

Board of Directors Meeting Minutes

Tuesday, July 9, 2019, 11:30 a.m. – 2 p.m. ET

IN ATTENDANCE (ALPHA ORDER)

Monica Baskin, PhD President-Elect*	Kevin S. Masters, PhD Editor, Annals of Behavioral Medicine	Margaret Schneider, PhD Member Delegate*
Joanna Buscemi, PhD Chair, Health Policy Council*	Megan McVay, PhD Chair, Publications and Communications Council*	Dori Steinberg, PhD, RD Co-Chair, Program Committee
Michael A. Diefenbach, PhD President*	Suzanne Miller, PhD Editor, Translational Behavioral Medicine	Monica Wang, PhD Chair, Civic and Public Engagement Committee
Brian D. Gonzalez, PhD Chair, SIG Council*	Sherry Pagoto, PhD Immediate Past-President and Chair, Nominating Committee*	Sandra J. Winter, PhD, MHA Secretary/Treasurer and Chair, Finance Committee*
Amy Huebschmann, MD Chair, Education, Training, and Career Development Council*	Lila J. Rutten, PhD, MPH Member Delegate*	
Robert M. Kaplan, PhD Chair, Awards Committee	Rajani S. Sadasivam, PhD Editor, SBM Website/Social Media Team	

* = voting member; quorum = 7 voting members

REGRETS (ALPHA ORDER)

Heather Cole-Lewis, PhD Chair, Digital Health Council*	Lisa M. Klesges, PhD Chair, Development Committee	L. Alison Phillips, PhD Chair, Program Committee
Akilah J. Dulin, PhD Chair, Health Policy Committee	Crystal Lumpkins, PhD Editor, Outlook	Rachel C. Shelton, ScD, MPH Member Delegate*
E. Amy Janke, PhD Chair, Scientific and Professional Liaison Council*	Scherezade K. Mama, DrPH Chair, Membership Council*	

STAFF AND GUESTS (ALPHA ORDER)

Lindsay Bullock Executive Director	Rachel Mizar Senior Meetings Manager	Tara Withington, CAE Consulting Partner, SBM
Angela Burant Administrative Coordinator	Andrew Schmidt Program Manager	
Robert Carroll Media and Member Communications Manager	Lauren Seward Meetings Coordinator	

CALL TO ORDER AND CALL FOR DISCLOSURES

The meeting was called to order at 11:30 a.m. ET. No conflict disclosures were made.

CONSENT AGENDA

MOTION: Dr. Diefenbach moved to approve the March Board meeting minutes and all council/committee reports. Dr. Pagoto seconded. The motion carried.

HEALTH POLICY PRIORITIES

Dr. Buscemi presented the Health Policy Council's recommendations for the three health policy priorities the society will focus on for the next 3-5 years. Dr. Buscemi explained that the Health Policy Committee will continue to release briefs on whatever topics they deem relevant to the society, and that they will not be bound by the three health policy priorities. In conjunction with the priorities, the Health Policy Council intends to develop an ambassador program to task members with advocating for the society's priorities at the federal legislative level. Ambassadors will be chosen based on location and area of expertise. Ambassadors will be expected to develop lasting relationships with lawmakers and their staffs. The goal of the ambassador program is to make SBM the go-to society when it comes to the three issues identified as health policy priorities. The priority areas align with SBM's mission and with comments SBM has heard on visits with legislators. The three priority areas presented to the Board call for educating lawmakers about:

- Pain management and opioid abuse
- Health outcomes/quality of life for rural populations
- Access to nutritious food for all children

For an example of how the ambassador program would work with the three proposed priorities, the Health Policy Council would identify federal legislators with a focus on pain and opioids. The council would then identify an SBM member that is a constituent of the legislator and also an expert in pain management. The ambassador would then work to cultivate a relationship with the legislator over the next three years. The ambassador can build a relationship by staying in constant contact with the legislator's staff, providing advice or insight when asked, forwarding relevant research or findings, or even by inviting the legislator to visit his or her lab. The end goal is to become a trusted source on the topic who the legislator will use when the time comes to draft legislation or vote on bills.

Dr. Buscemi reiterated to the Board that the council has been advised to avoid saturated issues like NIH funding, and to focus only on federal laws for the time being. This advice as well as guidance about the priority areas and ambassadors came from policy consultant Dr. Binta Beard.

Dr. Diefenbach suggested polling members to gauge interest in the ambassador program. He suggested that the ambassadors or a specific Health Policy Council member be tasked with monitoring assigned specific priority's political relevance, and emailing legislators to remind them of upcoming votes. Dr. Pagoto wondered if SBM members have the proper political expertise needed for this task. Therefore, the Board discussed the possibility of over time and with increased fundraising potentially funding a full-time political consultant, ambassador Hill visits, and/or work at the state level

MOTION: Dr. Buscemi moved to approve the three proposed health policy priority topics. Dr. Diefenbach seconded. The motion carried.

TRAINING PROGRAM AWARD UPDATE

Drs. Kaplan and Huebschmann presented a concern regarding SBM's Distinguished Training Program Award. Currently, the award gets very few applications. For the 2018 and 2019 awards cycles, only one application was submitted per cycle. In order to revitalize the award and encourage more nominations, Drs. Kaplan and Huebschmann proposed the following changes based on consultation with the leaders of training programs:

- Simplify the application to reduce the number of forms and limit documentation of past trainees to only the last 5 years
- Provide a \$1,000 cash award meant to support program objectives (the \$1,000 award is in line with other monetary awards given by SBM and would be used at the program director's discretion)

MOTION: Dr. Diefenbach moved to approve the changes to the Distinguished Training Program Award, which will now include a \$1,000 cash award. Dr. Huebschmann seconded. The motion carried.

SIG RENEWALS UPDATE

Dr. Gonzalez presented the SBM special interest groups (SIG) up for renewal in 2019. The SIG review team recommended that the Aging, Behavioral Informatics and Technology (BIT), Cancer, Health Equity, and Pain SIGs be renewed for 3 years. The Board agreed.

The SIG review team recommended the Obesity and Eating Disorders (OED) SIG be renewed for 3 years but explore a merger with another SIG. The Board agreed the SIG should be renewed but declined to pass along the merger suggestion as a merged SIG would be very large and the OED SIG is quite active already.

The SIG review team recommended that the Complementary and Integrative Medicine and Multiple Health Behavior Change SIGs merge with other SIGs, be renewed for only 1 year, or disband.

The Board discussed if a 1-year renewal should be an option. Some Board members felt these SIGs should be given an additional year to increase activity. Others said a 1-year renewal does not achieve the goal of winnowing inactive SIGs, as is the intent of the entire SIG renewal process given increasingly limited Annual Meeting space for SIGs, pressure on staff bandwidth, dilution of dues dollars to SIGs, and an overwhelming number of SIG choices for members. A manageable number of SIGs is necessary for SBM to be flexible and able to move with health trends and changing societal energies. The Board was reminded that SIG Chairs were notified well in advance of the renew process and were given ample time to complete a comprehensive report and/or address any areas of weakness prior to review.

The Board agreed to remove review extensions as an option. The Board agreed that the Complementary and Integrative Medicine SIG and the Multiple Health Behavior Change SIG should merge with a relevant SIG or disband. Dr. Gonzalez and Dr. Diefenbach will notify the SIGs of the decision and guide them through the next steps. The two SIGs will have until the 2020 Annual Meeting to decide between dissolution and merger.

The Board decided that all SIGs will now be reviewed at the same time every three years. To accommodate this change to the review process, all remaining SIGs will be reviewed next year (2020). Then, in 2023, all SIGs, including the six approved for renewal in 2019, will be up for renewal again. The six SIGs renewed this year (2019) will therefore be renewed for 4 years until the new process begins in 2023.

MOTION: Dr. Gonzalez moved to approve the changes to the SIG renewal process. All SIGs will now be renewed at the same time. The SIGs still needing review will be reviewed in 2020. All SIGs will then be reviewed in 2023 and every three years after that. Dr. Schneider seconded. The motion carried.

MOTION: Dr. Gonzalez moved to approve six SIGs (Aging, BIT, Cancer, Health Equity, OED, and Pain) for renewal. The renewal will last for four years. The six SIGs will be up for renewal again in 2023. Dr. Rutten seconded. The motion carried.

MOTION: Dr. Gonzalez moved to approve the disbanding or possible merger of two SIGs (Complementary and Integrative Medicine; and Multiple Health Behavior Change). The two SIGs will have until the 2020 Annual Meeting to decide their future. Dr. Diefenbach seconded. The motion carried.

2018 AUDIT

Dr. Winter said the Finance Committee reviewed the audit, including having a call with an independent auditor without staff present. There were no comments or concerns regarding the audit.

MOTION: Dr. Winter moved to accept the audit. Dr. Pagoto seconded. The motion carried.

Dr. Winter reported the 2018 year-end financials. The society earned \$1.7 million and spent \$1.4 million for a net income of \$325,000.

SBM currently has \$2.5 million in assets and is developing an investment policy for those assets. Dr. Winter acknowledged the need for sufficient cash flow, but explained that the society would like to invest any excess. SBM is also evaluating their ration of investments, which currently sits mostly in stocks.

2020 ANNUAL MEETING BUDGET

Dr. Winter presented the 2020 Annual Meeting budget. Dr. Winter noted that San Francisco is a more expensive host city in part because it is unionized and pays union labor rates. SBM aims to make a net profit of \$80,000 on each meeting. In order to make this profit despite the more costly expenses, SBM will make two changes to the meeting:

- Registration fees will be increased by 4-10% depending on registration category, with the smaller increases for students. The rates will remain reasonably priced compared to other conferences members attend.
- There will be no food served during the evening poster sessions.

With these changes, SBM is projected to make a net profit of \$77,000 on the 2020 Annual Meeting. These dollars supplement other SBM activities throughout the year.

MOTION: Dr. Winter moved to approve the 2020 Annual Meeting budget. Dr. Pagoto seconded. The motion carried.

CYBER INSURANCE DISCUSSION

Ms. Withington presented cyber insurance information. As an accredited association management company, EDI recommends all association clients maintain cyber insurance coverage and Ms. Bullock has received quotes for SBM coverage. EDI also maintains its own cyber insurance coverage and has staff dedicated to keeping client data secure.

MOTION: The Board agreed by consensus to decline cyber insurance coverage.

MICROCREDENTIALING UPDATE

Dr. Huebschmann said the Microcredentialing Subcommittee reviewed proposals from two companies for creating behavioral medicine microcredential courses but felt the cost was too substantive to move forward. Part of the high upfront cost was course content development. To possibly reduce this cost if SBM were to move forward with microcredentialing in the future, the subcommittee is exploring recording a behavioral medicine course that Dr. Pagoto and other members will present to industry representatives at the Connected Health Conference this fall. To further build SBM's content archive, the subcommittee is also considering storyboarding course content and possibly holding an in-person "behavioral medicine for industry" course at the 2020 SBM Annual Meeting.

ADJOURN

The meeting adjourned at 1:42 p.m. ET.

Minutes submitted by R. Carroll on July 22, 2019.