

Board of Directors Meeting Minutes

Friday, July 10, 2020, 3:00 p.m. – 5:00 p.m. ET

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

* = voting member; quorum = 7 voting members

REGRETS (ALPHA ORDER)		
Heather Cole-Lewis, PhD Chair, Digital Health Council*	Crystal Lumpkins, PhD Editor, Outlook	Lila J. Rutten, PhD, MPH Member Delegate*
Akilah J. Dulin, PhD Chair, Health Policy Committee	Suzanne M. Miller, PhD Editor, Translational Behavioral Medicine	Margaret Schneider, PhD Member Delegate*

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 Development Coordinator	

CALL TO ORDER AND CALL FOR DISCLOSURES

The meeting was called to order at 3:02 p.m. ET. No disclosures were made.

2021 ANNUAL MEETING DISCUSSION

Dr. Steinberg provided a recap of the board's previous discussion regarding alternative formats for the 2021 Annual Meeting. As mentioned in June, the board was asked to consider three key items when deciding whether to hold an in-person meeting: Responsibility to attendees, responsibility to society, and responsibility to SBM's future.

Dr. Steinberg expanded upon the first consideration, reminding the board that a survey was conducted in May to aggregate member and meeting attendee sentiments related to in-person or virtual sessions. 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).

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. Restricting the number of attendees who are able to participate in particular sessions, and necessarily limiting face-to-face networking opportunities, 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, adding 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. One response in particular noted that the member "would like SBM to set an example by announcing virtual plans sooner rather than later."

Moving to the third key consideration, responsibility to the society's future, Dr. Winter noted that she would address some alternative budget projections for various meeting formats and registration price points later in the meeting, but offered a brief summary of the Finance Committee's recommendations. An in-person meeting with low attendance represented the most dire potential outcome, with a hybrid in-person and online format representing the second highest projected loss. A fully-virtual meeting with 100% attendance and a 50% registration fee would result in a small loss as budgeted, however the Finance Committee recommended that the board adopt this meeting format and pricing plan.

Dr. Steinberg emphasized the value of reaching a decision on a format for the meeting as soon as possible, noting that an early decision would allow for clearer member communications and expectation-setting starting with abstract submissions, give the Program Committee time focus on one format and make it higher quality, mitigate financial loss, and help to make the meeting more inclusive overall. In closing, Dr. Steinberg shared the Program Committee's recommendation to the board that a fully-virtual conference format be adopted for the 2021 Annual Meeting.

MOTION: Dr. Gonzalez moved to adopt a fully-virtual format for the 2021 Annual Meeting. Dr. Conroy seconded. The motion carried.

2021 ANNUAL MEETING BUDGET

Dr. Winter presented a series of alternative virtual meeting budgets developed by the Finance Committee contrasting registration price points and their anticipated impact on attendance. The committee considered the likely reductions in both income and expenses associated with a virtual meeting, and compared several peer organizations' programs and registration fees for their recent and upcoming online conferences. The committee also considered the results of the recently-conducted survey which suggested that a significant proportion of members expect at least some discount for an online-only meeting, and would be less likely to register at "full price."

Several board members discussed the potential need for paid advertising or a discounted registration program for partner organizations in order to expand the audience of prospective attendees. Dr. Conroy recommended that the board set aside some funds specifically for purchasing web ads and email lists and that an advertising line item be included in the meeting budget before it is finalized. Dr. Baskin noted the lack of return on investment in past email list purchases, while Dr. Janke addressed the suggestion of providing discounted registrations in exchange for marketing, stating that such agreements were atypical and that SPLC partner organizations have traditionally promoted the Annual Meeting without expecting financial incentives for their members. Ms. Bullock added that the web team had explored social media ads and concluded that they were unlikely to reach the target audience, and echoed Dr. Janke's recommendation to engage partner organizations with which SBM has reciprocal promotional agreements at no cost.

Dr. Winter shared the Finance Committee's recommendation to reduce registration fees to 50% of the anticipated in-person fee, while budgeting for 100% of typical attendance. As currently projected this would result in a net loss for the meeting, however increasing registration numbers among members and attracting non-members who are unable or unlikely to attend a typical in-person meeting would help to avoid a potential shortfall.

A number of board members voiced concerns about the high cost of registration for non-members, suggesting that it could be a hurdle to attracting attendees who are otherwise unfamiliar with SBM or the Annual Meeting. Dr. Mama highlighted the fact that the non-member registration fee is equal to the member registration fee and the cost of membership dues; reducing the effective registration cost for non-members below that of members essentially removes the member discount and eliminates a compelling recruitment tool.

MOTION: Dr. Winter moved to approve a proposed budget incorporating 50% registration fees and 100% of projected registration numbers. Dr. Diefenbach seconded. The motion carried.

2021 ANNUAL MEETING COMMUNICATION PLAN

Dr. Baskin recalled part of the board's discussion from its June meeting about announcing an eventual decision regarding the Annual Meeting format. At the time of the 2020 Annual Meeting cancellation and in the responses to the recent member survey, several members expressed concerns about a perceived lack of communication from leadership. To address some of these concerns, the presidents, Program Committee, and staff have developed a communication strategy to swiftly inform the membership and prepare to field questions from potential attendees.

With the board now having approved the transition to a fully-virtual meeting in 2021 and the proposed meeting budget, staff will immediately notify the conference hotel of SBM's decision not to meet in person in Orlando. After that communication has been received, an announcement will be made to the membership via official SBM channels, and staff will share talking points and template messages with board members, Champions, and other volunteer leaders. Dr. Baskin added that a video message to the

membership would also be released to provide additional transparency and help illustrate the many considerations the board made during its decision making process.

2020 ANNUAL MEETING UPDATE AND DEBRIEF

Dr. Baskin notified the board that a small group of Executive Committee, Program Committee, and Finance Committee members met in June to discuss lessons learned during the process of cancelling the 2020 Annual Meeting. Dr. Conroy facilitated the discussion and shared some of the group's conclusions, emphasizing the fact that performing a "postmortem" was an attempt to build institutional knowledge and better prepare the society to respond to potential future crises.

Among the group's specific recommendations were the creation of a budget line item for crisis legal counsel, facilitating crisis communication training for board members or contracting with a crisis communication consultant, and establishing a crisis management team that meet nimbly in the event of an emergency. The group also discussed the need for rapid response framework that could be used either by the Executive Committee or the ad hoc crisis team. Technologies such as Slack or Microsoft Teams were mentioned as potential replacements for email and teleconferencing in the event that rapid response is necessary, which would allow the crisis management group to meet swiftly before convening the full board.

The board will further consider how SBM's crisis management procedures can be improved and how to more transparently communicate its decision making process to the membership as part of the strategic planning initiative during the November board of directors meeting.

SIG RENEWALS

Dr. Gonzalez presented a slate of SIGs up for renewal in 2020, reminding the board that after the initial review of one third of the SIGs in 2019, it was determined that the remaining SIGs be renewed this year.

The committee was unanimous in its recommendation that the Evidence-Based Behavioral Medicine, HIV and Sexual Health, Integrated Primary Care, Military and Veterans Health, Optimization of Behavioral and Biobehavioral Interventions, Physical Activity, Student, Theories and Techniques of Behavior Change Interventions, and Women's Health SIGs be renewed without caveats. The committee felt that each of these SIGs demonstrated broadly appropriate activity levels for their age and membership numbers.

The review committee also recommended renewal for a second group of SIGs, with some qualifications. The Diabetes, Health Decision Making, Population Health Sciences, and Violence and Trauma SIGs were found to be robust overall, however, in comparison to the first cohort of SIGs mentioned, the review committee felt that these groups had significant room for improvement in terms of intra- and inter-organizational partnerships, as well as involvement in SBM policy efforts, webinar offerings, or public-facing content. While recommending a full, three-year renewal for each of these SIGs, the committee suggested that their chairs be encouraged to address these concerns before the next renewal period.

The board concurred with the review committee's recommendations for both groups of SIGs, and felt it appropriate to share the committee's notes with the SIG chairs when notifying them of their renewal results.

MOTION: Dr. Gonzalez moved to approve the renewal of the Evidence-Based Behavioral Medicine, Diabetes, Health Decision Making, HIV and Sexual Health, Integrated Primary Care, Military and Veterans Health, Optimization of Behavioral and Biobehavioral Interventions, Physical Activity, Population Health Sciences, Student, Theories and Techniques of Behavior Change Interventions,

Violence and Trauma, and Women's Health SIGs for three years. Dr. Conroy seconded. The motion carried.

Dr. Gonzalez moved on to one final group that the review committee considered this year, the Sleep SIG, who the review committee felt demonstrated a marked decrease in activity over the previous three years. Coupled with stagnant or declining membership numbers each year, the Sleep SIG's renewal application suggested that it has participated in few Annual Meeting sessions outside of its business meeting, has not developed any webinars, has produced few publications, and was unable to provide any examples of inter-organizational linkages. As a result, the review committee recommended that the Sleep SIG be asked to merge with another established SIG or be sunsetted.

The board expressed a broad agreement with the review committee's evaluation of, and recommendations for, the Sleep SIG. Dr. Winter asked whether the board would be expected to suggest a particular merger as part of this renewal result, and whether any appropriate merger partners had been identified by the review committee. Dr. Gonzalez added that the board wouldn't be required to provide specific merger recommendations, and that SBM staff and the SIG Council could assist the Sleep SIG with identifying potential merger candidates if the SIG has an interest in that option.

MOTION: Dr. Gonzalez moved to approve the recommendation that the Sleep SIG not be renewed, with the option to merge with another SIG or disband by the 2021 Annual Meeting. Dr. Conroy seconded. The motion carried.

The last group up for renewal in 2020 was the Child and Family Health SIG, which was not reviewed alongside the others as its chairs failed to submit a renewal application before the deadline. Some members of the review committee volunteered to evaluate a late submission from the SIG, and provided mixed recommendations for renewal. While the reviewers observed that Child and Family Health has a history of numerous Annual Meeting submissions and suitable member engagement, as with some of the other SIGs reviewed this year, they exhibited a lack of any inter-organizational partnerships or public-facing products. In addition, the reviewers noted concerns about the ability of SIG leadership to maintain and expand upon SIG initiatives, particularly in light of the SIG's unfinished and overdue renewal application.

The board echoed the review committee's sentiments regarding both the SIG's relatively stable position overall and its disappointing response to the renewal requirements this year. Despite a poor application, the board noted that the CFH SIG represents a unique niche within SBM and the field, has maintained a large membership over time, and has a history of strong representation at the Annual Meeting and throughout the SBM year, and therefore, should be renewed. Several board members suggested that the SIG be asked to develop an "action plan" as a condition of renewal, which would give the current SIG leadership an opportunity to demonstrate that it is prepared to address the perceived shortcomings from the renewal application.

Dr. Revenson proposed that the SIG be placed on probation for one year and re-evaluated during the spring board meeting, however it was determined that all SIGs should remain on the same renewal schedule, and that if a SIG is renewed, even with conditions, it should be for a three-year term.

MOTION: Dr. Gonzalez moved to approve the renewal of the Child and Family Health SIG for three years, with the requirement that the group prepare an action plan to address the concerns described by the review committee and submit a progress report to be reviewed by the board in spring of 2021. Dr. Baskin seconded. Dr. Revenson opposed. The motion carried.

2019 FINANCIAL AUDIT

Dr. Winter shared a year-end 2019 audit report with the board. The auditors did not note any discrepancies in the financial statements prepared by EDI's accountants, while the Finance Committee reviewed and recommended approving the audit as

written.

MOTION: Dr. Winter moved to approve the 2019 financial audit. Dr. Diefenbach seconded. The motion carried.

CONSENT AGENDA

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

ADJOURN

Fundraising campaign updates were tabled for the next board meeting, while proposed changes to Achievement Award offerings will be taken up during the next Executive Committee meeting. The meeting adjourned at 5:04 p.m. ET.

Minutes respectfully submitted by A. Schmidt on July 20, 2020.