

Board of Directors Meeting Minutes

Wednesday, July 28, 2021, 10 a.m. – 1 p.m. ET

IN ATTENDANCE (ALPHA ORDER)		
Danielle Arigo, PhD, LP Chair, Membership Council	Stephanie L. Fitzpatrick, PhD Member Delegate*	Frank M. Perna, PhD Chair, Awards Committee
Monica L. Baskin, PhD Immediate Past-President and Chair, Nominating Committee*	Brian D. Gonzalez, PhD Member Delegate*	Tracey A. Revenson, PhD Editor, Annals of Behavioral Medicine
Ellen Beckjord, PhD, MPH Chair, Program Committee	Crystal Lumpkins, PhD Editor, Outlook	Kristin L. Schneider, PhD Chair, Scientific and Professional Liaison Council*
Joanna Buscemi, PhD Chair, Health Policy Council*	Megan McVay, PhD Chair, Publications and Communications Council*	Margaret L. Schneider, PhD President-Elect*
Cynthia Castro Sweet, PhD Chair, Digital Health Council*	Suzanne Miller, PhD Editor, Translational Behavioral Medicine	Rachel C. Shelton, ScD, MPH Member Delegate*
David E. Conroy, PhD President*	Valerie Myers, PhD Chair, Education, Training, and Career Development Council*	Sandra J. Winter, PhD, MHA Secretary/Treasurer and Chair, Finance Committee*
Marian L. Fitzgibbon, PhD Chair, Development Committee	Robert L. Newton, Jr., PhD Chair, SIG Council*	

* = voting member; quorum = 8 voting members

STAFF AND GUESTS (ALPHA ORDER)		
Rebecca Borzon Member and Media Communications Manager	Ky Cheers Administrative Coordinator	Andrew Schmidt Senior Program Manager
Lindsay Bullock, CAE Executive Director	Rachel Mizar Senior Meetings Manager	Tara Withington, CAE Consulting Partner
Angela Burant Meetings Manager	Eli Rehorst, MS Development Coordinator	

CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Conroy called the meeting to order at 10:03 a.m. ET. No disclosures were made.

CONSENT AGENDA

In reviewing the reports submitted to the board, Dr. Conroy highlighted the report from the SIG Council for its response to the “Commitment to Diversity” prompt: The SIG Council consists of SIG Chairs elected by members of each SIG, and the SIG Council does not provide awards to members or organizations. Nonetheless, the SIG Council will increase its efforts to ensure the SBM membership reflects our nation’s diversity and promote health equity. To do so, the SIG Council will work with SIG Chairs to ensure they are well-informed of tools and resources they can use to support SBM’s commitment to diversity. Considerations may include establishing SIG travel awards for individuals of underrepresented or marginalized groups, publishing policy briefs to promote health equity, conducting diversity specific webinars, publishing position statements/calls to action related to diversity and SIG specific interests, and partnering with local organizations ahead of the SBM Annual Meeting that can help further SBM’s commitment to diversity.

MOTION: Dr. Buscemi moved to approve the April Board of Directors meeting minutes and Council/Committee reports. Dr. Castro Sweet seconded. The motion carried.

PROGRESS UPDATE FOR 2021 FRAMEWORK STRATEGIES

Dr. Conroy provided a brief overview of SBM’s three current strategic framework outcomes and invited the council and committee chairs tasked with action items relating to those outcomes to comment on their groups’ progress.

On the first strategic outcome, “Awareness and Impact of Behavioral Medicine,” Dr. Arigo reported the Membership Council has been interviewing internal and external stakeholders on their perception of SBM and their thoughts about raising the society’s profile beyond the “best-kept secret” that many members see it as currently.

Ms. Borzon reported on the Civic and Public Engagement Committee’s progress toward the “Public Education and Behavior Change” outcome, particularly a member survey that the group will be conducting in the coming weeks. Results of that survey will inform an upcoming toolkit that members can use to expand their science communication work and help demonstrate the value of that work to employers and others.

Ms. Borzon also updated the board on SBM staff’s efforts relating to the third strategic outcome, “Indispensable Professional Resource.” The primary focus of these efforts has been the development of a communications plan, informed by a recent survey of the SBM Champions, to increase member retention outside the context of the Annual Meeting. Dr. Conroy commented on SBM’s ongoing Diversity, Equity, and Inclusion initiatives as well, noting that the new Diversity Institute for Emerging Leaders held a successful workshop during the 2021 Annual Meeting and is supporting ongoing small group mentoring, and the Program Committee has been actively centering DEI principles while identifying potential keynote speakers for the 2022 meeting.

Finally, Dr. Conroy shared an update on the Organizational Structural Working Group, which had been meeting monthly to analyze the organizational structures of comparable associations and identify areas where SBM’s structure can be optimized to better meet members’ needs. The group is currently developing a revised structure for SBM, the final version of which will be submitted to the

board for review later in the year. Before the full board approves the proposed structure, the presidents will meet individually with current board members to discuss how their groups may be affected.

2020 AUDIT

Dr. Winter shared a year-end 2020 audit report with the board. The auditors deemed the monthly financial statements prepared by EDI's accountants throughout the year to be accurate representations of SBM's financial position, a position which Dr. Winter explained had improved overall since 2019 despite the cancellation of the 2020 Annual Meeting.

MOTION: Dr. Winter moved to approve the 2020 financial audit. Dr. Baskin seconded. The motion carried.

FUNDRAISING CAMPAIGN UPDATE

Dr. Fitzgibbon thanked the board members for their efforts in helping to make the official launch of the Proven Science, Better Health giving campaign a success, including board members' personal participation which has resulted in a 100% participation rate for the board overall. In the time since the campaign launched in earnest in April 2021, over \$14,400 has been raised across the four funds. Several of the giving events during the 2021 Annual Meeting saw a significant amount of interest from members and attendees, including the Battle of the SIGs, Virtual Hike, Planking-Palooza, and Give-to-Win Raffle.

Looking forward, Dr. Fitzgibbon reported that the Development Committee continues to focus on named giving opportunities as a means of building a culture of giving among the membership. The committee will also be exploring options for increasing contributions during membership renewals, which SBM has long supported but has been underutilized in the past.

2022 ANNUAL MEETING BUDGET

Dr. Winter presented a proposed budget for the 2022 Annual Meeting with a reminder that as a best practice, SBM routinely budgets conservatively for the meeting and for its operation throughout the year. For 2022, this resulted in a projected loss for the conference after considering the ongoing uncertainty around travel during the COVID-19 pandemic and an anticipated reduction in attendance despite members' preference for an in-person meeting.

As with any in-person conference, the largest budget items relate to A/V, food and beverage, and administration, with most of these costs being fixed regardless of projected or actual attendance. Proposed registration fees were based upon the actual early-bird and onsite registration rates for the 2019 meeting.

In the interest of encouraging registrations and mitigating losses, the board discussed potential vaccination requirements or testing protocols for attendees, as well as options for virtual attendance and remote presentations. Drs. Baskin and Winter reiterated that the board already voted to move forward with a fully in-person meeting for 2022, and as such the budget is prepared with the consequent expenses and anticipated registration revenue in mind. Potential cancellation penalties from vendors are not considered as part of the budgeting process, and in the event that the meeting is cancelled due to COVID-19 or another communicable disease, would not be covered by any cancellation insurance policy as insurance vendors are no longer offering such policies.

MOTION: Dr. Winter moved to approve the 2022 Annual Meeting budget. Dr. Conroy seconded. The motion carried.

2022 ANNUAL MEETING PLANNING UPDATE

Dr. Beckjord informed the board of several changes that have been incorporated into the session structure for the 2022 Annual Meeting based on attendee feedback, including later start times for Breakfast Roundtables and earlier end times for evening poster sessions, a greater number of poster sessions overall, the introduction of an invited debate session format, and the return of networking sessions and pre-recorded research spotlights that were introduced with the 2021 virtual meeting.

Dr. Beckjord echoed some of Dr. Winter's points regarding the impracticality of a hybrid meeting from the budget discussion, while Dr. Conroy added that a limited number of telepresence "robots" would be available for attendees to participate in the full meeting remotely in a much more cost-effective manner. In the event that the meeting would need to be cancelled, the pre-recorded research spotlights could still be made available for viewing via the meeting mobile app and certain plenary sessions could be adapted into webinars as was done in 2020.

Dr. Revenson asked whether steps were being taken to enable distancing between attendees in the poster hall, as that was likely to be the most crowded area within the meeting space. Dr. Beckjord noted that the addition of midday poster sessions should allow for 30% fewer posters per session and more space between presenters within each session while still accommodating the same number of posters throughout the meeting. A number of board members emphasized the importance of conveying safety protocols to potential attendees and of transparency around the board's decision making relating to the Annual Meeting. An FAQ is in the works and will be released soon. Dr. Conroy described some of the planned Annual Meeting promotions within which those details could be shared, including broadcast emails, mobile app notifications, and a new podcast to be released in the leadup to the meeting.

Dr. Conroy and Beckjord encouraged board members to reach out to the Program Committee to share any experiences they may have had with attending conferences in recent months and/or recommendations for communicating with attendees.

NOVEMBER 2021 BOARD OF DIRECTORS MEETING FORMAT CONSIDERATIONS

Dr. Conroy recalled that the board previously approved funds for an in-person meeting in Milwaukee in November as part of the 2021 budget. Before contracting with a hotel for guest rooms, however, Dr. Conroy asked the board to share their sentiments about proceeding with an in-person meeting or adopting a virtual or hybrid format.

Board members expressed differing preferences, with several members endorsing an in-person meeting as the most interactive and productive format. Other members supported an in-person meeting for those able and willing to attend, with a virtual participation option for those who may still be avoiding non-essential travel. Still other members recommended a fully-virtual format, not only due to the ongoing pandemic but because a remote meeting would reduce costs to SBM and minimize greenhouse gas emissions from air travel.

Ms. Bullock added that while EDI's offices have A/V infrastructure in place to support remote participation, the Executive Committee previously discussed the communication difficulties inherent to call-ins and the tendency for hybrid meetings to create "tiers" of participation that may disadvantage those not in the room. Several members voiced support of a virtual-only meeting in light of these considerations, and Dr. Buscemi suggested polling the board to obtain a full count of members' preferences: If a significant majority of members are able to attend in person the board could consider a hybrid format, while a higher number of members with a virtual preference could necessitate a virtual-only meeting.

Dr. Conroy proposed conducting an anonymous poll after the conclusion of the call to gauge all board members' preferences. The

Executive Committee would then utilize the poll results to make a final decision about the meeting format by early September.

ADJOURN

The meeting adjourned at 11:49 a.m. ET.

Minutes respectfully submitted by A. Schmidt on July 30, 2021.