

Board of Directors Meeting Minutes

Wednesday, October 14, 2020, 1:30 – 4:30 p.m. CT

IN ATTENDANCE (ALPHA ORDER)		
Monica L. Baskin, PhD President*	Carly M. Goldstein, PhD Chair, Civic and Public Engagement Committee	Michele Patel, PhD Editor, SBM Website/Social Media Team
Ellen Beckjord, PhD, MPH Co-Chair, Program Committee	Brian D. Gonzalez, PhD Chair, SIG Council*	Tracey A. Revenson, PhD Editor, Annals of Behavioral Medicine
Joanna Buscemi, PhD Chair, Health Policy Council*	E. Amy Janke, PhD Chair, Scientific and Professional Liaison Council*	Lila J. Rutten, PhD, MPH Member Delegate*
Cynthia Castro Sweet, PhD Chair, Digital Health Council*	Lisa M. Klesges, PhD Chair, Development Committee	Rachel C. Shelton, ScD, MPH Member Delegate*
David E. Conroy, PhD President-Elect*	Crystal Lumpkins, PhD Editor, Outlook	Dori Steinberg, PhD, RD Chair, Program Committee
Michael A. Diefenbach, PhD Immediate Past-President and Chair, Nominating Committee*	Scherezade K. Mama, DrPH Chair, Membership Council*	Sandra J. Winter, PhD, MHA Secretary/Treasurer and Chair, Finance Committee*
Akilah J. Dulin, PhD Chair, Health Policy Committee	Megan McVay, PhD Chair, Publications and Communications Council*	
Stephanie L. Fitzpatrick, PhD Member Delegate*	Valerie Myers, PhD Chair, Education, Training, and Career Development Council*	

* = voting member; quorum = 8 voting members

STAFF AND GUESTS (ALPHA ORDER)		
Rebecca Borzon Media and Member Communications Manager	Kimberly Granada Administrative Coordinator	Andrew Schmidt Program Manager
Lindsay Bullock, CAE Executive Director	Rachel Mizar Senior Meetings Manager	Michelle Sieg Director of Communications, HOPA
Angela Burant Meetings Manager	Elizabeth Rehorst, MS Development Coordinator	Tara Withington, CAE Consulting Partner

CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Baskin called the meeting to order at 2:02 p.m. CT. No disclosures were made.

CRISIS MANAGEMENT UPDATE

Dr. Conroy reported that he helped facilitate a postmortem discussion with several of the stakeholders intimately involved in the decision to cancel the 2020 Annual Meeting. Among other lessons learned from that exercise, the group determined that SBM should be prepared to consult legal counsel earlier in the crisis timeline, and that a rapid response crisis team be created that could act to address emergencies more nimbly than the full board. These suggestions had since been incorporated into a new SBM Crisis Management Plan, which Dr. Conroy briefly summarized with his recommendation that the board vote to approve it as an official SBM policy. The plan includes detailed sections on identifying a crisis, creating a crisis response team, gathering and reporting information in a timely fashion with attention paid to various audiences, making decisions based on core values and with proper authority, communicating decisions strategically, and evaluating the process after a crisis.

MOTION: Dr. Conroy moved to approve the crisis management plan. Dr. Diefenbach seconded. The motion carried.

CRISIS COMMUNICATION OVERVIEW

Dr. Baskin welcomed Michelle Sieg, director of communications for the Hematology/Oncology Pharmacy Association, to provide an overview of some key concepts for communicating effectively as an association during a crisis. With a number of members expressing concerns about responsiveness and transparency in the lead up to the 2020 Annual Meeting cancellation, preparing a communications strategy in advance of potential future crises will be an integral part of the overall crisis response.

Ms. Sieg's presentation touched on several components of successful crisis communication, including identifying crucial audiences, utilizing appropriate communications channels, and adapting a messaging strategy throughout the lifespan of a crisis. Several of the best practices outlined in the presentation have already been incorporated into the crisis management plan, while the board further discussed how a robust communication strategy would help avoid some of the perceived shortcomings from earlier in the year.

PRESIDENTIAL INITIATIVES UPDATE

Dr. Baskin reported on progress made on several "All-IN" presidential initiatives in the preceding months. On the theme of Inclusion, work continues to formalize and institutionalize SBM's commitment to diversity originally begun by the Diversity Working Group chaired by Dr. Baskin during the 2017-18 SBM year. Relating to Innovation, the second theme, Dr. Baskin congratulated Dr. Diefenbach and the Provocative Questions Working Group on their achievements so far, most prominently the webinars presented in collaboration with the National Cancer Institute during the summer. Addressing the third theme of Influence, Dr. Baskin noted the success of the new SBM Ambassador program. The Health Policy Council is also exploring opportunities for collaboration with outside organizations that could help expand the influence of policy initiatives. Dr. Baskin also referenced a fourth, unofficial "IN," Investment, which has been a continued priority and which Dr. Klesges would expand upon in an update from the Development Committee.

2021 ANNUAL MEETING UPDATE

Dr. Steinberg provided a status update on preparations for the 2021 Annual Meeting's virtual format, highlighting the Research Talk (replacing paper sessions) and Research Spotlight (replacing poster sessions) abstract types. While submissions were down for the

regular abstract period compared to recent years, the percentage of total abstracts represented by rapids has been trending up as well, so the Program Committee expects a significant number of additional abstracts still to come.

The small Program Committee will be meeting shortly to review scores and make final accept and reject decisions for the first round of abstracts. As mentioned during previous board meetings, the committee is closely considering strategies for promoting interactivity during all Annual Meeting sessions, with a particular focus on networking opportunities to be offered throughout the meeting week. Dr. Steinberg also provided a preview of some of the plenary sessions for 2021, including the full slate of master lecturers and a number of invited keynote speakers.

Lastly, Dr. Steinberg shared a brief update from the Environmental Responsibility Committee. While the board will examine questions of sustainability and environmental responsibility in greater depth during the upcoming strategic planning meeting, some top-level initiatives proposed by the committee at this time include a climate change research award, climate change special issue in either or both of SBM's journals, updating SBM's policy priorities to include a focus on climate change, adopting a hybrid meeting format indefinitely, and/or alternating between in-person and hybrid/fully-virtual meetings.

FUNDRAISING CAMPAIGN UPDATE

Dr. Klesges presented a number of key points from the Development Committee's report to the board, beginning with a delay in the full launch of the Proven Science – Better Health campaign. The committee's strategy has been shaped in part by a survey of the SBM Champions, who recommended in summer that the campaign remain in a soft launch for the time being as the COVID-19 pandemic has caused financial hardships for potential donors. The champions also expressed mixed opinions about member perceptions of a fundraising campaign in 2020, with about 1/3 of survey responses suggesting that expanding the fundraising campaign now could be seen as an attempt to make up lost revenue from the cancelled Annual Meeting even though that is not the case. The committee continues to survey the economic climate and is making plans to combat fundraising goal misperceptions.

However, the soft launch has proven successful so far and resulted in SBM's most significant fundraising year ever, with just over \$63,000 in contributions primarily from Development Committee members, Wisdom Council members, and members of the board. Dr. Klesges also reported that the development committee had begun inviting some prominent members to serve as honorary campaign fund chairs.

FINANCIAL UPDATES

Dr. Winter presented the draft 2021 SBM budget, highlighting:

- Projection of an overall loss of almost \$126,000 dollars. A large part of this is due to the projected loss of around \$113,000 that we've budgeted for the 2021 Annual Meeting as approved by the board in July. The budget also conservatively expects a small decrease in income earned from membership dues and, as usual, budgets investment and grant income at \$0.
- An increase of 3% in the EDI management fee in 2021, followed by an additional 3% increase in 2022. This constitutes a 2-year renewal with EDI. The total management fee that will be paid to EDI in 2021 will be \$730,720.19. This 3% annual increase reflects prior practices of SBM as well as increased duties of EDI staff on projects including environmental responsibility, development, and new SIG and council activities.
- In response to the 2020 Annual Meeting cancellation postmortem, increased funding for legal fees if needed. The budget does not include increased fees for crisis communication as at this time that can be provided by EDI.
- Less net income from our journals. This is projected to decrease slightly to around \$30,000.

- No income or expenses for the credentialing program. Despite our best efforts to market this program we were unable to find willing buyers for the content we can create so this program has been sunset.

MOTION: Dr. Winter moved to approve the 2021 budget. Dr. Gonzalez seconded. The motion carried.

Dr. Winter presented a draft Volunteer Expense Reimbursement Policy, created to equitably handle Annual Meeting speaker-related funding requests in alignment with SBM's SIG Manual.

MOTION: Dr. Winter moved to approve the Volunteer Expense Reimbursement Policy. Dr. Baskin seconded. The motion carried.

CONSENT AGENDA

MOTION: Dr. Baskin moved to approve the July Board of Directors meeting minutes and all Council/Committee/SIG reports. Dr. Gonzalez seconded. The motion carried.

NEW CHAIR NOMINATIONS

Dr. Conroy thanked Drs. Kaplan and Janke for their service on the board in recent years, and announced that he had invited Frank Perna, EdD, PhD, to serve as the next chair of the Awards Committee and Kristin Schneider, PhD, as the next chair of the Scientific and Professional Liaison Council, effective April 2021. Dr. Conroy added that confirmations were still forthcoming from potential new chairs for Membership Council and SIG Council, and extended his thanks to Drs. Mama and Gonzalez for their service as their terms would be ending in 2021 as well.

MOTION: Dr. Conroy moved to approve Dr. Perna as incoming Awards Committee Chair and Dr. Schneider as incoming SPLC Chair. Dr. Shelton seconded. The motion carried.

STRATEGIC PLANNING RETREAT PREVIEW

Dr. Baskin reminded the board of the upcoming strategic planning retreat scheduled for November, emphasizing the participatory nature of the meeting. The goal of the strategic planning retreat and the development of a new strategic plan broadly is to set the direction of the society for years to come, establishing a set of priorities that address the needs identified by the member survey earlier this year and leveraging SBM's position in the field. To promote engagement in the virtual environment during the retreat, Dr. Baskin encouraged board members to block off the full time of each session on their calendars and plan to reduce distractions as much as possible while participating in the retreat.

ADJOURN

The meeting adjourned at 4:03 p.m. CT.

Minutes respectfully submitted by A. Schmidt on October 23, 2020.