

Board of Directors Meeting Minutes

Monday, June 22, 2020, 3 – 4 p.m. CT

IN ATTENDANCE (ALPHA ORDER)

Monica L. Baskin, PhD President*	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 Incoming Chair, Digital Health Council	Robert M. Kaplan, PhD Chair, Awards Committee	Rachel C. Shelton, ScD, MPH Member Delegate*
David E. Conroy, PhD President-Elect*	Scherezade K. Mama, DrPH Chair, Membership Council*	Stephanie L. Fitzpatrick, PhD Member Delegate*
Michael A. Diefenbach, PhD Immediate Past-President and Chair, Nominating Committee*	Megan McVay, PhD Chair, Publications and Communications Council*	Dori Steinberg, PhD, RD Co-Chair, Program Committee
Akilah J. Dulin, PhD Chair, Health Policy Committee	Michele Patel, PhD Editor, SBM Website/Social Media Team	Sandra J. Winter, PhD, MHA Secretary/Treasurer and Chair, Finance Committee*
Carly M. Goldstein, PhD Chair, Civic and Public Engagement Committee	Valerie Myers, PhD Chair, Education, Training, and Career Development Council*	

* = voting member; quorum = 8 voting members

REGRETS (ALPHA ORDER)

Ellen Beckjord, PhD, MPH Co-Chair, Program Committee	Crystal Lumpkins, PhD Editor, Outlook	
Lisa M. Klesges, PhD Chair, Development Committee	Suzanne M. Miller, PhD Editor, Translational Behavioral Medicine	

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	Tara Withington, CAE Consulting Partner, SBM
Angela Burant Meetings Manager	Elizabeth Rehorst, MS Development Coordinator	

CALL TO ORDER AND CALL FOR DISCLOSURES

Dr. Baskin called the meeting to order at 3:06 p.m. CT. Dr. Castro Sweet disclosed her relationship with Omada Health, a past Annual Meeting sponsor. There were no concerns. Dr. Baskin reminded board members that board proceedings are confidential.

2020 ANNUAL MEETING UPDATE

Dr. Baskin thanked Drs. Diefenbach and Dr. Phillips for their many efforts leading to the successful virtual presentation of several keynotes and master lectures that had been planned for the 2020 Annual Meeting.

Dr. Baskin reported that SBM staff submitted a claim under the society's event cancellation insurance policy, with a result expected in a number of weeks. In addition, members of SBM leadership met for a postmortem discussion earlier in June to examine the meeting cancellation. A full debrief of the decision-making process and lessons learned will be shared with the board during its July call, while the strategic planning process scheduled for later in the year will include work on a revised crisis management plan.

2021 ANNUAL MEETING UPDATE

Dr. Baskin introduced a timeline for determining the format of the 2021 Annual Meeting, where the Executive Committee had identified July as the first decision-making point. While it will be difficult to anticipate all of the conditions that could affect the attendee experience nine months in advance, the sooner the board makes a decision, the easier it will be to mitigate financial losses, the more time that can be afforded to the Program Committee to plan a high quality program, and the sooner the society can set expectations for members and attendees.

Before its July meeting, the board will be asked to examine three key considerations: Responsibility to attendees, responsibility to society, and responsibility to SBM's future. Dr. Steinberg expanded upon the first consideration, notifying the board that a survey was conducted in May to aggregate member and meeting attendee sentiments related to in-person or virtual sessions. A total of 430 surveys were returned, for a higher-than-expected response rate of around 25%. Overall, 54% of respondents indicated that they would be comfortable travelling to Orlando in April, however many included comments suggesting that their attendance would be dependent upon certain conditions being met, including the availability of child care and institutional travel bans being lifted/travel funding reinstated. From the 46% of respondents who wouldn't be comfortable with an in-person meeting, typical comments concerned widespread availability of a vaccine and the inability to adequately accommodate the most vulnerable attendees (e.g., those who are immunocompromised or have at-risk family members) at the conference hotel or during travel, even with the most rigorous social distancing or disinfecting policies.

Dr. Steinberg further addressed social distancing in session rooms and common spaces at the conference hotel, noting that maintaining six feet of distance in the keynote session room, for instance, would reduce capacity from 1,200 to only 300 seats. Combined with interested attendees who will be unable to travel for any number of reasons, potentially restricting the number of attendees who *are* able to travel to the meeting from participating in particular sessions due to social distancing guidelines could have a significant impact on the attendee experience.

Regarding the second key consideration, protecting society-at-large, Dr. Steinberg suggested that large gatherings like academic conferences would be the last to safely resume, and noted that several responses to the survey saw members voicing concerns about a potential outbreak in Orlando or at their home institutions as a result of travel to and from an in-person meeting. Regardless

of mitigation efforts, attendees may perceive a high level of risk in conference spaces and may consider SBM to be setting the wrong example by holding an in-person meeting when many public health organizations are shifting to virtual-only conferences over the coming months.

The third key consideration, responsibility to the society's future, is intended to bring the board's attention to the potential financial implications. Ms. Bullock presented a series of budget projections covering fully in-person, fully virtual, and hybrid meeting formats, highlighting in particular the projected loss associated with even a well-attended hybrid meeting. Of the example budgets, only an in-person meeting at 100% attendance, which would no longer be anticipated in even the most optimistic conditions, and a fully-virtual meeting with 100% attendance and a 75% registration fee would be projected to turn a profit. Beyond financial concerns, Ms. Bullock asked the board to keep in mind the potential impacts of each meeting format on SBM's public reputation, and the impact of when a decision on meeting format is made and announced.

2021 ANNUAL MEETING DISCUSSION

Dr. Baskin opened the floor to questions or comments before the board reconvenes for an official vote on meeting format for 2021 in July.

Several board members reported that they were optimistic that in-person meetings could resume by spring of 2021, while recognizing that a safe and successful event would require numerous conditions (e.g., vaccinations, institutional, state, and federal travel policies, etc.) to be in place and that such conditions are difficult, if not impossible, to anticipate at this time. As such, they would be broadly supportive of a definitive switch to virtual-only sessions for the 2021 Annual Meeting.

Dr. Shelton enquired whether the survey audience was asked how likely/unlikely they would be to register for an online-only event, with Dr. Baskin replying that around ¾ of responses indicated that they would attend an all-virtual Annual Meeting in 2021 if SBM decided to adopt that meeting format. Drs. Baskin and Steinberg reiterated the Executive Committee's rationale for asking for a board vote as soon as July: The more time that Program Committee will have to plan innovative and engaging sessions and to promote those offerings to potential attendees, the more successful the resulting meeting will be.

Dr. Goldstein suggested that an all-virtual conference could actually allow attendees who might be prevented from travelling to the meeting to participate, addressing prior concerns about accessibility and affordability, particularly for students and early-career members. The board also considered whether a virtual format would contribute to a lower abstract rejection rate and create an opportunity for additional sessions that would otherwise conflict with one another in the limited slots available during a typical Annual Meeting. Implementing both live and on-demand access to sessions would also make the program more accessible to international members and any others who might be unable to "attend" sessions at particular times.

ADJOURN

The meeting adjourned at 3:54 p.m. CT.

Minutes respectfully submitted by A. Schmidt on June 29, 2020.