

Board of Directors Meeting Minutes

Thursday, November 3 to Friday, November 4, 2022
Executive Director Inc., 555 E Wells St, Milwaukee, WI, 53202

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	Scherezade Mama, DrPH Chair, Scientific Education Council
Joanna Buscemi, PhD Member Delegate	Bernard Fuemmeler, PhD, MPH President-Elect	Valerie Myers, PhD Chair, Professional Advancement Council
David E. Conroy, PhD Immediate Past-President and Chair, Leadership Identification and Inclusion Committee	Brian D. Gonzalez, PhD Member Delegate	Margaret L. Schneider, PhD President
Roger Figueroa, PhD Chair, Advocacy Council	Jun Ma, MD, PhD, FAHA Chair, Publications Council	Sandra J. Winter, PhD, MHA Secretary/Treasurer and Chair, Finance Committee

REGRETS (ALPHA ORDER)

Stephanie L. Fitzpatrick, PhD Member Delegate		
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STAFF (ALPHA ORDER)

Lindsay Bullock, CAE Executive Director, SBM	Andrew Schmidt Senior Program Manager	Tara Withington, CAE Consulting Partner
Sarah Gilbertson Communications Coordinator	Irene Stephenson Administrative Coordinator	Zack Zupke Senior Communications and Membership Manager
Elizabeth Gonzalez-Rehorst, MS Development Manager	Sam Wilson Senior Meetings Manager	

Thursday, November 3, 2022

CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Schneider called the meeting to order at 3:00 p.m. CT.

BREAKOUT DISCUSSION: REFINING STRATEGIC FRAMEWORK “PARKING LOT” ITEMS

Using the “World Café” model for collaborative dialogue, board members divided into small groups to spend some time discussing three items that arose during previous board strategic planning exercises but have thus far remained in the strategic framework “parking lot,” and not yet been adopted as active strategic priorities. These items included: “Becoming a model organization for others to look to in how to have diversity become part of the DNA of an organization;” “Directing social media narrative through establishing SBM as a trusted source, leveraging influencers to recognize SBM as a legitimate source;” and “Exploring the creation of an SBM Peer Reviewer Academy.”

In their groups, board members considered how each of these items could be more clearly defined, and potentially divided into action items of a more limited scope. Should the board decide to make them strategic priorities in future years, the purpose and intended outcomes of each of these items would be more apparent.

ADJOURN

The meeting adjourned at 4:30 p.m. CT.

Friday, November 4, 2022

CALL TO ORDER

Dr. Schneider called the meeting to order at 8:30 a.m. CT.

BREAKOUT DISCUSSION: LEADERSHIP IN VOLATILE TIMES

Dr. Schneider introduced a second round of “World Café” conversations to examine leadership during occasions of volatility, uncertainty, complexity, and ambiguity, or VUCA.

Board members were asked again to divide into small groups to share examples of situations that illustrate each of the VUCA concepts and identify the leadership principles that can be applied within an organization like SBM to ensure that it is able to successfully navigate ever more challenging conditions.

CONSENT AGENDA

In reviewing the reports submitted to the board, Dr. Schneider highlighted the report from the Public Education Committee for its response to the “Commitment to Diversity” prompt: “The Public Education Committee is hosting a community engagement Twitter Chat with diverse guests and organizations. The participating guests come from organizations including Public Narrative, Journalism and Women Symposium, Center for Community Health at Northwestern University, La Raza Chicago, and Teen Cancer America. Additional participants work as leaders or health workers in their communities. We anticipate this will be a rich event filled with diverse perspectives not often represented at SBM.”

MOTION: Dr. Conroy moved to approve the October Board of Directors meeting minutes and all Council/Committee/Publication/Member Delegate reports. Dr. Mama seconded. The motion carried.

APPOINTMENTS

MOTION: Dr. Gonzalez moved to approve a renewal of Dr. Mama’s term as chair of the Scientific Education Council. Dr. Fitzgibbon seconded. Dr. Mama abstained. The motion carried.

2023 BUDGET

Dr. Winter presented the 2023 draft budget. She highlighted the proposed \$245,000 net loss. This figure is based on conservative budgeting (for example, the NIH conference grant always budgeted at \$0) and SBM’s goal to invest in member services. As Dr. Winter noted, it is not our business to keep increasing reserves, but to serve our members. The loss, should it be actually realized, would not require dipping into reserves for cash flow. The budget also includes purposeful expenses aligned with SBM’s strategic plan, such as funds to record a community-engagement pre-conference course and to record promotional videos.

Dr. Winter reported the 2023 budget also includes a 1-year 5% increase in the EDI management fee, which is up for renewal in 2023. Typically, EDI and SBM do 2-year renewals at 3% each year. However, due to inflation and the competitive labor market, the 1-year at 5% is recommended. This allows us to acknowledge those realities and keep consistent service for SBM, but does not lock SBM in to a higher percentage for multiple years in case the situation is improved next year. Ms. Withington noted the 5% is unlikely to

cover EDI's actual increased expenses to manage SBM in 2023; she noted EDI services are not just the staff Board members interact with regularly, but also all the support services staff.

MOTION: Dr. Winter moved to approve a 1-year EDI contract renewal with a 5% management fee increase. Dr. Conroy seconded. The motion carried.

MOTION: Dr. Winter moved to approve the 2023 budget. Dr. Conroy seconded. The motion carried.

ANNUAL DIVERSITY ASSESSMENT UPDATE

Dr. Schneider drew the board's attention to several new and updated items featured in SBM's 2022-23 Diversity Assessment, including recognizing the diversity of the 2023 Annual Meeting host city in a variety of ways; the publication of a *Translational Behavioral Medicine* special issue on health equity; establishing the Bridging the Gap Research Award which prioritizes applicants from underrepresented backgrounds and projects with a health equity focus; engaging members and conference attendees from HBCUs; hosting a luncheon at the Annual Meeting where attendees from underrepresented backgrounds can network with SBM leaders; presenting Behavior Change Grand Rounds webinars with topics such as DEI in healthcare and diversifying the investigator workforce; a new Cancer SIG DEI Committee and "Diversity Café;" and the new 2023 strategic plan action item centered on increasing demographic diversity in research practices and journal reviews.

2023 ANNUAL MEETING UPDATES

Dr. Schneider shared a preview of the plenary sessions for the 2023 Annual Meeting, including a welcome session featuring Indigenous Enterprise, keynotes from Dr. Donald Warne, Dr. Michelle Segar, Dr. Jamie Chiriqui, and Dr. Wisdom Powell, and master lectures from Dr. Kathryn Schmitz, Dr. Lisa Goldman Rosas, Dr. Susan Michie, and Dr. Debora Parra-Medina.

Dr. Schneider also shared some general abstract submission figures for 2023, noting an 83% total acceptance rate across all session types, as well as drawing the board's attention to a number of accepted symposia and panel discussions highlighted by the Annual Meeting Planning Committee.

The board next discussed COVID protocols for the 2023 meeting, focusing first on vaccination requirements. The policy listed in the 2023 meeting FAQ retained language from the 2022 Annual Meeting, which required all attendees to be "up to date" on their COVID-19 vaccinations as recommended by the CDC. In contrast to 2022, attendees would be asked to provide proof of vaccination at the registration desk rather than submitting their documents to a third-party vendor for verification in advance.

Board members expressed concern that the policy as written might be seen as ambiguous by potential attendees, and the varying recommendations for boosters due to the type and timing of other doses or prior COVID infections could make it difficult for staff to verify attendees' "up to date" status on site. Mrs. Withington reported that other EDI clients with upcoming meetings were not requiring boosters for their attendees, and shared an example of another conference's COVID-19 FAQs. The board concluded that when the "up to date" language was adopted for the 2022 Annual Meeting guidance from the CDC was less complicated, and the same goals regarding attendee health and safety could be achieved for the 2023 meeting by instead adopting a "full vaccination" requirement.

MOTION: Dr. Gonzalez moved to approve an updated vaccination policy requiring attendees to be fully-vaccinated and recommending, but not requiring, booster doses. Dr. Mama seconded. The motion carried.

ADJOURN

The meeting adjourned at 1:55 p.m. ET.

Minutes respectfully submitted by A. Schmidt on November 10, 2022.