion.

Strategic Framework Planning Update

The council agreed that Dr. Arigo's report on interviews with internal and external stakeholders was comprehensive and informative. The important themes and results were well-documented and thorough.

Other business

The council would likely be assigned an article for the Winter 2021 Outlook. Dr. Conley would take the lead on the article, which would discuss SBM's member demographic data.

Adjourn

With no further business, the meeting was adjourned at 4:00 pm ET. *Minutes respectfully submitted by R. Borzon on September 27, 2021.*