

## Board of Directors Meeting Minutes

Thursday, July 28, 2022, 8-10:30 a.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	Brian D. Gonzalez, PhD – Member Delegate	Scherezade Mama, DrPH – Chair, Scientific Education Council

\*quorum = 7 members

### REGRETS (ALPHA ORDER)

Jun Ma, MD, PhD, FAHA – Chair, Publications Council		
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### STAFF AND GUESTS (ALPHA ORDER)

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

Dr. Schneider called the meeting to order at 8:03 a.m. PT. No new disclosures were reported. Dr. Schneider reminded the group that Board discussions are considered confidential.

### CONSENT AGENDA

Dr. Schneider highlighted the diversity section of the report from *Translational Behavioral Medicine*: “Literature review of how other journals are strengthening diversity, equity, and inclusion (DEI). TBM is already conducting similar activities as other academic journals, such as review of Associate Editors and Editorial Board members. Initial recommendations:

- Revise journal scope statement emphasizing DEI as a priority for the journal.
- Nominate an associate editor or board member to lead DEI activities– this will assist with accountability, monitoring progress and developing strategies for improvements.
- Planning outreach to Diversity Institute for Emerging Leaders, to engage them with TBM (e.g., Associate Editor; Editorial Board).”

**MOTION:** Dr. Myers moved to approve April minutes and council/committee/publications reports. Dr. Conroy seconded. The motion carried.

## PROGRESS ON 2022 STRATEGIC FRAMEWORK

Board members reported on progress so far in calendar year 2022, for each of the 2022 priority strategies in SBM's 2021-25 strategic plan.

### *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 working an intro to behavioral medicine video for potential members and partners, to show the value of behavioral medicine. The video will be 2-3 minutes, featuring interviews with select SBM members, and with shorter clips made for social media channels. The council is working on a storyboard and hopes to record interviews and b-roll at the 2023 Annual Meeting.

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:

- Identified metrics of success for this strategy as: (1) increasing the official level of partnership with these specific organizations (SBM partnerships are categorized into 1 of 3 official levels based on value of services exchanged with peer groups); (2) increasing the number of products (e.g., webinars, white papers) coming out of these partnership; and/or (3) increasing the number of committee members working on these partnerships.
- Added a new liaison to AHA (Dr. Matt Whited) and committee chair Dr. Kristin Schneider attended an AHA subgroup meeting in Chicago this winter. So far these enhanced connections have resulted in AHA signing on to SBM's syndemic letter to federal officials, significantly increasing the reach of our letter.
- Is looking for a new liaison to APHA and is reviewing lists of SBM members who also report membership in APHA.
- Identified ACLM (American College of Lifestyle Medicine) as the primary clinician-focused organization to engage with. Dr. Schneider and Ms. Bullock have had two calls with ACLM representatives and are working on connecting SBM and ACLM SIGs in related areas (for example, we both have SIGs in women's health and CVD, and those have been identified as the priority SIGs to start with) to join each others' calls to discuss topic-specific collaborations. We may also plan a joint webinar series this fall.
- Has also renewed a discounted membership in the Association of American Medical Colleges, another clinician-focused organization, and Dr. Monica Baskin will be our official liaison to that group.

Additionally, for climate change, SBM has joined ecoAmerica's Climate for Health arm, which comes with benefits like policy training for members; this will be utilized with new SBM climate change policy ambassadors later this fall. SBM was also named an official member of the NAM Climate Collaborative Network.

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

Dr. Figueroa reported that the Position Statements Committee has updated our position statement submission forms to ask authors about Twitter handles, relevant SIGs, and specific relevant federal legislators so we can use that in eventual dissemination of the statement by having staff tweet at individuals directly and email SIG listervs with the statement link; streamlined the process for organizations to sign on to our statements, by using a Google Form to collect all information and requiring endorsing organizations to agree to share the final statement on Twitter; identified about 10 SBM social media "influencers" who have decent size Twitter followings and are now sent each final statement and asked to share on Twitter for even more reach; and flagged relevant statements for the National Prevention Science Coalition, a newer group we belong to, which has an extensive database of legislators.

### *Outcome 2: Public Education and Behavioral Change*

#### Strategy 1: Create a scicomm toolkit/trainings

Dr. Schneider reported that the Public Education Committee has built a sci comm toolkit ready to launch this summer. The first topics in the toolkit are social media, infographics, and op-eds. Half of content is free to all, half is members-only. The toolkit also includes testimonials from members about the value of sci comm and why they keep doing it. The launch will have a robust communications plan to share with the membership and beyond. This includes a heads up to our sci comm fund donors, as the toolkit is 100% donor funded.

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

Dr. Schneider reported that the Public Education Committee chair and the journal editors have had 3 meetings and have nearly completed implementation of 12 sci comm recs for the journals. These include adding sci comm guidance to author acceptance emails, requiring lay summaries for both journals, creating and publicizing info/templates for graphical abstracts, and adding 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 scicomm webinars and journal commentaries through the fall and into next year.

### *Outcome 3: Indispensable Professional Resource*

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

Dr. Arigo reported that the Membership Council completed a listening tour with Student SIG leaders and other student members to determine the best elements of SBM's membership and the elements that could be improved. There is now a plan to connect regularly with the Student SIG leadership. The council also reviewed survey data from current and non-renewed students, about pain points and member benefits. The council has determined that for now, SBM should focus on highlighting existing mentoring and networking opportunities for students, including the newer early-career mentoring program. Additional work will be done by the council to gather information from mentors (fellows and others) about facilitators and barriers to student membership, and to review financial scenarios for possibly lowering student dues in the future. The council is also interested in creating a student "roadmap" to guide involvement in SBM, encouraging students to write Outlook newsletter articles, and reaching students at HBCUs.

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

Dr. Schneider reported that the Regional Events Working Group has finalized a plan to add local events in the fall off-cycle of the Annual Meeting when rapid abstract submissions are open. She presented a formal report from the group, noting:

- Event goals are tied to the strategic plan and include adding membership value and excitement, and recruiting new members, especially students.
- Events would be in-person, in the afternoon/evening, 2.5 hours to reduce overnight travel costs and needing time off work to attend, in a single room to avoid a mini-conference feel, and with a professional development component (but no scientific content).
- The ideal event agenda is a welcome, icebreaker, SBM 101, excitement generator, professional development session, speed networking, and happy hour networking. Dr. Schneider tested portions of the agenda at a summer event at UC-Irvine and it was well-received.
- The group would like to do two pilots in fall 2022, one in Denver and one in DC based on SBM demographics on those cities and availability of local hosts.
- The group is requesting total funds of up to \$8,900 for the pilots.
- Event success metrics are in progress and are likely to include the number of attendees, attendee evaluation feedback, and tracking to see if attendees join SBM, retain membership, attend the Annual Meeting, etc.

Board members suggested HBCUs could be targeted as locations, future events might offer continuing education, and long-term financial sustainability should be included in future plans.

**MOTION:** Dr. Winter moved to approve the Behavioral Medicine Meetup pilot plan and budget. Dr. Buscemi seconded. The motion carried.

Strategy 3: Expand webinars and direct topics based on member need

Dr. Schneider reported that this strategy has not started but will commence under the new Scientific Education Council.

#### *Across Outcomes: Resources*

Dr. Winter explained an original proposal to add 1.5 FTEs to the SBM staffing level based on higher volume of SBM activities. These positions would have been 0.5 meetings/education, 0.5 communications/membership, and 0.5 administrative/leadership support. The Finance Committee is comfortable moving forward with the meetings and communications total 1.0 FTE now, and plans to revisit adding the additional 0.5 FTE for administration later this fall when more is known about inflation, investments, projected 2023 Annual Meeting attendance. This would allow SBM to advance its work and mission with appropriate staff capacity while continuing to carefully steward SBM's funds.

**MOTION:** Dr. Winter moved to increase the EDI management fee to add 1.0 FTEs at the coordinator level at cost of between \$80,000 and \$87,000 annualized, noting this annualized cost would be pro-rated for 2022 and not charged to SBM until the positions are filled. Dr. Schneider seconded. The motion carried.

## FELLOWS UPDATES

Dr. Schneider presented a report that resulted from questions the Board posed about SBM fellows during its January meeting. The report answers these questions and makes several recommendations for increasing the prestige of fellow status and encouraging more fellow applicants.

The report shows large numbers of fellow applicants are NOT being rejected; 20% of full members are likely eligible for fellow status but have not applied because they were unaware of the status, were unsure they met qualifications, were unsure of the process, and/or felt unqualified; large numbers of fellows are NOT facility to renew membership; and SBM's fellow process is NOT too burdensome compared to peer organizations.

The report recommends increasing fellow prestige by hosting a fellows reception at the Annual Meeting, giving fellows priority for mentoring roles in SBM, encouraging the use of FSBM, and surveying fellows annually. The report recommends encouraging more fellow applicants by updating promotional messaging, sending targeted messages to those who are likely eligible, having Board members reach out to individuals they think should apply, and having SIGs help promote and find letter-writers.

**MOTION:** Dr. Schneider moved to approve the fellows report recommendations. Dr. Conroy seconded. The motion carried.

Board members suggested the Awards Committee could also do a webinar about fellow status, could emphasize fellows do NOT need to work in academia, and could move the fellow application timing to be an open call throughout the year.

Separately, Dr. Schneider proposed a membership criteria exemption for future fellow applicants, as a result of the COVID-19 pandemic. Fellows are required to have 3 years of prior consecutive membership to be eligible, however some did not renew in 2020 or 2021 due to the pandemic.

**MOTION:** Dr. Conroy moved to allow fellow applicants to substitute other past years of membership to satisfy their 2020 and/or 2021 membership requirement (this keeps the total required years at 3 and is a temporary change for only these two years). Dr. Gonzalez seconded. The motion carried.

## FINANCIAL UPDATES

Dr. Winter said the Finance Committee had spoken to SBM's auditors and reviewed the 2021 audit. The audit is clean with no qualifications.

**MOTION:** Dr. Winter moved to approve the 2021 audit. Dr. Conroy seconded. The motion carried.

Dr. Fitzgibbon reported that we raised nearly \$8,000 for our student members on GivingTuesday last year through contributions to the General Fund and a matched gift of \$3,000 from SBM Past President Mike Follick. Since then, we have NOT raised student dues, have waived 60 conference registrations for students from underrepresented groups, and have launched the Bridging the Gap Research Award (with the generosity of Sharon Manne) that will provide \$8,000 to one postdoc to help them prepare a competitive grant proposal. The award application period just closed and 44 applications were received. Because the need was so high for our postdoc student members, we are now awarding TWO postdocs \$8,000 to help them prepare a competitive grant proposal (one funded by Dr. Manne and one funded by the General Fund). With gifts from the Board and others on GivingTuesday we hope to expand this further.

Dr. Winter presented the 2023 draft Annual Meeting budget. It assumes 80% of pre-pandemic attendance based on the continuing pandemic and based on some concerns about politics in Arizona. The budget also does not increase registration fees. It projects about \$6,500 in income to SBM. This may be increased if SBM receives an NIH R13 grant as usual, thanks to volunteer support from Dr. Gonzalez.

**MOTION:** Dr. Winter moved to approve the 2023 Annual Meeting budget. Dr. Gonzalez seconded. The motion carried.

## 2023 ANNUAL MEETING

Dr. Schneider said the meeting theme is "Translating Science into Impact."

Dr. Fitzpatrick said four invited speakers have been confirmed: Drs. Michelle Segar, Donald Warne, Susan Michie, and Deborah Parra-Medina. A panel is also in the works on community engagement. The Planning Committee is continuing to focus on diversity and inclusion, via the invited speakers; promotion to HBCUs, Native American-serving, and Latino-serving institutions; providing waived registrations to first-time attendees from underrepresented groups; continuing the making connections luncheon; and planning a welcome that features Native American culture in a respectful and reciprocal way.

## ADJOURN

The meeting adjourned at 9:47 a.m. PT.

*Minutes respectfully submitted by L. Bullock on April 19, 2022.*

