

Board of Directors Meeting Minutes

Wednesday, April 26, 2023

10 a.m. to 3 p.m. MST

Deer Valley Room, Sheraton Phoenix Downtown

IN ATTENDANCE (ALPHA ORDER)

Danielle Arigo, PhD, LP Chair, Membership Council	Bernard Fuemmeler, PhD, MPH, FSBM President-Elect	Valerie Myers, PhD, FSBM Chair, Professional Advancement Council
David E. Conroy, PhD, FSBM Immediate Past-President and Chair, Leadership Identification and Inclusion Committee	Brian D. Gonzalez, PhD Member Delegate	Margaret L. Schneider, PhD, FSBM President
Marian L. Fitzgibbon, PhD, FSBM Chair, Development Council, Gift Acceptance Committee, and Leadership Institute Committee	Jun Ma, MD, PhD, FAHA, FSBM Chair, Publications Council	Sandra J. Winter, PhD, MHA Secretary/Treasurer and Chair, Finance Committee
Stephanie L. Fitzpatrick, PhD Member Delegate	Scherezade Mama, DrPH Chair, Scientific Education Council	

REGRETS (ALPHA ORDER)

Joanna Buscemi, PhD Member Delegate	Roger Figueroa, PhD Chair, Advocacy Council	
---	---	--

STAFF (ALPHA ORDER)

Lindsay Bullock, CAE Executive Director, SBM	Elizabeth Gonzalez-Rehorst, MS Development Manager	Tara Withington, CAE Consulting Partner
--	--	---

CALL TO ORDER, CALL FOR DISCLOSURES, AND CONFIDENTIALITY REMINDER

Dr. Schneider called the meeting to order at 10:04 a.m. MST.

DONOR STEWARDSHIP AND FUNDRAISING WORKSHOP

The Board, along with the Development Council as special guests, took part in a 2-hour fundraising workshop hosted by development consultant Linda Lysakowski, ACFRE. The workshop was recorded for future internal use. It featured overview of cultivation, solicitation, and stewardship, including small group role-playing exercises with solicitation scripts.

PROGRESS ON 2023 FRAMEWORK STRATEGIES

Outcome 1: Awareness and Impact of Behavioral Medicine

Strategy 1: Create collateral showing how we are relevant in solving today's problems

Dr. Arigo noted the series of videos on the value of behavioral medicine began filming this week. The series is geared toward non-member professionals in industry or other related professions. One video on the value of membership will also be completed, for a total of four likely to be formally done and posted this summer. Some of the scripts for these videos (as well as updates made to the SBM website about us and membership text) are based on past Board lessons learned from the Frameworks messaging sessions.

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

On Dr. Figueroa's behalf, Dr. Schneider reported these actions to date: Matt Whited attended the AHA Eli-Lifestyle conference on SBM's behalf to continue making inroads there; Kristin Schneider is investigating APHA policy work, especially around climate change, as an area of possible partnership; for clinician organizations, they are working with AAMC and ACLM; and the committee has a list of climate orgs they are vetting currently.

Strategy 3: Grow industry sponsorship/financial support of SBM

On Dr. Fitzgibbon's behalf, Dr. Schneider noted the following actions completed to date: survey of the Board and Development Council about why to partner with industry, what "industry" means, and what we are willing to offer industry; Dr. Fuemmeler and Lisa Klesges listening tour with company representatives to get additional feedback about their needs; survey and tour notes combined into a matrix to find where SBM and companies matched on ideas, and to rank ideas in terms of best chance at ROI and least staff/volunteer time needed; creation of a resulting year-round supporter prospectus with expanded options including industry roundtable events, webinar sponsor and host options, ways to identify members wanting to do contract work or serve on advisory boards, and more. Additionally, Development Council members and staff are meeting this week with high-level industry partners to continue relationship-building and to pilot test the new prospectus.

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

Dr. Ma noted both journals have prioritized diversity, equity, and inclusion actions. They are assessing associate editor and editorial board demographics and identifying problems and barriers. Updates to Editorial Manager should be coming soon to allow similar assessment for authors and reviewers. Both journals are actively recruiting reviewers, editors, and board members from underrepresented groups. ABM is doing a featured series on DEI topics, such as LGBTQIA+ health. TBM has completed a DEI literature review, researched DEI best practices in academic publishing, researched what competitors are doing in this space and what we should adopt, revised the "about the journal" section to include a DEI statement, and invited participants from SBM's Diversity Institute to serve on the editorial board. Additionally, at the SBM-level, a strategy session yesterday featured further

refinement of the peer reviewer academy idea, which is one mechanism to address DEI and reviewer pipeline issues. A proposal is likely to be ready for the Board in July, in hopes the first academy could be offered on early spring 2024.

Outcome 2: Public Education and Behavioral Change

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

Dr. Schneider noted a pre-conference course on how to do community engagement studios is being recorded today to meet this goal.

Outcome 3: Indispensable Professional Resource

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

Dr. Arigo reported the Membership Council has talked with students leaders and mentors, reviewed data from student surveys, and held data “town halls” to identify facilitators and barriers to student member retention and recruitment. Based on the lessons learned, the council is investigating the cost of student dues, working to enhance promotions at HBCUs, connecting with a Student SIG representative quarterly, and helping SIGs update their webpages to clearly state how students can get involved and who to contact.

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

Dr. Schneider noted this item would be discussed later in today’s agenda.

Strategy 3: Build members’ capacity for innovative research by identifying and providing training 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 added three items to the 2023 Annual Meeting attendee evaluation to identify additional training needs, including in the DEI space. The council will follow that with a larger member-wide survey in August, asking about both training needs and optimal format. The assorted data will be used in planning 2024 Annual Meeting sessions and other SBM trainings throughout the year.

Strategy 4: Grow the Bridging the Gap Award, securing funding for more awards for more years

On Dr. Fitzgibbon’s behalf, Dr. Schneider noted that the Development Council has identified 25 high-level prospects, created a new case for support, and will have informal prospect meetings this week, building up to making asks as appropriate between now and the end of calendar 2023.

REGIONAL EVENTS WORKING GROUP REPORT

Dr. Schneider presented a high-level summary of the Regional Events Working Group’s final report and recommendations regarding local behavioral medicine meetup events. Two official pilots were held (Washington, DC, in November 2022; and Denver, CO, in January 2023) and deemed successful based on formal attendee feedback (survey results) and informal attendee feedback (stories of connections that resulted; 14 new members and three first-time annual meeting attendees). The pilots allowed the working group to create a modular, customizable event agenda for future local hosts to use. The pilots also allowed the working group to monitor different cost structure for these events, finding post-pilot events with staff or leadership travel are likely to cost about \$1,000 each. The working group formally recommends the Board continue local behavioral medicine meetups, with a call for applications to open in May and close after about 30 days. Individuals could also be invited to apply during that time. Applications would be evaluated by

a subset of the Professional Advancement Council, which would formally take over execution and monitoring of the meetups in place of the working group.

MOTION: Dr. Gonzalez moved to approved continued local meetups to be planned by the Professional Advancement Council. Dr. Winter seconded. The motion carried.

MOTION: Dr. Conroy moved to approved new Professional Advancement Council member Dr. Schneider. Dr. Arigo seconded. The motion carried.

MOTION: Dr. Conroy moved to sunset the Regional Events Working Group. Dr. Fitzpatrick seconded. The motion carried.

CONSENT AGENDA

In reviewing the reports submitted to the board, Dr. Schneider highlighted the report from the Professional Advancement Council for its response to the “Commitment to Diversity” prompt: “The PAC will continue to support and promote SBM’s Diversity Institute for Emerging Leaders. The PAC considers diversity of applicants as one of our criteria when reviewing SBM’s annual achievement award applications. In addition, PAC members review applications for the Health & Behaviour International Collaborative award, which encourages nominations from low-to-middle-income countries. The council considers diversity broadly, and seeks to include a mix of professionals who represent careers in academia and industry, and to ensure the council represents professionals who conduct research, teaching, and/or clinical practice or professional application of behavioral principles in industry, as well as representation of under-represented minority populations. The council chair considers diversity as an integral criterion when seeking to fill future openings in council membership.” Dr. Schneider also highlighted the proposed changes to the strategic plan parking lot, which are based on the Boards’ November refinement exercise.

MOTION: Dr. Ma moved to approve the November Board of Directors meeting minutes, all Council/Committee/Publication/Member Delegate reports, and updates to the strategic plan parking lot. Dr. Mama seconded. The motion carried.

2023 ANNUAL MEETING REPORT

Dr. Fitzpatrick noted approximately 130 first-time attendees identifying as underrepresented received waived registration. This year’s meeting also broke a new record for sponsorships, with more than \$107,000 secured.

Dr. Schneider highlighted several events that Board members should attend during the Annual Meeting, including the Leaders Forum and Making Connections Luncheon, the Supporter Reception, and the New Member/First-Time Attendee Meet & Greet. Dr. Arigo asked Board members to also make SIG chairs feel valued as they have conversations this week.

ADJOURN

Dr. Schneider formally thanked Drs. Conroy, Fitzpatrick, and Myers, whose Board terms are ending, for their service and dedication.

The meeting adjourned at 2:15 p.m. MST.

Minutes respectfully submitted by L. Bullock on May 15, 2023.