

**American Academy of Health Behavior
Strategic Planning Workgroup
Tuesday, March 24, 2015
MINUTES**

Participants

Present: Amy Leader, Jennifer Manganello, Andrea McDonald, Lisako McKyer, and David Seal

Absent: Jay Maddock

Goals for Today

- Kim shared the goals for today:
 - Hear how the annual meeting went from those who attended
 - Dive into finalizing strategic priorities, goals, and attainment strategies

Reflections on the Annual Meeting

- It was ok. Some of the presentations were not as empirical and data-based as in the past. Overall, still a good conference. Posters were good.
- I enjoyed it. I am sorry to admit that I didn't pay as much attention to the speakers as I should have, but the posters were good.
- Enjoyed the speakers. Got some good ideas on how to incorporate technology into her research.

Strategic priorities, goals and strategies

- Kim shared that our goal is to make recommendations to the Board regarding which priorities they should focus on, and suggest goals and attainment strategies.
- Kim shared that it is generally easier to start with the end goal and back out of it to set some benchmarks at the one and three year marked.
- Discussion regarding what the responsibility of the committee is related to this vs. the responsibility of the Board and Councils
 - We have a membership committee and we have councils and committees that are related to each of these priorities. Is it our responsibility to come up with these or recommend that they come up with them within their council or committee?
 - Think it will end up being a both/and
 - Board is looking to us to make recommendations
 - Goal is to make recommendations and then let the Board decide how to handle those recommendations
 - Some not comfortable with that. Its one thing to recommend a goal, but not comfortable making recommendations on strategies on how they do their work.
 - Work of council and board to make those recommendations.
 - Make recommendations for ideal size, and then strategies they put forth is up to them.
- Membership and Marketing

- Within the next 2 quarters the membership committee come up with detailed plan on how to retain existing membership - keep
- Within 1 year implement that plan - keep
- Same with student membership and recruitment of new members - keep
- Achieve 80% active members - not kept
- Increase membership to 250 at the end of 5 years, which includes 200 active members - kept, minus language on active members
- I don't think we should put anything about active members because that is really hard to quantify. A good note, but not a goal.
- Can't be defined and shouldn't be defined. If they renew their membership every year are they active?
- Kim noted that there is a lot of research these days on quantifying engagement. So, if people are interested in that, and they may not be, then looking at that research may be one way to quantify it.
- Board currently has goal of 216 by 2016 and then set a reasonable interval for every other year in between.
- Membership engagement should fall under retention benchmarks. Find ways to engage members, including students, better. - kept
- Do we want anything about increasing the number of junior members?
- Transition plan?
- Need to articulate a transition plan from student membership to full membership within next year - kept
- Include anything here on diversity of members or hold that for diversity goal?
- Maybe should be mutual so membership committee will work with diversity council on achieving mutual goals - kept
- None of the goals get at making people more aware of the organization. Should something like that go under membership in terms of reaching out to institutions, something about how to get information out about the organization
- Website needs to be updated and more professional so it looks more like a professional organizations website - kept
- Professional Development and Mentoring
 - Doing some kind of quarterly webinar that would be addressing topics such as publishing, grant writing, skill building type activities that could be discussed via webinar - kept
 - I don't know if there is a webinar platform AAHB maintains, but I just did this with another group and for price and capabilities something called Meeting Burner was one of the better options
 - Observation from conference, doesn't necessarily mean that is what policies are. They did all the student posters on Sunday and we announced winners on Monday or Tuesday so the student could get recognition and be seen around the conference. Others announced Wednesday. That didn't happen this year. We did a lot of posters of distinction this year. Take a historical look at a lot of the good things that were planned, if there have been changes, make it transparent and explain why they chose to change it.
 - Maybe recognition based on subject area?

- The Academy has always been interdisciplinary. As soon as you start to pick some content areas, some get excluded.
- Mentoring programs and professional development luncheon are focused on students and emerging scholars. I've heard a lot that those at the assistant/associate level still need mentoring to help them achieve senior status other than having people get involved in the Board. - kept
- Diversity and Equity
 - See Lisako's email
 - See everyone embrace the expanded form of diversity
 - Could the 5 year goal be to... within 5 years see an increase in diversity in membership and presentations, speakers, etc. Diversity can also be manifested in content topic that stimulate conversations around diversity.
 - Conference themes - health disparity or something like that
 - To have measurable increase in diversity of membership, presenters, and conference content that promotes discussion of diversity - kept
- Secure a journal
 - Kim shared that early on she reached out to Dr. Glover just to have a conversation with him on his perspective what happened, what his vision was for the Academy for the next few years. I shared some feedback I had heard regarding his handling of the situation and he shared his perspective. At the end of the conversation he said, my goal has always been to give this journal to The Academy. I don't know if he has publicly said that before...
 - That has been public knowledge
 - There would need to be a significant conversation regarding that involving mediators and lawyers and such
 - There actually was a very well done agreement and subsequent to our time in leadership that contract was revisited by the Board and ultimately negated, so I think that if there really were to be something it would need some assurances that future generations of the Board would not step back from that agreement
 - Scott did a very in depth analysis on journal possibilities. If you look at the survey we did with current respondents, we got a pretty nice response rate, we had a real diversity from senior to junior people, this doesn't seem to be a high priority. I think our recommendation is that we have explored this, there is this document that has been put together, and if the Board would like to take this up, I would refer people back to the document Scott and his colleagues put together.
 - Very split across response choices. One of the bigger divides in the membership. One that had the most not a priority responses. Maybe do a special issue every year with a particular journal?
 - The problem with that is that so many of us have content area which may not fit well in one particular journal, depending on what that journal is. What I like about AJHB was that it was broad enough to include anything on Health Behavior.
 - Kim asked if their perspective on this had changed since last week. Last week she thought she heard them saying that since financial development ranked really low, the

- recommendation was going to be to explore other opportunities related to the journal, but recommend not starting their own journal. Is that not where you are now?
- Scott laid out a really good set of options. I think, for me, the voice of the membership is to acknowledge what it is. It is not a high ranked item, there are extremists, and it is something the Board needs to grapple with. Work has already been done on this one.
 - Presence beyond the annual meeting
 - Ranked lower than the journal
 - A lot of responses had to do with membership and cost of the conference, and all the mixed comments on the journal.
 - It didn't seem to generate much interest either way, which was also true of financial development.
 - If we focus on membership and marketing then the influx of new members and various activity levels would help us revisit these priorities in a few years. It may change what we think in a few years about the journal, etc.
 - Could this be folded into professional development? People probably didn't really know what this was, particularly since we also included professional development.
 - Put existing professional development opportunities into a framework. Start to put into holistic framework to show people what we offer with a long-term goal to develop more opportunities for professional development outside of the conference to our members. - keep
 - Cross cutting articles
 - Those activities will also help with increasing membership. They all build on each other in a way.
 - The Board update newsletter has been really nice. Maybe build upon that. Ways to integrate what we are doing. Keeps your name out there.
 - I'm not a member, so I don't get that newsletter. Is there a section on recent publications from members?
 - We tried that - same 5 people sent you everything they did. Someone would need to do a search of members.
 - Would there be value in sending it to everyone who has attended the conference in the past 5 years? - kept
 - Lots of feedback regarding conference - you discussed this last week - should this be a priority?
 - I think it is a Board program planning thing to sort through the conference. The comments haven't changed in 15 years. So not sure it fits into strategic plan. Something the Board needs to look at in the context of program planning.
 - Put this forth as a recommendations - had a convo with Jeff Hallam about
 - Randy Black produced a 2005 document on strategic planning and put it into a table in 2009 and showed what had been accomplished. We added, noted when things weren't a priority, etc. Everything we are proposing should be added. We should also be telling people all the things we have accomplished.- kept

Homework

- Kim will clean this up and put it in final report format. It will be emailed out. If everyone can look it over and make sure it is accurate. Let Kim know if you think of anything additional you'd like added
- Kim will schedule call to discuss final recommendations with Board on April 14th.