

SOCIETY *of* BEHAVIORAL MEDICINE

Better Health Through Behavior Change

Board Meeting
Saturday, November 22 and Sunday, November 23, 2014
The George Hotel, 15 E Street NW, Washington, DC

MINUTES

ATTENDANCE

In Attendance (alpha order)

Monica L. Baskin, PhD – Chair, Membership Council*
Ellen Beckjord, PhD, MPH – Chair, Digital Health Council*
Elliot J. Coups, PhD – Member Delegate*
Alan M. Delamater, PhD – Chair, Publications and Communications Council*
Michael A. Diefenbach, PhD – Secretary Treasurer and Chair, Finance Committee*
Marian L. Fitzgibbon, PhD – President-Elect and Chair, Health Policy Committee*
Sherri Sheinfeld Gorin, PhD – Chair, Scientific and Professional Liaison Council*
Laura L. Hayman, RN, PhD, FAAN – Chair, Awards Committee
Bradford W. Hesse, PhD – Communications Advisor
Lisa M. Klesges, PhD – President*
Sara J. Knight, PhD – Chair, Governance Working Group
Kevin S. Masters, PhD – Editor, *Annals of Behavioral Medicine*
Claudio R. Nigg, PhD – Chair, SIG Council*
Sherry L. Pagoto, PhD – Member Delegate and Chair, Civic and Public Engagement Committee*
Lila J. Rutten, PhD – Chair, Program Committee
William J. Sieber, PhD – Editor, *Outlook*
Brent Van Dorsten, PhD – Chair, Development Committee
Dawn K. Wilson, PhD – Past President and Chair, Nominating Committee*
Amy L. Yaroch, PhD – Member Delegate*
Nicole Zarrett, PhD – Chair, Education, Training and Career Development Council*
* = voting member

Regrets (alpha order)

Paul A. Estabrooks, PhD – Chair, Health Policy Council*
Ken Resnicow, PhD – Chair, Evidence-Based Behavioral Medicine Committee
Rajani S. Sadasivam, PhD – Editor, SBM Website and Social Media
Bonnie Spring, PhD, ABPP – Editor, *Translational Behavioral Medicine*
Kathleen Wolin, ScD – Co-Chair, Program Committee

Staff

Tara Withington, CAE – Consulting Partner
Amy Stone – Executive Director
Lindsay Bullock – Senior Media and Member Communications Manager

SATURDAY, NOVEMBER 22

Meeting called to order at 12:45 p.m.

Conflict of Interest Disclosures

Dr. Klesges called for conflict of interest disclosures on all agenda items. No conflicts were disclosed.

Approval of July 2014 Board Meeting Minutes

Dr. Klesges called for an approval of the July 2014 minutes.

Motion: Moved by Dr. Yaroch to approve the July 2014 Board Meeting minutes. Dr. Sheinfeld Gorin seconded. The motion carried unanimously.

Finance Report

Dr. Diefenbach reported that SBM's financials continue to be good. A conservative 2015 budget has been created and projects strong annual meeting registration, which is SBM's main source of income. SBM now has reserves of approximately \$900,000, which would allow it to operate for eight or nine months with no new income. Reserves have been purposefully built up over the last few years by investing \$2,000 monthly in socially responsible funds.

Dr. Diefenbach reported that EDI and SBM's leadership agreed upon a fee increase for 2015 and 2016 of 3% for each year.

Motion: Moved by Dr. Diefenbach to approve the October 2014 financials. Dr. Sheinfeld Gorin seconded. The motion carried unanimously.

Revenue Enhancement Discussion

Dr. Van Dorsten explained SBM has traditionally been funded by dues plus grants and foundation monies, but grants and foundation dollars are drying up. Therefore, a Revenue Enhancement Working Group was convened to generate ideas for diversifying and enhancing SBM's revenue streams. The group has focused in part on wedding SBM with industry/technology.

Board members, through facilitation by Dr. Hesse, discussed the following: hosting cyber meetings outside of the annual meeting, with non-members charged for attendance; coming up with an SBM case statement for better marketing; creating and selling webinar content (with CE credits available), perhaps based on pre-existing annual meeting presentations; and creating a researcher/consultant bureau and marketing skills and/or data to companies. The working group will move forward by coming up with a plan showing what they need (e.g., experts to help with structure) and how much it will cost.

Website/Social Media Report

Dr. Beckjord reported on behalf of Dr. Sadasivam. She noted that SBM's LinkedIn group membership is up. However, the Website/Social Media Team still faces challenges in getting people to generate new content on LinkedIn (and in response to SBMConnect posts).

Outlook Report

Dr. Sieber reported that *Outlook* continues to have worthwhile content, but member engagement with the newsletter could be increased. He has focused on making *Outlook* contain articles that are more future oriented, interactive, and interview-formatted.

Publications and Communications Council Report

Ms. Bullock gave an overview of SBM's communication channels and their intended audiences. Dr. Delamater led discussion on whether *TBM* might switch to being online only. Board members expressed interest in having an opt-out of print option, but did not want to entirely take away members' ability to receive print copies. It was also suggested that authors have the option to pay a fee and make their article "open access" online. However, board members were not in favor of going to a completely author-fee-based system because that would make the journal inaccessible to some authors.

Annals Report

Dr. Masters reported he and his new editorial team began transitioning to management of the journal October 1. He has implemented a new policy that Editorial Board members must review approximately one manuscript every six weeks. Dr. Masters requested *Annals* switch from having two volumes (each with three issues) annually to having one volume (with six issues) annually. Board members were in favor and the change will be made.

TBM Report

Dr. Delamater explained Dr. Spring is ready for someone else to take over as editor effective September 2015. A contract to that effect has been drafted. It states SBM will make a full effort to find a new editor by fall 2015 so a transition can take place. TBM will be reapplying for PubMed indexing in June 2015 but won't hear back about the application until six months later.

Digital Health Council Report

Dr. Beckjord said the council already has several members and she is looking for more, including a student. She and others made a presentation about the council (and societal collaboration) at the AMIA meeting in November. The council hopes to have a TechTalk, establish regular meetings, create a page on the SBM website, and get industry vendors to attend the 2015 Annual Meeting.

Membership Council Report

Dr. Baskin noted membership numbers look good and the Come Back to Us Campaign had a 5.4% success rate. The Membership Council will be surveying current members and recently non-renewed members to better understand their needs and why they renew (or leave). The council is also working on an updated SBM brochure and online video contest.

Awards Committee Report

Dr. Hayman said the call for awards closed November 17, with numbers down slightly from last year. No nominations were received for the Jessie Gruman, Distinguished Scientist, or Alere Research to Practice awards. Board members and Wisdom Council members will nominate possible recipients.

Nominating Committee Report

Dr. Wilson said many 2015 board nominations came in during the call for nominations from October 14 to November 14. A ballot will be forthcoming.

Special Interest Group Council Report

Dr. Nigg explained the SIGs submitted many 2015 Annual Meeting proposals, which have now been approved. A new SIG, on optimization of behavioral interventions, will hold its organizing meeting during the 2015 Annual Meeting and will then request official SIG status.

A new SIG on violence/trauma has been proposed; there are interested members but board members said the subject may overlap with too many existing SIGs. The new SIG organizers should re-write a proposal to include more behavioral medicine elements and to explain how the SIG would be unique. Alternatively, a taskforce on violence/trauma could be created within SBM.

A special journal issue featuring articles written by the SIGs is in the works with hopeful publication in 2016. It could align with the 2016 Annual Meeting and its theme.

Meeting adjourned for the day at 5:15 p.m.

SUNDAY, NOVEMBER 23

Meeting called to order at 9:25 a.m.

Scientific and Professional Liaison Council Report

Dr. Sheinfeld Gorin reported that the Council continues to enlarge SBM's reciprocal relationships with a number of external scientific and professional organizations; these liaisons include conference presentations with the Society of Medical Decision Making (SMDM), North American Primary Care Research Group (NAPCRG), Cochrane Collaboration, ISBM, American College of Sports Medicine (ACSM), The Obesity Society (TOS), Public Health Law Research Group, and AMIA. In addition, we are developing joint policy briefs, position statements, and manuscripts with some of these groups.

Governance Discussion

Dr. Knight said a Governance Working Group was convened to help SBM focus on overall efficiency and alignment with strategic directions. The group came up with six recommendations: better defining the role of board member delegates, who could be assigned as liaisons to specific SBM councils, committees, or SIGs to facilitate focus on SBM's strategic plan; having the president, past-president, and president-elect set initiatives that would continue over several presidential terms and create societal continuity and accountability (initiatives could have set outcomes and review dates); nesting SBM committees under councils so activities can be better coordinated (This could mean committee chairs, who are non-voting board members, no longer need to attend SBM Board meetings.); giving councils and committees a strategic plan-aligned charge each year; having the board identify strategic outcomes each year, with an annual report showing accomplishments; and having member delegates regularly report to the board about how the society is responding to member interests.

Board members said SIGs can be given more direction but must also be allowed to flourish independently. An annual meeting meet and greet of SIG leaders could be transformed into a session on SBM's strategic plan/board initiatives. More frequent calls among the president, past-president, and president-elect would be a good idea. Better defining member delegate duties would be good, but expanding those duties might require adding more member delegates to the board. The structure of board meetings might also be changed to allow quick review of reports and more discussion; reports might also be required to explain how a group is meeting SBM's strategic plan.

Dr. Knight and others will continue to refine ideas.

Health Policy Council Report

Dr. Klesges reported on behalf of Dr. Estabrooks. She said policy coordination is happening and an SBM response is forthcoming on lung cancer screening.

Health Policy Committee Report

Dr. Fitzgibbon said the committee has done several briefs (including one recently approved about peer support) and is working on another one about school lunch nutrition.

Civic and Public Engagement Committee Report

Dr. Pagoto said the committee has an active Twitter feed and revamped website. A paper on obesity counseling for the *American Journal of Medicine* is in the works. The committee is also considering how to best respond to legislative attacks on NIH funded prevention research. Dr. Pagoto also asked the board to approve signing on to a letter supporting the NIH, from the Coalition to Promote Research.

Motion: Moved by Dr. Klesges to approve the sign on. The motion was seconded and carried unanimously.

Education, Training, and Career Development Council Report

Dr. Zarrett explained the council will have a midday meeting and poster mentoring program at the 2015 Annual Meeting. The group is also working on a way to post webinars online and have more “enduring content” for members and others to take advantage of. A seminar from the 2014 Annual Meeting has been identified as the first such content to be posted.

Program Committee Report

Dr. Rutten said keynotes, master lectures, pre-conference sessions, and other 2015 Annual Meeting sessions are finalized or very close to being finalized. The conference R13 grant got a favorable score of 22 and is likely in fundable range.

Meeting adjourned at 12:15 p.m.

Next Meeting

Wednesday April 22, 2015 at the San Antonio Marriott Rivercenter, 101 Bowie Street, San Antonio, TX.