

SOCIETY of BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Board of Directors Minutes

Monday, July 16, 2018

2 – 4 p.m. ET

Call-In Information: <https://bluejeans.com/499203252?src=calendarLink>

Phone: 408-740-7256; 499 203 252#

In Attendance (Alphabetical Order)		
Elva M. Arredondo, PhD – Member Delegate*	Marian L. Fitzgibbon, PhD – Chair, Health Policy Council*	Sherry Pagoto, PhD – President *
Gary G. Bennett, PhD – Immediate Past-President and Chair, Nominating Committee*	Brian D. Gonzalez, PhD –Chair, SIG Council*	Rajani S. Sadasivam, PhD – Editor, Website/Social Media
Joanna Buscemi, PhD – Chair, Health Policy Committee	Eric Hekler, PhD – Co-Chair, Program Committee	Margaret Schneider, PhD – Member Delegate*
Heather Cole-Lewis, PhD – Chair, Digital Health Council*	Amy Huebschmann, MD – Chair, Education, Training, and Career Development Council*	William J. Sieber, PhD – Editor, Outlook
David E. Conroy, PhD – Chair, Publications and Communications Council*	Scherezade K. Mama, DrPH –Chair, Membership Council*	Monica Wang, PhD – Chair, Community and Public Engagement Committee
Michael A. Diefenbach, PhD – President-Elect*	Kevin S. Masters, PhD – Editor, Annals of Behavioral Medicine	Sandra J. Winter, PhD, MHA – Secretary/Treasurer and Chair, Finance Committee*
Gary G. Bennett, PhD – Immediate Past-President and Chair, Nominating Committee*	Suzanne M. Miller, PhD – Editor, Translational Behavioral Medicine	
Regrets (Alphabetical Order)		
E. Amy Janke, PhD – Chair, Scientific and Professional Liaison Council*	L. Alison Phillips, PhD –Co-Chair, Program Committee	
Robert M. Kaplan, PhD – Chair, Awards Committee	Lila J. Rutten, PhD, MPH –Member Delegate*	
Staff & Guests (Alphabetical Order)		
Lindsay Bullock – Executive Director	Rachel Mizar – Senior Meetings Manager	Tara Withington, CAE – Consulting Partner
Angela Burant – Administrative Coordinator	Andrew Schmidt – Program Manager	
Robert Carroll – Media and Member Communications Manager	Lauren Seward – Meetings Coordinator	

* = voting member; quorum = 7 voting members

Call to Order and Disclosures

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Dr. Pagoto called the meeting to order at 2 p.m. ET. No conflict disclosures were made.

Minutes and Council/Committee Reports Review

MOTION: Moved by Dr. Conroy and seconded by Dr. Diefenbach to approve April Board minutes and all council/committee reports. The motion carried.

Presidential Initiatives Update

Dr. Pagoto informed the board that her Twitter chat series has been a success so far, generating more than 2 million impressions per chat. The SIG Council is also working on about 30 public-facing health promotion articles for the SBM website, and CPEC is working with members on op ed writing. The Digital Health Council is making plans to match members to industry internships and jobs, and to provide guidance to graduate programs about better supporting students in non-academic career paths.

Industry Working Group Update

Dr. Pagoto explained group Chair Dr. Kate Wolin has paused the creation of a standalone SBM industry meeting in favor of hosting a similar session at the Connected Health Conference in October 2018. This alleviates some concerns about cost and marketing; SBM will split revenue with the Personal Connected Health Alliance, which will also help advertise the session. SBM will also gain access to attendee emails, recordings, and survey results.

SBM Website Rebrand Update

Dr. Pagoto informed the board that the SBM rebrand is nearing launch. All files from creative consultant Infinia have been delivered. The website build is currently in progress. A target launch date of September 1, 2018, has been set.

Development Committee Update

The board discussed regenerating the Development Committee so it can take the lead on the possible fundraising feasibility study that the board discussed in April. Dr. Diefenbach is currently reaching out to possible chairs for the committee. Dr. Hekler suggests that the proposed Development Committee use proven models of fundraising implemented by the Alternative Revenue Working Group last year, such as one-pagers and sponsorships.

June Financials

Dr. Winter shared the June financials with the board. SBM had year-to-date income of \$1.5 million and \$740,000 in expenses. The most recent quarterly report from Capital Counsel shows 71% of assets are in stock and most of the rest is in corporate bonds. SBM's portfolio has outperformed the S&P this year, up 4.33% compared to the S&P's gain of 3.43%.

MOTION: Moved by Dr. Winter and seconded by Dr. Diefenbach to approve the June financials. The motion carried.

2019 Annual Meeting Budget

Dr. Winter outlined the budget for the 2019 Annual Meeting. The 2019 Annual Meeting is predicted to generate \$700,000 in income and cost \$567,000 for a net of \$137,000. The board discussed raising registration fees by \$10 to be used for plenary speakers. Management fees are estimated at 3% until a 2019 EDI contract is negotiated. WiFi costs are included with the hotel space, which will save SBM \$10,000. A coffee break and networking lunch has been added to the agenda.

MOTION: Moved by Dr. Winter and seconded by Dr. Schneider to approve the annual meeting budget. The motion carried.

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Micro-Credentialing Study

According to Dr. Pagoto, the board would like to move forward with a feasibility study on micro-credentialing. Micro-credentialing is gaining popularity among younger academics who wish to learn new skills that they can immediately apply to their work without having to go back to school.

SBM would use credentialing company Metacred to perform a feasibility study. Metacred offers assistance on certificate programs and credentialing programs. Credentialing programs are significantly more expensive and come with some liability considerations. Certificate programs are less cost prohibitive and carry zero liability. Therefore, the board has decided to go the certificate route. The certificate program would cost \$50,000, with the option to stack more certificates at a cost of \$10,000 each. Exam and practice test templates would be included, but SBM members would have to create the content. Exams and practice tests could be valuable revenue generators. Ms. Bullock informed the committee that a new EDI staff member would have to be hired to oversee the micro-credentialing program at an additional cost of \$35,000 a year. Dr. Hekler stated that it's a simple matter of revenue generation versus cost. He believes the program could easily pay for itself, and would help diversify SBM's investment portfolio.

Dr. Fitzgibbon addressed the content creation issue by stating that it could be seen as a career development opportunity for younger SBM members. Dr. Diefenbach suggested the development of an editorial board that would edit and approve content. Participation would have financial incentives or incentives pertaining to the annual meeting, like free registration, for example. Dr. Pagoto sees a huge market opportunity outside of membership, including professionals in industry and students. Dr. Diefenbach envisioned a scenario where professors incorporate the micro-credentialing materials into their curriculum, and students pay for the materials as part of the class fee.

Dr. Pagoto informed the board that the feasibility study will cost \$19,000 plus reasonable travel and expenses. The study will take place over six weeks and will analyze the market for need, viability, and competition. The program would only be considered non-feasible if the study finds that there is no market for the product, if there is too much competition in the space, or if there is a major conflict of interest that would act as a hindrance. Dr. Hekler believes that there would be strong interest and the endeavor is low risk.

MOTION: Moved by Dr. Hekler and seconded by Dr. Diefenbach to approve the micro-credentialing feasibility study. The motion carried.

Hill Visits

According to Dr. Fitzgibbon, policy consultant Dr. Binta Beard informed SBM leadership that the timing is terrible for November Hill visits with senate health policy aides, particularly for 2018 given a likely tumultuous mid-term election that month. Dr. Beard is pessimistic regarding Prevention Fund advocacy, and urges SBM to move on from NIH funding as a talking point since the matter has already been settled positively. According to Dr. Pagoto, Dr. Beard advised a total reboot of SBM messaging since current messaging has long expired. Given these issues, Dr. Fitzgibbon recommended pausing the Hill visits in 2018 in favor of instead bringing in the Op Ed Project for a session with board members. This would give board members another skillset to have impact with policymakers.

Drs. Schneider and Buscemi believe the Hill visits should still take place this year. Dr. Winter suggested moving the Hill visits to March around the time of the Annual Meeting since it's in Washington, DC. Ms. Bullock informed the board that moving the Hill visits to the time of the annual meeting would have budgetary consequences. Dr. Pagoto believes Hill visits are a matter of impact versus resources, and was undecided if their limited impact warranted the use of resources. The board agreed to speak more about this matter at a later date.

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MOTION: Moved by Dr. Pagoto and seconded by Dr. Cole-Lewis to approve the Op Ed Project workshop in November. The motion carried.

Op Ed Training

Dr. Wang said CPEC is also interested in bringing in the Op Ed Project for a pre-conference workshop at the 2019 Annual Meeting. A survey of members showed interest and about 20 out of 24 possible workshop slots have been tentatively filled, with eight paid for by SBM member sponsors.

MOTION: Moved by Dr. Gonzalez and seconded by Dr. Diefenbach to offer the Op Ed Project workshop as a pre-conference course at the 2019 Annual Meeting. The motion carried.

CAAPS Coalition

Dr. Wang informed the board that SBM has been offered to join the Coalition for the Advancement and Application of Psychological Sciences (CAAPS). SBM can join as a free “observer” first, with 1-2 SBM representatives attending the CAAPS meetings, held during ABCT and APS conferences. Eventual full membership is \$300 per year in group dues; SBM may also spent some money on representatives’ meeting attendance to facilitate travel and lodging.

MOTION: Motioned by Dr. Pagoto and seconded by Dr. Conroy to join CAAPS as an observer. The motion carried.

Membership Council Report

Dr. Mama reported that the council recently completed interviews with fellows, to determine strategies for re-engaging fellows in SBM. Fellows largely said they are interested in more opportunities to mentor, which the council will try to accommodate by working with ETCD.

Program Committee Report

Dr. Hekler said the committee is reviewing attendee feedback from the 2018 Annual Meeting to make changes for 2019, including adding more networking/break time and making the space/layout more efficient during poster sessions. The committee is assigning topic area chairs and finalizing plenary speaker invitations.

*The meeting adjourned at 4 p.m.
Respectfully submitted by R. Carroll on July 23, 2018.*