

**American Academy of Health Behavior
Strategic Planning Workgroup
Tuesday, March 10, 2015
MINUTES**

Participants

Present: Amy Leader, Jay Maddock, Andrea McDonald, and Lisako McKyer

Absent: Jennifer Manganello and David Seal

Review of Survey Results

- 148 surveys were completed
- 656 emails were sent - 6 bounced - leaving us with 650 emails delivered (response rate of 22.77%)
- 293 emails were opened (response rate of 50.51%)
- 189 surveys were started (completion rate of 78.31%)
- Group agrees we got a reasonable response rate
 - Pleased to see that about 10% of the respondents were students, given that AAHB has recently added this as a membership category. And, 27% of the participants are non-members (so, if approximately 10% of those are students, then 17% are folks who either were previously members or have attended the Annual Meeting - both groups we really hoped to hear from).
- Conferences attended for those that were listed more than once.
 - Society for Research on Nicotine and Tobacco - 11
 - Society for Prevention Research - 6
 - Active Living Research - 5
 - American College of Sports Medicine - 4
 - Gerontological Society of America - 4
 - Academy Health - 3
 - American Psychological Association - 3
 - American School Health Association - 3
 - International Society of Behavioral Nutrition and Physical Activity - 3
 - American Alliance for Health, Physical Education, Recreation, and Dance - 2
 - American College of Epidemiology - 2
 - American Sociological Association - 2
 - Obesity Society - 2
- Question 1 re: mission statement - Very surprised and please to see the high level of agreement.
- Questions 2 and 3 re: core values - Again, felt good that there was a fairly high percentage of participants who felt the core values reflected their experience with AAHB, as well as even higher agreement that these should be the core values guiding the organization into the future.

- There was some curiosity as to the few people who disagreed or strongly disagreed with the first three questions. Ultimately, however, they concluded that there were so few who felt that way, and large percentage of people who agreed or strongly agreed, that they felt maybe AAHB just truly is not a good fit for those individuals (or maybe they just got the scale reversed... who knows!).
- They found the question regarding priorities to be very helpful as they think about their final task (to set priorities, goals related to those priorities, and to outline some attainment strategies). Their priorities fell out this way (although this is not to say that they will end up recommending pursuing all of these priorities):
 1. Membership
 2. Professional Development and Mentoring
 3. Diversity and Equity
 4. Secure a Journal
 5. Presence Beyond the Annual Meeting
 6. Financial Development
- Board already has plans in place related to 2 & 3 so focus can be placed on 1 & 4; Where the journal came up in the list of priorities, coupled with comments in the comments section, and financial development not seeming to be a priority of interest, has led them to believe starting a new, independent journal is not a good option for AAHB at this time. However consensus does seem to be a journal, or some partnership with a journal, is necessary.
- Surprised at the number of comments related to the Annual Meeting. They noted that many of the comments called for various forms to change, and was similar to feedback they had seen on prior Annual Meeting Surveys. While this was not originally on their radar as a priority, it will at the very least, receive some discussion as to if it should be included or not. At the very least, they wanted to be sure the 2016 Conference Committee was aware of the comments. I shared that the Conference Committee Chair would be seeing these comments at the Board Meeting in Texas.

Homework

- None due to Annual Meeting