

**American Academy of Health Behavior
Strategic Planning Workgroup
Tuesday, September 16, 2014
MINUTES**

Participants

Present: Diane Abatemarco, Amy Leader, Andrea McDonald, Lisako McKyer

Absent: Jay Maddock, Jennifer Manganello, David Seal

Introductions

Each participant introduced herself to the group, providing information on:

- Institution
- Length of affiliation with AAHB
- Past and present involvement with AAHB
- Area of research interest
- A personal fact

We will be sure to hear from those who were unable to participate this week at next week's meeting.

Introduction to Leading Change

Kim introduced some theoretical information about leading change efforts.

- Technical vs. Adaptive Challenges
 - Technical challenges are those where the problem and solution are both clear
 - Adaptive challenges are those where the problem is semi- or unclear and the solution requires attitude or behavior change
 - We are likely to see both types of challenges throughout this process, although adaptive challenges will be much more prevalent
- Change formulas
 - Dissatisfaction with the status quo x Vision x First Steps > Resistance to change
 - Change occurs when the product of Dissatisfaction with the status quo x by a Vision of the future, x by understood and agreed Pathways and Procedures to accomplish the change, x by Support from key players, is greater than the Cost of change
 - For any change to be successful, we must have the buy-in of our stakeholders
 - In most change efforts, about 70% will be pro-change, 20% will be on the fence, 10% will be against it - focus on the 20% and they will help bring the bottom 10% around

Kim asked the group to brainstorm what they think AAHB members may currently be dissatisfied with:

- The lack of programming outside of the conference. If you are unable to attend the conference, there is no way to engage with the organization the rest of the year. There needs to be more value.
- Lack of consensus between the founding ideals of the organization vs. expanding the organization. How big can the organization become and still maintain its integrity? How can we diversify without changing the criteria for membership?
- Journal
- Opportunities for students to be engaged

Rhythm of the Planning Process

Kim shared that the committee will:

- Evaluate existing information and data to determine what other information should be collected
- Collect additional data via listening sessions and/or survey's
- Interpret and disseminate the findings to AAHB members

Kim noted that the first big task will be to determine if the organization's core values and mission statement need revision.

Core values, mission, vision, and strategic goals and objectives will all go flow through a similar process:

- The workgroup will develop a draft
- Feedback will be solicited from the Board and members
- The draft will be revised, if necessary, based on that feedback
- If appropriate, feedback will be sought on the second draft
- If necessary, the second draft will be revised again
- The final draft will be sent to the AAHB Board for a vote

Expectation Setting

The group discussed the following expectations they have of one another and of the consultant.

Expectations of one another:

- Frankness without taking things personally
- Transparency
- Confidentiality
- Listening

Expectations of the consultant:

- Keep the group moving along, productive, and focused
- Keep an open mind
- Question everything

Kim's expectations of the group:

- Actively engage yourself and others in the process
- Listen attentively
- Be open to the ideas and perspectives of others
- Search for common ground
- Use appreciative inquiry

Kim noted that she will share these at the beginning of each meeting as a reminder, and encourages everyone to participate in kindly holding one another accountable. We will revisit these in-depth next week in the event those absent have anything to add.

Communication Plan

Kim shared the communication plan with the workgroup:

- All materials (e.g., agendas, minutes, power points, survey's and results, etc.) will be posted to the Members Only section of the AAHB website
- Requests for member participation/feedback will be sent out via the AAHB listserv
- Important information (like final decisions made throughout the process) will be sent out via the listserv

Kim asked the group if they had any additional ideas for communicating to stakeholders. None at this time.

Questions and Homework

Kim asked the group if they had any questions at this time.

- Is there a way for a non-member on the workgroup to get access to the Members Only section of the AAHB website? Kim explained that there really is not a reason for non-members to need that access as she will be sending out all the same materials via email. However, if we find it to be necessary in the future, Kim will work with Joanne to figure out if this is a possibility.

- When is our next meeting? Meetings will be held weekly on Tuesdays from 1-2:30pm. There will not be a meeting on Tuesday, October 14th.

Kim explained that she will be emailing the group a series of documents workgroup members should review prior to our next meeting, along with some questions she'd like them to consider as they review the documents.