

MEMBERSHIP COUNCIL MEETING MINUTES

Date Wednesday, Sept. 28, 2022
 Time 3 pm ET

IN ATTENDANCE	
Dani Arigo, PhD (Chair)	Madalina Sucala, PhD
Chuka Nestor Emezue, PhD, MPH, MPA, CHES	Zack Zupke (staff)
Yue Liao, PhD	Lindsay Bullock (staff)
Angela Pfammatter, PhD	

*quorum = 5

REGRETS	
I. Shevon Harvey, DrPH, MPH	Scherezade K. Mama, DrPH
Allyson Hughes, PhD	

GUESTS	
None	

Approve minutes from August 24

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

Review current membership numbers

August 31, 2019		August 31, 2020		August 31, 2021		August 31, 2022	
Associate	38	Associate	25	Associate	18	Associate	20
Emeritus	59	Emeritus	59	Emeritus	60	Emeritus	59
Fellow	168	Fellow	156	Fellow	159	Fellow	180
Fellow (Emeritus)	50	Fellow (Emeritus)	50	Fellow (Emeritus)	54	Fellow (Emeritus)	54
Member	1098	Member	1041	Member	1050	Member	1013
Student/Trainee	871	Student/Trainee	789	Student/Trainee	734	Student/Trainee	767
Trans 1	87	Trans 1	75	Trans 1	111	Trans 1	77
Trans 2	41	Trans 2	59	Trans 2	53	Trans 2	51
Total	2412	Total	2254	Total	2239	Total	2221

2023 Membership Update

Dr. Arigo and the group discussed strategies/initiatives to engage members to renew for 2023, which will open October 3 on SBM.org.

The discussion included:

- Making students a priority in membership messaging and targeting
- Student messaging to stress array of networking benefits and mentee opportunities
- Emails from SBM to be sent Oct. 4 to avoid Monday send
- All Members, Fellows, and Students to receive individual emails
- Fellows email to include using FSBM title; Fellows reception at AM
- Social push using new graphics including “I Just Renewed” social “sticker”

- Postcard reminder in winter
- Raffle initiative for referring a member

Action: SBM staff will ensure these ideas are incorporated into the 2023 membership renewal promotions campaign. Membership Council members will help promote via their own networks and social media.

Review Strategic Plan Activities

The council discussed new developments on the strategic plan charges since the last call.

For the charge on retaining and recruiting more student members, from all backgrounds:

- Based on Dr. Arigo's calls with SIG leaders, need to address student feedback that it's difficult for students to initiate engagement (as there is no clear set of steps for doing so). SIGs have been encouraged to identify student opportunities and "engagement paths" for their specific SIG, to be posted on each SIG's webpage as a guide for students
- Attempts to address student scheduling conflicts with AM Meet & Greet have been made via new abstract submission questions this year; request made to the Program Committee that those selecting first-time submitter and/or attendee will not be scheduled for the Wednesday night poster session, so they can attend the Meet & Greet instead (will not be able to avoid conflicts for everyone relevant, but a good first step)
- Personal emails to be sent to mentors in lieu of survey fatigue

Action: Dr. Liao developed a draft email to mentors, which will be discussed at November's meeting

For the charge on creating collateral showing how we are relevant in solving today's problems:

- Storyboard of council video project to be shared the week of Oct. 10
- Plan for "Behavioral Medicine 101" video (5 mins) and short pull-out videos (0:30)
- Much of videos to be captured at AM in Phoenix

Action: The council will review a storyboard draft on the next call.

Future Council Call Scheduling

Upcoming calls conflict with holidays.

Action: Staff to reach out to the Student SIG representative to see if she prefers Nov 30 or Nov 16. If Nov 30, we will cancel December's meeting.

Adjourn

The meeting adjourned at 3:58 p.m. ET.

Minutes respectfully submitted by Z. Zupke on Oct. 4, 2022.