

Board of Directors Meeting Minutes

Monday, October 3, 2022, 11 a.m. - 1 p.m. PT
Zoom

IN ATTENDANCE (ALPHA ORDER)

Danielle Arigo, PhD, LP – Chair, Membership Council	Marian L. Fitzgibbon, PhD – Chair, Development Council, Gift Acceptance Committee, and Leadership Institute Committee	Valerie Myers, PhD – Chair, Professional Advancement Council
Joanna Buscemi, PhD – Member Delegate	Stephanie L. Fitzpatrick, PhD – Member Delegate and Chair, Program Committee	Margaret L. Schneider, PhD – President
David E. Conroy, PhD – Immediate Past-President and Chair, Leadership Identification and Inclusion Committee	Bernard Fuemmeler, PhD, MPH – President-Elect	Sandra J. Winter, PhD, MHA – Secretary/Treasurer and Chair, Finance Committee
Roger Figueroa, PhD – Chair, Advocacy Council	Jun Ma, MD, PhD, FAHA – Chair, Publications Council	Scherezade Mama, DrPH – Chair, Scientific Education Council

*quorum = 7 members

REGRETS (ALPHA ORDER)

Brian D. Gonzalez, PhD – Member Delegate		
--	--	--

STAFF AND GUESTS (ALPHA ORDER)

Lindsay Bullock, CAE Executive Director, SBM	Eli Rehorst, MS, Development Manager, SBM	Tara Withington, CAE Consulting Partner, SBM
Sarah Gilbertson, Communications Coordinator, SBM	Irene Stephenson, Administrative Coordinator, SBM	Zack Zupke, Senior Communications and Membership Manager, SBM
Carly M. Goldstein, PhD – Chair, Public Education Committee	Sam Wilson, Senior Meetings Manager, SBM	

CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Schneider called the meeting to order at 11:01 a.m. PT. No new disclosures were reported. Dr. Schneider reminded the group that Board discussions are considered confidential.

CONSENT AGENDA

MOTION: Dr. Myers moved to approve the July minutes. Dr. Conroy seconded. Dr. Fitzpatrick abstained. The motion carried.

PROGRESS ON 2022 STRATEGIC FRAMEWORK

Dr. Schneider reviewed the goals of today's call: to review progress on the 2021-25 strategic framework to date in 2022 and to consider what should be prioritized for the framework in 2023. She encouraged the Board to think big-picture and long-term, as the framework is intentionally a multi-year endeavor with some actions that will build over time. She also reminded the Board about the "parking lot" area for ideas that are important but not yet ready to be prioritized. Dr. Schneider further encouraged the Board to balance our ambitions with our resources, both financial and time.

Dr. Schneider thanked all the chairs and councils/committees that took on strategic framework actions in 2022. Chairs then reported on progress during the past year.

Outcome 1: Awareness and Impact of Behavioral Medicine

Strategy 1: Create collateral showing how we are relevant in solving today's problems

Dr. Arigo reported that the Membership Council is continuing work on an intro to behavioral medicine series of videos for potential partners and the larger medical community, to show the value of behavioral medicine. The resulting videos will include short ones edited for maximum engagement on social media. Council members are working on scripts and storyboards currently, as well as a list of potential members to be interviewed on camera at the 2023 Annual Meeting (where b-roll will also be shot). Dr. Schneider indicated this strategy is recommended to rollover to 2023.

Strategy 2: Develop strategic partnerships with AHA, APHA, and up to 2 clinician-focused organizations; some focused on climate change

Dr. Figueroa reported that the Organizational Partnerships Committee has had submissions accepted for the upcoming AHA Epi-Lifestyle conference, and continues to look for SBM members how can open doors with APHA. Dr. Schneider indicated this strategy is recommended to rollover to 2023.

Strategy 3: Increase dissemination and readership of our policy position statements

Dr. Figueroa reported that the Position Statements Committee has amplified dissemination efforts this year by using author Twitter handles, social media requirements for endorsing organizations, relevant SIG listservs and SIG social media accounts, and a list of SBM influencers on social media. Work is continuing to identify a few key legislators for each statement. Dr. Figueroa referenced pageview and engagement stats for recent statements but noted it is a bit soon to compare. Dr. Schneider indicated this strategy is recommend to be marked complete.

Outcome 3: Indispensable Professional Resource

Strategy 1: Retain and recruit more student members, from all backgrounds

Dr. Arigo reported that a Student SIG representative is now joining Membership Council calls on a quarterly schedule. Through this and other "listening tour" stops with student and SIG leaders as well as a review of past survey data from students members and former student members, the council has learned that the Annual Meeting remains the core draw for student members, that they crave more networking and mentoring, and that it may be worthwhile to explore reducing the cost of student dues. The council will explore the dues issue more in 2023, and will also be talking to mentors to gain their insights into the barriers and facilitators of student membership. Staff has used the other information learned by the council to enhance membership messaging to students and prospective students (for example, much networking and mentoring exists in SBM but students don't know about all of the possibilities). The SIGs have also been encouraged to create "engagement paths" showing steps students can take to get involved in the SIG and take advantage of SIG and SBM benefits. These paths could be posted to each SIG's webpage. The council has also worked with the Annual Meeting Planning Committee to ensure the abstract submission system collects info on first-time submitters and students, so those individuals who are presenting posters will not be scheduled during the Wednesday evening poster session, which overlaps with the first-time attendee and new member meet and greet. Board members suggested students may also benefit

from more training program job postings, advice on how to organize the prospective training programs you want to apply to, and grant-writing courses or support. Dr. Schneider indicated this strategy is recommended to rollover to 2023.

Strategy 2: Expand non-Annual Meeting programming for students, via regional in-person events

Dr. Schneider reported that the Regional Events Working Group has created an implementation guide for these events, complete with draft agenda that specifies professional development, SBM information, and networking segments. Two pilot events are in the works for yet this year, one in Denver and one in DC. This strategy is recommended to rollover to 2023.

Outcome 2: Public Education and Behavioral Change

Strategy 1: Create a sci comm toolkit/trainings

Dr. Goldstein reported that the Public Education Committee launched its sci comm toolkit in August and shared click-thru and engagement stats. Users have reported that the site is accessible, useful, and has a strong mix of both members-only and free content. The committee will continue adding to the toolkit with approximately two new topic sections per year. Dr. Schneider indicated this strategy is recommend to be marked complete.

Strategy 2: Enhance TBM and ABM authors' interest in and ability to promote their published research

Dr. Goldstein reported that the Public Education Committee chair and the journal editors have added sci comm guidance to author acceptance emails, lay summaries for both journals, templates for graphical abstracts, and checkboxes for both journals so editors can note if articles are newsworthy (so OUP and/or SBM can do press releases). They are also planning sci comm webinars and journal commentaries through the fall and into next year. Dr. Schneider indicated this strategy is recommend to be marked complete.

2023 STRATEGIC FRAMEWORK PRIORITIES

Dr. Schneider reiterated the four strategies that are recommend to roll over for 2023 and suggested one additional in-progress strategy about webinars be rewritten as: Build members' capacity for innovative research by identifying and providing training (e.g., at Annual Meeting, via webinars) in knowledge or methods that will provide a competitive advantage to members and accelerate the impact of behavioral medicine. The rewrite comes after conversations with the OBBI SIG about course offerings at the Annual Meeting.

These additional new recommended strategies for 2023 have come up organically:

- Grow industry sponsorship/financial support of SBM
- (Diversity/equity/inclusion) Increase demographic diversity (e.g., gender, race, ethnicity) in research practices and in publication/review
- Be a leader to other organizations in conducting rigorous, community-based participatory research (ex: through workshops on methodology and blueprints; SBM pre-con, links to Vanderbilt course)
- (Diversity/equity/inclusion) Grow the Bridging the Gap Award (which prioritizes underrepresented scientists and equity-related projects), securing funding for more awards for more years

Dr. Ma mentioned an additional organic item: a possible SBM Peer Reviewer Academy. Dr. Ma has been in conversation about this idea with the journal editors-in-chief and Oxford University Press staff. An academy could include a webinar open to anyone, followed by an opportunity to apply for the academy. Those selected could complete a mock review and then go over it at an in-person session at the Annual Meeting. At the end, participants could get a certificate of completion and be specially added to the reviewer poll for ABM and TBM. Board members liked this idea but determined there are not sufficient resources to add it as a 2023 strategy. It should instead be added to the parking lot for a future year, with Dr. Ma continuing investigatory conversations in the meantime.

The Board also decided to make the following changes to the parking lot:

- Cut: Identify private and public partnerships
- Split and mark the early-career and advocacy portions completed in 2022: Seek funding for increased investment in public and mental health initiatives, early-career grants, and advocacy
- Cut: Identify and market our value proposition compared to other orgs (could build on Frameworks exercises from 2022)
- Cut: Establish trust through established groups and new strategic partnerships
- Reword: Create a plan for providing tailored support to members in disseminating science/press releases (the sci comm toolkit is an “on your own” resource, whereas this would be more like a “concierge service”)
- Cut: Create a digest to the public of science
- Cut: Leverage work of PEC and Councils to address misinformation
- Cut: Identify how SBM is uniquely valuable and how we can enrich what SBM currently does – convene and connect in behavioral medicine and adjacent spaces – academic, industry, clinical spaces

MOTION: Dr. Conroy moved to approve the updated 2023 strategic framework. Dr. Buscemi seconded. The motion carried.

ADJOURN

The meeting adjourned at 12:52 p.m. PT.

Minutes respectfully submitted by L. Bullock on October 11, 2022.