

## Board of Directors Meeting Minutes

Thursday, November 9 to Friday, November 10, 2023  
Executive Director Inc., 555 E Wells St, Milwaukee, WI, 53202

### IN ATTENDANCE (ALPHA ORDER)

<b>Ellen Beckjord, PhD, MPH, FSBM</b> President-Elect	<b>Charles Jonassaint, PhD, MHS</b> Member Delegate	<b>Sharon L. Manne, PhD, FSBM</b> Chair, Scientific Education Council
<b>Joanna Buscemi, PhD</b> Member Delegate	<b>Bernard Fuemmeler, PhD, MPH, FSBM</b> President	<b>Scherezade Mama, DrPH</b> Chair, Professional Advancement Council
<b>Roger Figueroa, PhD</b> Chair, Advocacy Council	<b>Brian D. Gonzalez, PhD</b> Member Delegate	<b>Margaret L. Schneider, PhD, FSBM</b> Immediate Past-President and Chair, Leadership Identification and Inclusion Committee
<b>Marian L. Fitzgibbon, PhD, FSBM</b> Chair, Development Council, Gift Acceptance Committee, and Leadership Institute Committee	<b>Jun Ma, MD, PhD, FAHA</b> Chair, Publications Council	<b>Sandra J. Winter, PhD, MHA</b> Secretary/Treasurer and Chair, Finance Committee

### REGRETS (ALPHA ORDER)

<b>Danielle Arigo, PhD, LP</b> Chair, Membership Council		
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### GUESTS (AGENDA ORDER)

<b>Priya Jindal</b> DEIA Consultant, Founder, Nextpat	<b>Nicole Pizarro</b> DEIA Consultant, Nextpat	<b>Lauren Blum, AB, PhD, MBA</b> Capital Counsel
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### STAFF (ALPHA ORDER)

<b>Lindsay Bullock, CAE</b> Executive Director	<b>Amy Myers</b> Senior Communications & Membership Manager	<b>Sam Wilson</b> Senior Meetings Manager
<b>Olivia Flood</b> Administrative Coordinator	<b>Andrew Schmidt</b> Senior Program Manager	<b>Tara Withington, CAE</b> Consulting Partner
<b>Elizabeth Gonzalez-Rehorst, MS</b> Development Manager	<b>Emily Takerian</b> Communications Manager	

Thursday, November 9, 2023

## CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Fuemmeler called the meeting to order at 2:01 p.m. CT.

## STRATEGIC LEADERSHIP WORKSHOP: DIVERSITY, EQUITY, INCLUSION, ACCESSIBILITY, JUSTICE, AND BELONGING

Ms. Jindal and Ms. Pizarro led the board in a series of exercises designed to help refine SBM's definitions of diversity, equity, inclusion, accessibility, justice, and belonging, and generate recommendations for further incorporating these principles into SBM's strategic priorities. The board dedicated the first portion of the workshop to examining SBM's current diversity, equity, and inclusion policy before developing goal-oriented conceptions of diversity, equity, inclusion, accessibility, and belonging (DEIAB) within an SBM context.

## ADJOURN

The meeting adjourned at 5:30 p.m. CT.

Friday, November 10, 2023

## CALL TO ORDER

Dr. Fuemmeler called the meeting to order at 8:27 a.m. CT.

## DIVERSITY, EQUITY, INCLUSION, ACCESSIBILITY, JUSTICE, AND BELONGING WORKSHOP (CONT.)

The board resumed with a discussion of members' personal DEIAB experiences before identifying potential outcomes through which the revised definitions of DEIAB could be implemented within SBM. The workshop concluded with an action planning exercise to prioritize ways in which SBM can build capacity for embedding DEIAB throughout the society's initiatives, while effectively communicating about those efforts with members and other stakeholders.

## CONSENT AGENDA

In reviewing the reports submitted to the board, Dr. Fuemmeler highlighted the report from the Awards Committee for its response to the "Commitment to Diversity" prompt: "The Awards Committee includes diverse representation by gender, racial/ethnic background, and academic/clinical expertise. The committee also encourages diversity among award nominees. The descriptions and required materials for all awards emphasize the desire for diverse applicants and to ask all applicants to show how they have helped advance diversity, equity, and inclusion."

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

## 2024 STRATEGIC FRAMEWORK

Dr. Fuemmeler presented an updated list of strategic priorities for 2024, building upon the board's discussion in October. Under Strategic Outcome 1, "Awareness and Impact of Behavioral Medicine," two ongoing priorities related to strengthening partnerships with targeted peer organizations and growing industry support for SBM were refined and rolled over, in addition to the previously-approved strategy about defining diversity, equity, and inclusion principles and goals.

In addition, two new priorities were added within Strategic Outcome 2, "Public Education and Behavioral Change," addressing curation of Healthy Living articles for the SBM website and promoting those articles to wider audiences.

As part of Strategic Outcome 3, "Indispensable Professional Resource," a new priority relating to developing a brand "voice" for SBM was added, while strategies to retain and recruit student members from all backgrounds and identify training opportunities were rolled over and added to the previously-approved 2024 priority relating to the new SBM Peer Reviewer Academy.

**MOTION:** Dr. Schneider moved to approve the proposed 2024 Strategic Framework priorities. Dr. Manne seconded. The motion carried.

## APPOINTMENTS

**MOTION:** Dr. Mama moved to approve Incoming Membership Council Chair Angela Pfammatter, PhD, FSBM; Development Council Chair Michael Diefenbach, PhD, FSBM; Awards Committee Chair Lila Rutten, PhD, MPH; SIG Committee Chair Melissa Little, PhD, MPH; SIG Renewals Committee Chair Diane Ehlers, PhD; Leadership Institute Committee Chair Marian Fitzgibbon, PhD, FSBM; and Organizational Partnerships Committee Chair Leslie Hausmann, PhD, FSBM. Dr. Jonassaint seconded. The motion carried.

## INVESTMENTS OVERVIEW

Following recent discussions by the board and Executive Committee about revising portions of SBM's investment policy regarding certain industries harmful to public health, Ms. Blum joined to share an overview of Capital Counsel's investment strategy and clarify how it aligns purchases and sales from SBM's portfolio with SBM's investment policy. Dr. Winter noted that the Finance Committee would continue to explore potential changes to SBM's investment policy during its upcoming meetings.

## 2024 BUDGET

Dr. Winter reported that SBM staff developed a draft 2024 budget for Finance Committee review and improvement. It includes changes to the 2024 Annual Meeting budget since its original approval in July, namely more cost savings as contracts have been signed. The draft budget also includes a 4% increase in the EDI management fee, locked in for only 1 year in case market conditions allow for lower increases as soon as 2025. This mirrors the EDI contract renewal and management fee increase process from 2023, which was 1-year at 5%. Dr. Winter referenced a document outlining all of the EDI staff responsibilities, including expanded responsibilities since last year, and noted the value of the staff's institutional knowledge and sharing of best practices among clients. The budget draft also includes an overall net loss that is purposeful as SBM seeks to re-invest in products, programs, and services for members now that a healthy reserve has been built up.

Dr. Jonassaint posed questions about SIG budgets, which have large variability among SIGs. The board discussed ways to encourage SIGs to spend money in alignment with SBM's strategic goals. The Finance and SIG committees will discuss further.

**MOTION:** Dr. Winter moved to approve a 1-year EDI contract renewal with a 4% management fee increase. Dr. Mama seconded. The motion carried.

**MOTION:** Dr. Winter moved to approve the 2024 budget. Dr. Manne seconded. The motion carried.

## 2024 ANNUAL MEETING UPDATES

Dr. Fuemmeler shared a preview of the plenary sessions for the 2024 Annual Meeting, including, keynotes from Dr. Megan Ranney, Dr. George Lowenstein, Dr. Katherine Milkman, Dr. Heather Cole-Lewis and Dr. Robert Winn, and master lectures from Dr. Barbara Andersen, Dr. Jennifer Kue, Dr. Mark Hatzenbuehler, Dr. Ana Martinez-Donate, and Dr. Neil Lewis.

## ADJOURN

The meeting adjourned at 1:58 p.m. CT.

*Minutes respectfully submitted by A. Schmidt on November 17, 2023.*