

**American Academy of Health Behavior  
Strategic Planning Workgroup  
Tuesday, September 30, 2014  
MINUTES**

**Participants**

Present: Amy Leader, Jay Maddock, Jennifer Manganello, Andrea McDonald and David Seal

Absent: Diane Abatemarco

**David and Jennifer's Introduction and Review of Expectations**

David and Jennifer introduced themselves to the group since they were unable to make our previous meetings.

**Discussion of Homework Questions**

Kim facilitated a discussion on the homework questions.

- What additional data/information would be helpful in determining if the core values need to be revised?
  - The workgroup had a long discussion about the value of diversity in AAHB
    - \* Gender diversity has increased in the past 5-10 years
    - \* How do you create a culture that isn't tokenism? It was suggested that we look at how other organizations have done this.
    - \* Folks seem to be wary when they hear "increase diversity" because they feel it is going to compromise the Academy's strong value of merit. These are not mutually exclusive.
    - \* One approach might be to focus on all the ways our research implications impact diverse populations (diverse samples, nuanced methods, engaging in research that embraces diversity). There was some wondering about whether this might not be a recruitment issue.
    - \* There was a good attempt a few years ago when the Academy won a grant from the Kellogg Community Health Scholars. The grant was funded, but then nothing happened.
    - \* It was suggested that we look at the values of other organizations
      - APHA
      - Other more discipline specific conferences members may attend such as sex conferences, American Dietetic Association, Society for Behavioral Medicine

- What additional data/information would be helpful in determining if the mission needs to be revised?
  - Revised approximately five years ago. The first mission was very specific to health behavior and communication and did not reflect the diversity of health behavior researchers who were members.
  - It was noted that this organization was originally created with the intent NOT to get involved in policy and advocacy issues. Kim noted that Dr. Glover said the same thing in her call with him last week.
  - Question to ask members: Does this mission still capture who you are and why you come to AAHB?
  - Is diversity important to the mission? In what way?
  - Should connecting and networking be included in the mission since this is clearly something AAHB does so well?
  
- What additional data/information would be helpful in setting the next 3-5 year vision of the organization?
  - Areas that the group anticipated may need to be addressed in the next vision:
    - \* Student involvement
    - \* Diversity
    - \* Jay hosting in Hawaii
    - \* Growth/scale
    - \* Generativity of leadership
    - \* Mentorship
    - \* Journal
    - \* The organizations impact on health behavior research

The group decided that we will conduct several listening session focused on the core values and mission first. Then possibly construct a survey based on that.

## Homework

- Everyone will fill in their availability to facilitate a listening session on the When To Meet weblink Kim will send out
- We will brainstorm possible questions to get discussion flowing around the core values and mission statement and email them to Kim by Monday, October 6th