

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Board Meeting

MINUTES

Thursday, July 28, 2016

12 p.m. Pacific/1 p.m. Mountain/2 p.m. Central/3 p.m. Eastern

Call in number: 1-800-377-8846 Access code: 43606000#

ATTENDEES

In Attendance (alpha order)

Monica L. Baskin, PhD - Member Delegate*

Ellen Beckjord, PhD, MPH - Digital Health Council Chair*

Gary G. Bennett, PhD - President-Elect*

Joanna Buscemi, PhD - Chair, Health Policy Committee

David E. Conroy, PhD - Chair, Publications and Communications Council*

Elliot J. Coups, PhD - Member Delegate*

Michael A. Diefenbach, PhD - Secretary/Treasurer and Chair, Finance Committee*

Edwin B. Fisher, PhD - Chair, Awards Committee

Marian L. Fitzgibbon, PhD - Immediate Past President and Health Policy Council Chair*

Sherri Sheinfeld Gorin, PhD - Chair, Scientific & Professional Liaison Council*

Bradford W. Hesse, PhD - Communications Advisor

Lorna Haughton McNeill, MPH, PhD - Chair, Membership Council*

Kevin S. Masters, PhD - Editor, Annals of Behavioral Medicine

Suzanne M. Miller-Halegoua, PhD - Editor, Translational Behavioral Medicine

James F. Sallis, Jr., PhD - President*

Rachel C. Shelton, ScD, MPH - Co-Chair, Program Committee

William J. Sieber, PhD - Editor, Outlook

Regrets (alpha order)

Elva M. Arredondo, PhD - Member Delegate*

Kristi D. Graves, PhD - Chair, Council on Special Interest Groups*

David X. Marquez, PhD - Chair, Program Committee

Rajani S. Sadasivam, PhD - Editor, SBM Website/Social Media Team

Nicole Zarrett, PhD - Chair, Education, Training, and Career Development Council*

Staff (alpha order)

Lindsay Bullock - Senior Media and Member Communications Manager

Mary Dean, JD, CAE - incoming Executive Director

Erica Linc - Program Manager

Andrew Schmidt, Administrative Coordinator

Amy Stone - Executive Director

Erin Trimmer - Meetings Manager

Tara Withington, CAE - Consulting Partner

MINUTES

Call to Order

Dr. Sallis called the meeting to order at 12 p.m. PT.

Conflict of Interest Disclosures

Dr. Sallis called for conflict of interest disclosures; no disclosures were made.

March Board Meeting Minutes

Dr. Sallis presented the minutes from the March 2016 Board meeting.

MOTION: Moved by Dr. Sallis and seconded by Dr. Diefenbach to approve the March 2016 Board of Directors meeting minutes as presented.

Financial Report

Dr. Diefenbach reported SBM's 2016 assets total \$1.67 million. The 2016 Annual Meeting generated \$225,000 in revenue for the society, which Ms. Stone said is twice as much as the highest meeting revenue SBM ever had previously. In late June, SBM transferred \$554,000 from TIAA-CREF to Capital Counsel. Those funds have been invested in equities, interest-bearing bonds, and exchange-traded funds.

MOTION: Moved by Dr. Diefenbach and seconded by Dr. Miller to approve the June 2016 financials.

Membership Council Report

Dr. McNeill reported that membership is up more than 200 as of July 2016 compared to July 2015. The Membership Council launched its Champions Program in June with orientation calls and requests to promote SBM's call for abstracts. There are 15 inaugural champions. SBM's revitalized affiliate membership will be rolled out when 2017 membership opens this fall.

Dr. McNeill went over results from the Membership Council's February 2016 survey of current and former members. Cost as a barrier to membership and annual meeting attendance emerged as a theme, especially since many respondents noted grant- and employer-provided funds for membership are no longer available. However, half of respondents did indicate SBM dues have a similar cost compared to the dues they pay for membership in other organizations. Respondents also indicated they most value the annual meeting, publication of *Annals of Behavioral Medicine*, and networking opportunities. They find the following future activities most relevant to their work: distribution of potential funding sources/opportunities, support to secure funding, and greater opportunities for collaboration. Dr. McNeill said the Membership Council will work on communications that show the value of SBM membership and how it compares to other organizations. Such communications may include more information on where SBM funding comes from and how dollars are spent.

Awards Committee Report

Dr. Fisher said the committee is working to offer awards named after distinguished members of the society. These would likely be sponsored by individuals. Challenges to consider include the possibility of using industry sponsorship, creating clear priorities for naming awards, and determining what would happen if sponsorship funds dried up for a particular award.

Program Committee Report

Dr. Shelton reported that changes to the 2017 Annual Meeting include streamlined abstract topic areas and the removal of midday paper sessions to allow more time for special interest group (SIG) meetings and panel discussions. The Program Committee is also considering reformatting some

paper sessions to allow for more discussion. Physical activity breaks, like standing and stretching, will likely be incorporated. Abstracts can have more than 200 characters, necessitating the discontinuation of a print abstract supplement; the supplement will be available online only. The change allows more authors and more detail in abstracts.

Dr. Sallis said three keynote speakers have been confirmed: Robert Ross, Ana Diez Roux, and Harold Goldstein. Three master lecturers have also been confirmed: Francis Keefe, Kate Lorig, and Frank Penedo.

Future Annual Meeting Venues

Ms. Dean and Ms. Trimmer are negotiating a competitive contract with Hilton to host the 2019 Annual Meeting in Washington, DC, and the 2020 Annual Meeting in San Francisco. Hilton has offered multiple concessions, including complimentary WiFi, a 3% rebate applied to master account rooms revenue, and discounted staff room rates. Room rates for attendees are also set at low rates. Board members supported moving forward with contract discussions for these two venues.

Digital Health Council Report

Dr. Beckjord said the council is planning 2017 Annual Meeting sessions focused on collaborating with industry, building entrepreneurial skills, managing conflicts of interest, understanding intellectual property, and pitching ideas to non-academics. The council will also help test the meeting's mobile app. The council is considering new strategies for its Twitter account, ways to engage industry in annual meetings, building a stronger relationship with the American Medical Informatics Association—in conjunction with SBM's Scientific and Professional Liaison Council (SPLC)—and reaching out to small business innovation research grant recipients to let them know about SBM and the call for meeting abstracts.

SIG Council Report

Ms. Stone explained Dr. Graves has been having council and committee chairs join SIG Council calls to explain what they do and how they might collaborate with SIGs. On calls, SIG chairs have also been sharing engagement strategies via an "idea lab;" for instance, the Cancer SIG has shared its ideas about hosting webinars.

Ms. Linc detailed a concern about Student SIG income. Student SBM members pay lower dues and therefore are not currently allowed to allocate a portion of their dues to any SIGs, whereas other members are. Because members often choose to give money to the SIGs they belong to, and non-student members tend to not be active in the Student SIG, the Student SIG is at a disadvantage and has fewer funds than many other SIGs. (Similar size SIGs have budgets that are 2-4 times the size of the Student SIG's budget.) Options to address this issue include: (1) raising student dues by \$1-2 and allowing them to allocate the additional money to a SIG of their choice; and (2) keeping student dues the same but designating \$1 to the Student SIG. Board members supported the possibilities. Staff will work with Dr. Graves and the Student SIG to propose a final solution to the Executive Committee.

SPLC Report

Dr. Sheinfeld Gorin said the council has been co-authoring papers and policy briefs with other organizations, including the American College of Sports Medicine. The council is also planning symposia and pre-conference courses for the 2017 Annual Meeting, and is working to begin liaisons with organizations focused on health disparities.

Translational Behavioral Medicine (TBM) Report

Dr. Miller-Halegoua reported that the June issue of the journal featured a new cover, the new editorial team's masthead, and an editorial on the future of the journal and the cultural shift required to focus on translation. TBM received its first impact factor (2.189) in July. The rejection rate has gone down from 29.2% in 2015 to 50% so far in 2016. Article dissemination efforts are underway, including identifying editor's choice articles, issuing press releases, contributing to blogs, and partnering with nonprofits. Springer also completed a TBM email marketing campaign in July. Special issues are planned on community-engaged dissemination and implementation; chronic care coordination; genomics; and child health.

Past-President's Report

Dr. Fitzgibbon said Leadership Institute planning is in full swing, with applications planned to open in the fall. A Nominating Committee for SBM elections has been fully populated for 2016-17.

Adjourn

The meeting adjourned at 1:45 p.m. PT.