

Board of Directors Meeting Minutes

Thursday, November 21, 2024

Zoom

IN ATTENDANCE (ALPHA ORDER)

Ellen Beckjord, PhD, MPH, FSBM President	Christine Hunter, PhD, ABPP President-Elect	Scherezade Mama, DrPH Chair, Scientific Education Council
Courtney Bonner, PhD Member Delegate	Charles Jonassaint, PhD, MHS Member Delegate	Megan McVay, PhD Secretary/Treasurer
Michael Diefenbach, PhD, FSBM Chair, Development Council	Sharon L. Manne, PhD, FSBM Chair, Professional Advancement Council	Angela Pfammatter, PhD, FSBM Chair, Membership Council

REGRETS (ALPHA ORDER)

Joanna Buscemi, PhD Member Delegate	Jun Ma, MD, PhD, FAHA Chair, Publications Council	Bernard Fuemmeler, PhD, MPH, FSBM Immediate Past-President
Roger Figueroa, PhD Chair, Advocacy Council		

STAFF (ALPHA ORDER)

Lindsay Bullock, CAE Executive Director, SBM	Tara Withington, CAE Consulting Partner	
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CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Beckjord called the meeting to order at 3:02 p.m. ET.

2025 FRAMEWORK STRATEGIES

Dr. Beckjord explained the Board's consensus about 2025 framework strategies from its October discussion is now reflected in an official 2025 file. She highlighted each planned 2025 item:

Outcome 1: Awareness and Impact of Behavioral Medicine

- (Diversity/equity/inclusion) Develop strategic partnerships with peer organizations specifically serving minority professionals (e.g., National Medical Association, Student National Medical Association)
- Educate members about how the healthcare system, independent healthcare companies, employer health plans, and payors actually work and are incentivized, so that understanding can help them improve intervention development and testing across the translational continuum (with attention to cost- and value-related outcomes)

Outcome 2: Public Education and Behavioral Change

- Utilize additional SEO best practices (e.g., purposeful back-linking, microcontent social media posts) to further increase Healthy Living pageviews

Outcome 3: Indispensable Professional Resource

- ROLLED OVER, from 2024: (Diversity/equity/inclusion) Define DEI goals and metrics for SBM as an organization (could include qualitative culture assessment and enhanced public commitment to DEI) and ensure a recurring process exists for DEI metric monitoring and improvement
- Investigate programming and/or networking to (1) share wisdom from established and senior investigators with younger members (including advance planning for SBM's 50th anniversary), and (2) share steps to take to prepare for retirement, and what your "career" and SBM involvement can look like after retirement
- Perform a landscape analysis for possible future creation of an SBM Grant Writing Academy
- Build on volunteer engagement work to identify and fix any volunteer opportunity gaps (e.g., by career level, by time commitment)

MOTION: Dr. Mama moved to approve the 2025 Strategic Framework strategies. Dr. Diefenbach seconded. The motion carried.

CONSENT AGENDA

MOTION: Dr. McVay moved to approve the October Board of Directors meeting minutes. Dr. Bonner seconded. The motion carried.

FINANCIAL REPORTS

Dr. McVay presented an updated Reserves Policy that takes into account prior Audit Committee and Board feedback to spend down reserves now that more than 2-years' operating expenses has accrued. The new policy suggests a reserves range for at least 1-year of operating expense and no more than 2-years'.

MOTION: Dr. McVay moved to approve the updated SBM Reserves Policy. Dr. Manne seconded. The motion carried.

Dr. McVay then presented a draft 2025 SBM budget that attempts to spend down some of the “excess” reserves by supporting SBM’s 2025 strategic goals and members’ continuing needs. She highlighted increased expenditures for membership and annual meeting marketing, Healthy Living SEO, webinar presenters, volunteer recognition, Bridging the Gap Awards, and student Annual Meeting travel awards. The draft budget also includes a 4% increase in the EDI management fee, locked in for 1 year per recent practice.

MOTION: Dr. Manne moved to approve a 1-year EDI contract renewal with a 4% management fee increase. Dr. Hunter seconded. The motion carried.

MOTION: Dr. Diefenbach moved to approve the 2025 budget. Dr. Manne seconded. The motion carried.

CHAIR APPOINTMENTS

Dr. Hunter presented a recommended list of incoming council and committee chairs. Terms would start in spring 2025, allowing for the usual transition and overlap.

MOTION: Dr. Beckjord moved to approve incoming Advocacy Council Chair Lisa R. LaRowe, PhD; Publications Council Chair Linda Trinh, PhD, FSBM; Position Statements Committee Chair Amanda C. Blok, PhD, MSN, RN, PHCNS-BC; Diversity Institute Committee Chair Lisa Carter-Bawa, PhD, MPH, APRN, FAAN; Audit Committee Chair Matthew P. Buman, PhD, FSBM; and Industry Connections Committee Chair Robin Anthony Kouyaté, PhD. Dr. Manne seconded. The motion carried.

OTHER BUSINESS

Dr. Beckjord noted that staff and presidents are closely monitoring social media trends on X, Bluesky, and Threads, and are considering additional SBM guidelines about appropriate platforms.

Dr. McVay inquired about any SBM plans to inform the incoming Trump Administration or the new Congress on key health policy issues. The Board expressed interest in being proactive now, perhaps on issues like vaccines and NIH consolidation.

ADJOURN

The meeting adjourned at 3:46 p.m. ET.

Minutes respectfully submitted by L. Bullock on November 22, 2024.