

# SOCIETY of BEHAVIORAL MEDICINE

Better Health Through Behavior Change

## Board Minutes

Wednesday, March 14, 2018

11 am – 12 pm ET

BlueJeans: <https://bluejeans.com/117186571?src=calendarLink>

### ATTENDEES

<b>In Attendance (Alphabetical Order)</b>		
Gary G. Bennett, PhD – President *	Eric Hekler, PhD – Co-Chair, Program Committee	Sherry Pagoto, PhD – President-Elect*
Joanna Buscemi, PhD – Chair, Health Policy Committee	Amy Huebschmann, MD – Chair, Education, Training, and Career Development Council*	Rajani S. Sadasivam, PhD – Editor, SBM Website/Social Media Team
David E. Conroy, PhD – Chair, Publications and Communications Council*	E. Amy Janke, PhD – Chair, Scientific and Professional Liaison Council*	Rachel C. Shelton, ScD, MPH – Chair, Program Committee
Michael A. Diefenbach, PhD – Secretary/Treasurer and Chair, Finance Committee*	Kevin S. Masters, PhD – Editor, Annals of Behavioral Medicine	Monica Wang, PhD – Chair, Community and Public Engagement Committee
Kristi D. Graves, PhD – Chair, Council on Special Interest Groups*	Suzanne M. Miller, PhD – Editor, Translational Behavioral Medicine	
<b>Regrets (Alphabetical Order)</b>		
Elva M. Arredondo, PhD – Member Delegate*	Edwin B. Fisher, PhD – Awards Committee	James F. Sallis, Jr., PhD – Immediate Past President & Nominating Committee Chair*
Monica L. Baskin, PhD – Member Delegate*	Marian L. Fitzgibbon, PhD – Health Policy Council Chair*	Margaret Schneider, PhD – Member Delegate*
Heather Cole-Lewis, PhD – Digital Health Council Chair*	Lorna Haughton McNeill, MPH, PhD – Chair, Membership Council*	William J. Sieber, PhD – Editor, Outlook
<b>Staff &amp; Guests (Alphabetical Order)</b>		
Lindsay Bullock – Executive Director	Andrew Schmidt – Administrative Coordinator	Daniel Smith and Infinia Team
Mary Dean, JD, CAE – Guest	Lauren Seward – Meetings Coordinator	
Anne Hahn, MPH – Program Manager	Erin Trimmer – Senior Meetings Manager	

\* = voting member; quorum = 7 voting members

### MINUTES

#### **Call to Order and Call for Disclosures**

Dr. Bennett called the meeting to order at 11:03 a.m. ET. He called for any conflicts to be disclosed. No disclosures were made.

#### **Brand Identity and Website Review**

Mr. Smith and his team presented three possible SBM logos that correspond with the new brand story and identity they have drafted for the society.

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**MOTION: Approved by consensus to move forward with final deliverables corresponding to logo #1.**

The Infinia team provided an update on the website redesign project. They have completed interviews with eight SBM website users. Feedback suggests the website should be more accessible for lay users, better incorporate mobile design, and have annual meeting microsites removed. Wireframes incorporating logo #1 will be available in the next month.

## **Adjourn**

The meeting adjourned at 11:55 a.m. ET.

*Respectfully submitted by L. Bullock on March 14, 2018.*