

Board of Directors Meeting Minutes

Friday, October 8, 2021, 3 p.m. – 5 p.m. ET

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

* = voting member; quorum = 8 voting members

REGRETS (ALPHA ORDER)		
Akilah J. Dulin, PhD Chair, Health Policy Committee	Robert L. Newton, Jr., PhD Chair, SIG Council*	Tracey A. Revenson, PhD Editor, Annals of Behavioral Medicine
Crystal Lumpkins, PhD Editor, Outlook		

STAFF AND GUESTS (ALPHA ORDER)		
Rebecca Borzon Member and Media Communications Manager	Rachel Mizar Senior Meetings Manager	Irene Stephenson Administrative Coordinator
Lindsay Bullock, CAE Executive Director	Eli Rehorst, MS Development Coordinator	Tara Withington, CAE Consulting Partner
Rebecca A. Krukowski, PhD Guest Interim Chair, Civic and Public Engagement Committee	Andrew Schmidt Senior Program Manager	

CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Conroy called the meeting to order at 3:03 p.m. ET. He disclosed that he has a new role on the WW Board. No other disclosures were made. Dr. Conroy also reminded the Board that all conversations are confidential.

UPDATES ON STRATEGIC FRAMEWORK PROGRESS FOR 2021

Dr. Conroy reintroduced SBM's current strategic framework and three priority outcomes, and invited updates from the Membership Council, Civic and Public Engagement Committee, and SBM staff on progress made toward the strategies selected for year 1 (2021).

Dr. Arigo reported that the Membership Council continues to work toward the first strategic outcome, "Awareness and Impact of Behavioral Medicine," primarily via a series of interviews with internal and external stakeholders to better understand how SBM is perceived and collect feedback on raising SBM's profile within healthcare and public health spaces. A total of 15 semi-formal interviews were conducted, including a review of existing SBM collateral and suggestions for improving the society's marketing materials.

Dr. Arigo shared some common takeaways from the interviews with external organizations, including a number of misconceptions about the field of behavioral medicine generally and the membership and work of SBM more specifically. For example, a majority of representatives believed that behavioral medicine is only concerned with individuals and internal influences, and that SBM's membership is entirely psychologists. Most external organizations already had strong understanding of SBM as evidence-based, but the Membership Council was also surprised to learn that there was little to no knowledge of SBM's clinical relevance or translation efforts.

Based on these takeaways, the Membership Council has developed four general recommendations for increasing SBM's presence: 1) Commit resources to promotion outside of the behavioral medicine field; 2) Facilitate easy access to SBM members as an expert resource; 3) Increase collaboration with other organizations in the public health space; and 4) Focus on dissemination of evidence.

Dr. Goldstein reported on four subcommittees recently created by CPEC to contribute to the "Public Education and Behavior Change" strategic outcome: A press list subcommittee, science communication survey subcommittee, SBM journal subcommittee, and science communication toolkit subcommittee. The press list subcommittee has completed its initial list of contacts, which SBM staff will use for targeted releases. The science communication survey was also circulated over the summer, and members' responses confirmed some of the committee's assumptions regarding barriers to science communication work, including lack of time and lack of institutional support. The survey results have also informed the work of the toolkit subcommittee, which is continuing to assemble resources, templates, and examples of science communication that SBM members can use in their own work, for hosting as an interactive section of the SBM website. While still in early development stages, the toolkit is likely to contain templates (e.g., for op eds), guides (e.g., how to turn an abstract into a tweet), training materials (e.g., how to find promotional resources at your home institution, how to deal with internet trolls), and examples of good scicomm. Lastly, the journal subcommittee completed a review of SBM's journals' content and capabilities and will share a series of recommendations with their editors early next year.

Ms. Borzon updated the board on a communications plan she has been developing to demonstrate the value of SBM as an "Indispensable Professional Resource" to members and encourage membership renewals, especially by students and trainees. While the availability of institutional funds for membership dues will always have an impact on renewals, the perceived value of member benefits also affects individual members' decision to renew. Staff will test several different messaging strategies throughout the student/trainee member renewal campaign, and use analytics to further refine SBM's member communications going forward.

Dr. Conroy reported on a second strategy relating to the “Indispensable Professional Resource” outcome: An inventory of SBM’s ongoing Diversity, Equity, and Inclusion initiatives. Among the initiatives identified were SBM’s signing on to multiple position statements and calls to action with a health equity focus, establishing the new Redford Williams Health Equity Student Research Excellence Award, encouraging diverse members to self-nominate and passing on those recommendations to NIH’s Center for Scientific Review, and emphasizing opportunities for members from diverse and underrepresented backgrounds within the Proven Science-Better Health Giving Campaign’s Leadership Development fund. In addition, the Program Committee has been making a concerted effort to diversify the slate of plenary speakers for the 2022 Annual Meeting.

Finally, Dr. Conroy shared a brief update on the Organizational Structure Working Group and proposed changes to SBM’s organizational structure. As discussed during the previous board meeting and in a series of individual conversations between board members and Drs. Michael Diefenbach and Monica Baskin, the working group will be putting forth a new chart and series of related bylaws changes to make the society’s leadership more effective, efficient, and responsive to members’ needs. A full presentation will be made to the board in November.

DISCUSSION OF 2022 STRATEGIES

Looking ahead, Dr. Conroy encouraged the Board to prioritize and be selective in determining strategies for 2022, to have the most impact next year. He also encouraged Board members to think about the society’s broader, long-term goals, which purposely span multiple presidential terms.

Dr. Conroy drew the board’s attention to a strategic framework document featuring both the current 2021 strategies in each outcome area and a number of proposed strategies that were placed in the “parking lot” when setting priorities for 2021. Among those remaining strategies, two in each outcome area had been highlighted by the presidents and other relevant SBM leaders as proposed priorities for 2022. Dr. Conroy invited the board to discuss adopting those or to propose alternative priorities from the “parking lot.”

Regarding “Awareness and Impact of Behavioral Medicine,” Dr. Conroy suggested rolling over the in-progress strategy of creating collateral showing how SBM is relevant in solving today’s problems. He also highlighted two new strategies to build on the Membership Council’s work toward defining “who we are as behavioral medicine professionals.” Firstly, SBM should work to identify priority audiences among scientific organizations, policymakers, media, and others to share the collateral still under development, utilizing the insight gained from the stakeholder interviews to effectively communicate across sectors. In addition, adopting a strategy of increasing dissemination and readership of SBM’s position statements will work hand in hand with other communications efforts to extend the impact of SBM’s advocacy and further raise awareness of SBM and behavioral medicine more broadly. The Board identified AHA, APHA, and clinician organizations generally as ones to prioritize in 2022.

On the second outcome, “Public Education and Behavior Change,” Dr. Conroy proposed that the board could prioritize webinars or trainings on science communication for members in conjunction with the in-progress CPEC scicomm toolkit, and expand upon CPEC’s recommendations to *Annals* and *TBM* to further enhance authors’ interest in and ability to promote their published research. Dr. Arigo added that external organizations described a need for a training or other resource that provides an introduction to behavioral medicine topics, and questioned whether the first new strategy could include offerings for non-members as well. Dr. Conroy said that will likely be addressed separately via a Board framing exercise in January. Dr. Goldstein added that the webinars/trainings strategy ties in to a proposed education programming strategy under the third outcome as well.

Within the “Indispensable Professional Resource” outcome, Dr. Conroy drew the board’s attention to two strategies focused on retaining and recruiting more student members from all backgrounds, and expanding non-Annual Meeting education programming offerings. Several board members expressed support for SBM programming throughout the year, however it was mentioned that members regularly request more networking opportunities outside of the Annual Meeting, in addition to purely educational programming. Dr. Schneider suggested that offering networking opportunities throughout the year could also contribute to the member retention strategy: While longtime members often refer to SBM as their “home” organization, more opportunities for engagement with the society could help to engender similar feelings among early-career members.

Dr. Conroy thanked the board for their ongoing engagement with the strategic planning process and ended the discussion by noting that staff will prepare a final 2022 strategies document and a related 2022 budget for the board’s November meeting.

ADJOURN

The meeting adjourned at 4:55 p.m. ET.

Minutes respectfully submitted by A. Schmidt on October 11, 2021.

