

**American Academy of Health Behavior  
Strategic Planning Workgroup  
Tuesday, January 27, 2015  
MINUTES**

**Participants**

Present: Diane Abatemarco, Jay Maddock, Jennifer Manganello, Andrea McDonald, and Lisako McKyer

Absent: Amy Leader and David Seal

**Survey Drafted by Lisako**

A mission statement is the organizations purpose or reason for being. The AAHB-SPWG has revised the AAHB mission statement to better this organization as we move forward. These revisions were based upon analyses of results from the 2006 & 2012 member surveys and the 2014 Listening Sessions.

**Revised Mission Statement**

The mission of the Academy is to serve as the research home for health behavior scholars committed to excellence and diversity in research to improve the public's health

**QUESTION 1: How well does this statement capture AAHB's purpose? (5-point likert scale with 1 being Not at all and 5 being Very well)**

Core values are the foundation of our work that guide our attitudes and behavior. They should emerge from the organization (versus being imposed). The AAHB-SPWG presents these updated core values to the member.

**Core Values:**

**Health Behavior Research**

- Commitment to science-based research that leads to new knowledge, advances practice, and informs national health priorities.

**Excellence**

Strives to achieve the highest standards of excellence in all aspects of The Academy

**Honesty and Integrity**

Guided by a collective commitment to sound and just ethical behavior in research and the application of research to practice

**Merit**

Committed to professional recognition within The Academy based on scientific merit and accomplishments

**Professional Growth**

Fosters mentoring and development for all members of The Academy across the professional life-span

**Equity**

Dedicated to promoting, including and respecting the diversity and strengths of individuals, organizations, communities, and populations

**QUESTION 2: Are we missing any core values? NO  YES**

**QUESTION 2A: If Yes, please explain/describe**

Commensurately, the AAHB-SPWG identified the following priorities for AAHB (not ranked in order of importance). These were obtained via analyses of 2006 & 2012 member surveys, Journal Business Plan, and the 2014 Interviews and Listening Sessions.

Membership

Diversity/Equity

Journal

Professional Development

Presence Beyond Annual Meeting

Financial Stability

Yada yada yada

The AAHB Board of Directors needs your input regarding ranking these priorities. All of these priorities will be addressed over the next several years, but must be triaged so that we can allocate resources to maximize effectiveness.

### **QUESTION 3: In what order should be tackle these priorities?**

#### **Membership Priorities.**

*Context:* AAHB has ~XXX members, of which ~ are "active." Approx 1/2 of conference attendees are members. Mean membership duration is X.X (SD = X). While some question the qualifications (too high), the SPWG believes it can be addressed with better marketing of membership benefits, more targeted recruitment. Little benefit to membership for fellow other than prestige and conference discount. Add additional info to contextualize the question.

- Increasing membership to ~200-300 active members
- Retention activities (varied)
- Student recruitment and engagement

#### **Increase diversity of AAHB.**

*Context:* AAHB will be moving the Minority Health Workgroup up to Council Status, as a first step toward institutionalizing diversity efforts. Varied perspective and approaches are available toward this endeavor. Add additional info to contextualize the question.

- Document and highlight existing diversity in all its forms in AAHB
- Institutionalize diverse perspectives in AAHB activities
- Recruitment of new AAHB members from diverse populations

#### **Secure a journal.**

*Context:* Data reveal that members want a journal and consider it an important perk of membership. Yet, the number of members and conference attendee rates have not declined in the past three years the AAHB has been journal-less. There seems to be a need for innovative transdisciplinary/behavioral intervention journal. However, the cost-benefit of is questionable. Based upon this: Add additional info to contextualize the question.

**Examples of Activities related to this priority include:**

- Working with existing journal for partnership
- Taking concrete steps (including financial detail) to secure AAHB-specific journal

#### **Professional development and mentoring of rising health behavior researchers.**

*Context:* Add additional info to contextualize the question.

- Expand on the types and frequencies of professional development (e.g., webinars)
- Allocate resources to expand/improve mentoring program

#### **Establish presence / activities outside of the annual meeting**

*Survey results revealed respondents desire to feel connected to AAHB beyond there attendance at the annual meeting, and inclusive of people outside of governing bodies. Add additional info to contextualize the question.*

- Engagement opportunities outside of the conference (e.g., webinars, mini/regional symposia)

## Financial Stability

*Context: The SWOT analysis revealed considerable strengths and potential for growth due to members' scientific expertise, but is hampered by lack of external revenue. Revenue is needed in order to maintain the quality of conferences AAHB meeting attendees have come to expect. Revenue is important toward implementation of strategic plans as well. However, over-emphasis on securing funds may detract from AAHBs scientific focus. Add additional info to contextualize the question. Examples of Activities which may fall under this pervue if selected as a top three priority include:*

→ Exploring other fundraising options beyond membership and conference fees

Yada yada yada (was there another to add)?

*Context: Add additional info to contextualize the question.*

→ Yabba dabba doo

**QUESTION 4: What other conferences do you typically attend?**

Have a checklist of common ones they can click?

**QUESTION 5: Would you attend an AAHB reception at those conferences?**

**NO**  **YES**

**QUESTION 6: Yaba Daba doo? Homework**

### Survey Refinement

- Goal is to go through survey feedback and agree on changes
- Mission statement question - Spell out SPWG
- Core Values question
  - Do we want to ask people if they have any suggested edits?
    - I thought we had decided not to ask for any more feedback on the wording since a lot of wordsmithing has already been done, but if my recall is wrong, or we change our mind, that's just the background on that one
    - That's fine - I see your point
- Ask if they are going to rate them on the same scale as the mission statement question?
  - My question is what would we do with the information?

- I guess my question is, we are asking them the mission statement and the core values and how well does this capture the purpose, if we are not going to change them, then it seems like why are we asking for feedback on them?
- Kim's notes say not to ask the question about edits but to ask a question about how well these capture their experience
- What would that tell us?
- Core values should emerge from the organization, so they should capture people's experience if you've hit on the right core values
- Or it shows us places we need to focus and might say something about priorities
- Add a question about how well each core values captures their experience for each one. Use same scale as mission statement.
- Do you agree that these are good core values for the organization going forward?
- How much do you agree that these values should guide the organization going forward?
- How do we better shape our organization to meet these core values if people aren't experiencing them? That is the point of asking about if they are experiencing them.
- Both?
- Do both!
- Remove question "Are we missing any core values?"
- Priorities
  - Nothing to be added to this list
  - Change Financial Stability to Financial Development because the organization is stable, but wants to continue to develop and grow
  - Diane shared that these did seem to capture the priorities from a board perspective
  - Membership Priorities
    - AAHB has 151 active members
    - And a goal to move that to 216 in 2016
    - Would this include the students?
    - Yes, because student membership would be real membership
    - Add that there is a student recruitment and engagement emphasis by the Academy as of 2014-2015
- Increase diversity in AAHB
  - AAHB has moved the Minority Health Workgroup to Council Status toward institutionalizing diversity/health equity in membership and science
- Secure a journal
  - Journal idea: special issue in another journal
  - Do a supplemental issue of an existing journal
- Professional development and mentoring of rising health behavior researchers
  - Context: The Academy is committed to professional development and mentoring. We were grant funded to begin mentoring partnerships - this year there will be 13 mentoring pairs recognized by the Academy. The professional development council will work with the pairs to help them meet their goals and objectives.

- The Academy has a strong and dynamic professional development council where the mentoring work takes place. Junior faculty can apply and be matched to a senior faculty member for mentorship. There are 13 mentoring pairs for 2015.
- The Academy has a history of rising health behavior scholars a priority. With this in mind, how much of a priority is this to look into other forms of mentoring and professional development.
- We don't do a good job of keeping senior folks of color - have not found the Academy a home.
- Cultivating the next cadre of leaders
- Professional development should span the professional life-span - student, junior and senior faculty allocate resources for... list those
- Establish presence outside of the annual meeting
  - Add bullet that says "increasing opportunities for members to serve on AAHB committees"
- Financial Development
  - Go back to earlier language of variety of materials I gave you
  - Strategic planning analysis
  - Examples: conference sponsorships, seeking grant funding, increase in dues, increase in conference fees
- Demographic questions
  - Diane will send Katie an email and have her send us the ones used on the conference survey
- Who to go to? Same survey? Modify for different groups?
  - Try to get from this year's attendees as well
  - Add check mark box with the last 5 years conferences
- - Non-members - are you likely to come again? Why are they not members?

## **Homework**

- Diane will email Katie to get the demographic questions used on the conference survey
- Kim will add the demographic questions and format the survey in Survey Monkey to send to the Board for final approval