

Board of Directors Meeting Minutes

Wednesday, October 11, 2023, 2-4 p.m. ET
Zoom

IN ATTENDANCE (ALPHA ORDER)		
Danielle Arigo, PhD, LP – Chair, Membership Council	Marian L. Fitzgibbon, PhD, FSBM – Chair, Development Council, Gift Acceptance Committee, and Leadership Institute Committee	Scherezade Mama, DrPH – Chair, Scientific Education Council
Ellen Beckjord, PhD, MPH, FSBM – President-Elect	Bernard Fuemmeler, PhD, MPH, FSBM – President	Sharon Manne, PhD, FSBM – Chair, Professional Advancement Council
Joanna Buscemi, PhD – Member Delegate	Charles Jonassaint, PhD, MHS – Member Delegate	Sandra J. Winter, PhD, MHA – Secretary/Treasurer and Chair, Finance Committee
Roger Figueroa, PhD – Chair, Advocacy Council	Jun Ma, MD, PhD, FAHA – Chair, Publications Council	

*quorum = 7 members

REGRETS (ALPHA ORDER)		
Brian D. Gonzalez, PhD – Member Delegate	Margaret L. Schneider, PhD – Immediate Past-President and Chair, Leadership Identification and Inclusion Committee	

STAFF AND GUESTS (ALPHA ORDER)		
Lindsay Bullock, CAE Executive Director	Amy Myers – Senior Communications and Membership Manager	Sam Wilson – Senior Meetings Manager
Olivia Flood – Administrative Coordinator	Andrew Schmidt – Senior Program Manager	Tara Withington, CAE – Consulting Partner
Eli Gonzalez-Rehorst, MS – Development Manager	Emily Takerian – Communications Manager	

CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Fuemmeler called the meeting to order at 2:02 p.m. ET. No new disclosures were reported. Dr. Fuemmeler reminded the group that Board discussions are considered confidential.

CONSENT AGENDA

MOTION: Dr. Manne moved to approve the July Board of Directors meeting minutes. Dr. Mama seconded. The motion carried.

PROGRESS ON 2023 FRAMEWORK STRATEGIES

Board members reported on progress so far in calendar year 2023, for each of the 2023 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 series of "Behavioral Medicine 101" videos had been completed and released online. The Membership Council will continue to explore opportunities for promoting SBM to new audiences, as well as marketing the video series widely. Dr. Fuemmeler thanked Dr. Arigo and the Membership Council for all of their work toward this strategy over the past year, and indicated that it is recommended to be marked complete in 2023.

Strategy 2: Develop strategic partnerships with AHA, APHA, and up to 2 clinician-focused organizations; some focused on climate change

Dr. Figueroa shared an update from the Organizational Partnerships Committee (OPC) regarding its members' recent participation in the American Heart Association (AHA) annual conference and an American Public Health Association training institute. For clinician-focused organizations, SBM Past-President Monica Baskin and Ms. Bullock participated in an Association of American Medical Colleges (AAMC) Council of Faculty and Academic Societies conference earlier in the year. While the committee experienced some difficulty coordinating with the American College of Lifestyle Medicine (ACLM) on policy efforts, OPC is exploring alternative, primarily research-focused collaborations with that organization. OPC is also prioritizing SBM's relationships with climate organizations, including the Medical Society Consortium on Climate and Health and EcoAmerica, for which SBM Past-President and Climate Change and Health SIG Chair Michael Diefenbach will be creating an ambassador training. This strategy is recommended to roll over to 2024 with an updated list of prospective partner organizations.

Strategy 3: Grow industry sponsorship/financial support of SBM

Dr. Fitzgibbon reported that the Development Council and SBM staff had identified several prospective industry supporters during the previous year, and a new supporter prospectus was recently completed. This strategy is recommended to roll over to 2024, with an emphasis on outreach to potential industry partners utilizing the collateral developed over the past year.

Strategy 4: Increase demographic diversity in research practices and in publication/review

Dr. Ma shared an update on policies enacted by both *Annals of Behavioral Medicine* and *Translational Behavioral Medicine* to promote diversity among their editorial boards, reviewers, and authors. While a handful of the DEI goals identified by each journal's editor are still in progress, both publications have detailed action plans in place to realize them in the near future. Dr. Fuemmeler indicated that this strategy is recommended to be marked complete.

Outcome 2: Public Education and Behavioral Change

Strategy 1: Be a leader to other organizations in conducting rigorous, community-based participatory research

Dr. Fuemmeler shared the recently-updated Community Engagement Studios resource on the SBM website which was spearheaded by Dr. Schneider and developed in cooperation with the University of California, Irvine Institute for Clinical & Translational Science. This strategy is recommended to be marked complete.

Outcome 3: Indispensable Professional Resource

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

Dr. Arigo reported that proposed dues reductions for renewing Student/Trainee members had been implemented for the 2024 membership year, alongside the creation of a further-reduced introductory rate for new Student/Trainee members in their first year. The Membership Council will continue to work with the Student SIG and other groups within SBM to promote the new rates and assess their impact on member acquisition and retention. The Membership Council also intends to collaborate with the Development Council on identifying additional opportunities for offsetting Student/Trainee dues via donated funds. Dr. Fuemmeler noted that this strategy is recommended to be rolled over for 2024, with an emphasis on evaluating the changes that were implemented for the 2024 membership year.

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

Dr. Fuemmeler reported that after a successful pilot of two regional events in Washington, DC, and Denver, SBM accepted applications for the first full round of local meetups in June. Applications for events in Seattle, Dallas, Kansas City, and Pittsburgh were approved, and those events will be taking place during the remainder of 2023. This strategy is recommended to be marked complete.

Strategy 3: Build members' capacity for innovative research by identifying and providing training (e.g., at Annual Meeting, via webinars) in knowledge or methods that will provide a competitive advantage to members and accelerate the impact of behavioral medicine

Dr. Mama reported that the Scientific Education Council released a survey in September to identify SBM members' training priorities. The council is currently synthesizing the results of that survey and an analysis of past webinar performance, and will submit a proposal for revised webinar processes in the coming months. This strategy is recommended to roll over for 2024 as the Scientific Education Council begins to implement changes to the webinar program and develop additional training opportunities.

Strategy 4: Grow the Bridging the Gap Award (which prioritizes underrepresented scientists and equity-related projects), securing funding for more awards for more years

Dr. Fitzgibbon shared that the Bridging the Gap Research Award was now fully funded through 2025, with partial funding secured for 2026 and 2027 as well. The Development Council will continue to solicit support to fully fund two awards each year through the end of 2027. This strategy is recommended to be marked complete.

SELECT FRAMEWORK STRATEGIES FOR CALENDAR YEAR 2024

Dr. Fuemmeler restated the several in-progress strategies recommended for continuation in 2024, and drew the board's attention to a number of new strategies being proposed for inclusion in the framework.

Among those new strategies were two already approved by the board during previous meetings: Under Outcome 1 (Awareness and Impact of Behavioral Medicine), the board will undertake a process of defining Diversity, Equity and Inclusion goals for SBM, metrics for measuring those goals, and additional improvement strategies as necessary, beginning with a workshop during the November board meeting. Also pre-approved was the creation of the SBM Peer Reviewer Academy under Outcome 3 (Indispensable Professional Resource).

Proposed strategies that had not yet been reviewed by the full board included: Under Outcome 2 (Public Education and Behavioral Change), SBM communications staff will work to solidify SBM's brand "voice" for maximum social media engagement. Also within that outcome, SBM staff and the Public Education Council will curate new Healthy Living articles based on a marketing-driven annual editorial calendar.



The board was unable to reach a consensus regarding the final selection of framework strategies, with board members raising concerns about the timeliness and specificity of some of the proposed items. Members also recommended lifting additional items from the “parking lot” of non-prioritized strategies, primarily to further expand and enhance SBM’s social media efforts under Outcome 2, and to place greater emphasis on mentoring opportunities and climate change issues under Outcome 3.

Certain proposed framework strategies will be refined per board members’ suggestions, and a revised list of 2024 strategies will be presented for approval during the board’s November meeting.

ADJOURN

The meeting adjourned at 4 p.m. ET.

Minutes respectfully submitted by A. Schmidt on October 18, 2023