

**American Academy of Health Behavior  
Strategic Planning Workgroup  
Tuesday, September 23, 2014  
MINUTES**

**Participants**

Present: Diane Abatemarco, Amy Leader, Jay Maddock, and Andrea McDonald

Absent: Jennifer Manganello, Lisako McKyer, and David Seal

**Jay's Introduction and Review of Expectations**

Jay introduced himself to the group since he was unable to make our first meeting.

Kim reviewed the following expectations the group had set in the first meeting:

- Expectations the workgroup has of one another:
  - Frankness without taking things personally
  - Transparency
  - Confidentiality
  - Listening
- Expectations the workgroup have of the consultant:
  - Keep the group moving along, productive, and focused
  - Keep an open mind
  - Question everything
- Kim's expectations:
  - Actively engage yourself and others in the process
  - Listen attentively
  - Be open to ideas and perspectives of others
  - Search for common ground
  - Respect confidentiality
  - Use appreciative inquiry

Since Jay was unable to participate in the first meeting, Kim asked if he had anything to add. He did not.

Kim asked the group if they had anything to add now that they had had a chance to reflect on the first meeting. They did not.

**Discussion of Homework Questions**

Kim facilitated a discussion on the homework questions.

- AAHB History and Structure
  - What stood out for you?
    - \* Strong presence of founders syndrome
    - \* There seems to be some tension between founding members and new members coming up
    - \* Tension may be a result of going in a different direction than the founders vision
    - \* No particular area for students - no activities for their involvement
    - \* Increasing membership
  - What questions do you have?
    - \* None
- AAHB Data
  - What areas are members satisfied with?
    - \* Academic scientific standing - the reputation of the organization
    - \* Size of membership - people don't feel lost in the shuffle
    - \* People like the conference, yet there seems to be some tension between liking a small conference, yet voicing some dissatisfaction with the cost and location (there was an observation that this may be a difference in the length of tenure and travel budget of individual members)
  - What areas are members dissatisfied with?
    - \* Conference - cost and location (may not be universal, just pockets)
    - \* Journal - cost of this
    - \* Membership - it is costly
    - \* How do people find out about this organization?
    - \* Little to no involvement opportunities beyond the scope of the conference

Kim shared with the group the definition of core values we will be using as a part of this process, along with the criteria for good values statements:

- Core values = The foundation of our work that guides our attitudes and behavior.
- Criteria for good values statements:
  - Should emerge from the organization - not be imposed
  - When we live these values we embody the organization, and bring it to life for others
- Was there evidence AAHB is living its stated values?
  - Don't immediately see the organization pursuing national health and research priorities
    - \* It was noted that the Academy itself does not conduct research
    - \* And the past two years the organization has not taken on health issues, but they

have in the past. This is largely dependent on the focus of the council chair for development - who current is focused on fundraising. But, even then, you wouldn't necessarily see this being done if you were unable to attend conferences.

- Did you feel there were other values the organization was living?
  - Very strong mentorship that occurs
    - \* There is quite a bit of informal mentoring that takes place, and now there is a whole formal mentoring process
    - \* This is one of the things AAHB does better than other organizations in its field
  - There was a question regarding the role of advocacy in AAHB.
    - \* It was noted that this is an area of tension
    - \* Mentorship and advocacy are different
    - \* Maybe this is an area for growth?
    - \* The group asked about the organizations original intent regarding advocacy, and Kim noted that she would ask Glover this question in her call with him later in the week
  - Professional network and support system
    - \* Fellows write great support letters for those seeking tenure

It was agreed, based upon the conversation, that the core values need to be revisited.

Kim shared with the group the definition of a mission we will be using as a part of this process, along with the criteria for good mission statements:

- Mission = Our purpose or reason for being
- Criteria for a mission statement:
  - It needs to be brief, very brief.
  - It should be something leaders can manage performance by, and can use in decision-making
- Was there any evidence AAHB is living its stated mission?
  - Research comes through strongly
  - Overall, it seemed pretty reflective of the organization
- Did you feel there were other purposes the organization was serving?
  - Mentoring the next generation of researchers
  - There was a question about whether dissemination of knowledge should be part of the organizations mission
    - \* The group felt this was a big question
    - \* Dissemination of knowledge has been important from a mentoring point of view
    - \* Judy K Black Award

\* Part of the enhancement of the mentoring process?

The group decided it would be best to revisit the mission statement as well.

Kim shared with the group the definition of a vision we will be using as a part of this process, along with the criteria for good vision statements:

- Vision statements = Sets the 3-5 year direction of the organization
- Criteria for good vision statements:
  - Clear about your target audience, scope, and intended change
  - A picture of what it will be like after the change has happened
  - The unifying common purpose that reflects what the community needs
  - Easily understood by others
  - Compelling, motivating, and inspiring
- Was there evidence AAHB is living its stated vision?
  - While there does not seem to be a formally written vision statement, the group felt that the organization has fulfilled its original vision which was to legitimize the profession