



Executive Board Meeting Minutes
July 13, 2020
2 - 4 p.m. ET

Call to Order and Roll Call

Chair Chris Chanyasulkit welcomed everyone and a quorum was established.

PRESENT

Pamela M. Aaltonen, PhD, RN
Melissa (Moose) Alperin, EdD, MPH, MCHES
Emily Bartlett, MPH
Donna K. Beal, MPH, MCHES
Georges C. Benjamin, MD
Charlene Cariou, MHS, CPH, CHES
Eldonna J. Chesnut, MSN
Chris Chanyasulkit, PhD, MPH
Betty B. Daniels, PhD, RN
José Ramón Fernández-Peña, MD, MPA
Sarah Gareau, DrPH, MCHES
Benjamin H. Hernandez, MBA
Jeanie L. Holt, MPH, MS
Diana Kingsbury, PhD
Megan Latshaw, PhD
Amy Lee, MD, MPH, MBA
Brittany Marshall, DrPH, CPH, CHES
Heather A. McCabe, JD, MSW
Linda Rae Murray, MD, MPH, FACP
Hope M. Rollins
Catherine (Cathy) L. Troisi, PhD
Deanna Wathington, MD, MPH, FAAFP

UNABLE TO PARTICIPATE

Lisa M. Carlson, MPH, MCHES
Rosie Mae Henson, MPH

I. Administrative Affairs - Chris Chanyasulikit, PhD, Chair

A. Approve the Meeting Agenda.

Motion: To approve the Executive Board July 13 meeting agenda.

Outcome: Approved by acclamation.

B. Consent Agenda

- Executive Board May Meeting Minutes
- New Agency Members
- Leadership Appointments

Motion: To approve the consent agenda.

Outcome: Approved by acclamation.

II. Discussion

A. Association Update - Georges Benjamin, MD, Executive Director

APHA IT & Operational Activities

Dr. Benjamin began his presentation by sharing that the contract of *AJPH* Editor-In-Chief Alfredo Morabia has been renewed for another five years. He then shared some system infrastructure improvements such as moving APHA to cloud-based servers, upgrading to Microsoft Office 365, monitoring auto-draft functionality, ensuring Payment Card Industry (PCI) compliance and enhancing the member experience on APHA websites. Members might find helpful now that there is a “donation memo” box on the website allowing donors to specify their donation to their chosen Section or activity. As staff continue to work remotely through Labor Day, the building is undergoing physical infrastructure improvements such as cleaning of HVAC ducts and upgrading of contactless appliances and bathroom facilities. As discussed in the previous Executive Board meetings, the 6th floor tenants have now moved out, and APHA’s real estate broker CRESA has begun working on the phase II plan, which is to market the listing, identify new tenants and negotiate the lease.

APHA Coronavirus (COVID-19) Update

Dr. Benjamin then updated the board on the Association’s COVID-19 activities relating to media and legislative advocacy. APHA continues to be interviewed by major news outlets and has become

the go-to public health source on social media platforms with about 1 million followers combined. In the second quarter alone, APHA had about 1.6 million visitors to its APHA websites. On advocacy efforts, APHA continues to advocate for public health funding in Congress, testify in congressional hearings, and advise on safe re-opening of workplaces and schools. APHA has also continued to hold public webinars on COVID-19, as well as a new series of webinars on health equity relating to racism and social determinants of health.

APHA 2020 Annual Meeting

Due to the ongoing public health risks of the pandemic, the 2020 Annual Meeting was decided to be held all virtual. Registration opened on July 7, and by the second day on July 9, 351 people had registered. APHA is negotiating settlements and attrition fees for all in-person reservations with San Francisco hotels and the Convention Center. At the end of his presentation, Dr. Benjamin took questions/comments from the board. Following are a sampling of the comments leading to a thoughtful discussion on the Annual Meeting topic:

- The online meeting is still going to cost APHA millions as there will be about 700 sessions of which 64 of them will be running concurrently at any given day during the Annual Meeting. There will be about 4,000 presentations including poster and roundtable sessions that need to be uploaded, and 446 exhibitor booths. All the presentations, sessions, online exhibitions and the quality control needed for a successful virtual Annual Meeting requires resources, robust technology, comprehensive technician support, and a lot of work by APHA staff.
- Additionally, one of the many values of attending APHA Annual Meeting is that participants can receive continuing education credits for free as 20.5 CE credits in one discipline are included in the registration fee.
- APHA Director of Conventions, Anna Keller noted that they are also rolling out a matchmaking service linking exhibitors with participants who have indicated interest in their services or products. This feature is one of many incentives for exhibitors to also participate in the virtual Annual Meeting.
- Poster and roundtable sessions will not have a live Q&A as these will be pre-recorded. All the oral sessions, including those pre-recorded, will have a live Q&A after each presentation.

In conclusion, now more than ever, APHA needs the support of everyone who cares about public health to participate in its 2020 Annual Meeting and to continue to be a member of APHA!

B. APHA Member Unit Effectiveness and Engagement Project Update – Payal Martin, MPH, Consultant and Managing Director, Brighter Strategies

Ms. Martin began her presentation by reiterating the objective of the project, which is to assess the composition, organizational structure, internal governance and operational process of APHA’s 39 member units, including the Student Assembly. The project will examine capacity, performance, motivation, learning, professional environment and member experiences and recommend how to organize member units to address the needs of APHA members while maximizing efficiency. This doesn’t include reviewing Caucuses, Affiliates, or internal staffing and is not a comprehensive infrastructure assessment.

The project timeline has four stages and is based on Falletta’s Organizational Intelligence Model. The project is currently in the second stage, which began following the November 2019 Annual Meeting and will stretch through the 2020 Annual Meeting. In this second stage, the consultants met regularly with the Advisory Committee, conducted a member survey and interviews, led 41 focus groups on specific topics and recently started working on Falletta specific focus groups.

Ms. Martin then discussed growth and development, a topic that consistently came up in the recent member focus group meetings. Key takeaways from the focus groups include that members want to have continued engagement and collaboration within and across member units/professions and local affiliates, as well as have more regional networking opportunities. Members also want to see more tangible value such as formal mentorship, certifications, scholarship opportunities, and workshops for CE credits, etc. At the conclusion of Ms. Martin’s presentation, many board members noted that they are excited to see the full result of the focus groups once the consultants have completed analyzing them.

C. Treasurer’s Update - Benjamin Hernandez, MBA, Treasurer

Eleven months into fiscal year 2020, APHA’s total revenue is \$15,633,619 (under budget by \$360,117) while total expenditures are \$15,208,745 (under budget by \$283,766). Mr. Hernandez noted that APHA projects to end FY 2020 with a loss of \$152,861 from operations including intermediate and long-term investments, while ending revenue is projected to be around \$262,211. In concluding his presentation, Mr. Hernandez informed the board that the accounting staff have started preparing materials for the yearly audit, which will begin the first week of August.

D. Joint Policy Committee Update - Amy Lee, MD, Education Board Chair & JPC Co-Chair, Diana Patel (Kingsbury), PhD, Science Board Chair & JPC Co-Chair, Rosie Mae Henson, MPH, Action Board Chair & JPC Co-Chair

Since the 2020 Annual Meeting will be virtual, the Joint Policy Committee public hearing will be held prior to the Annual Meeting so recommendations can be provided to the Governing

Council earlier than usual and allow members the opportunity to attend more than one hearing. As the logistics of the hearings are finalized, more information will be shared on the APHA website.

Dr. Kingsbury then shared that unfortunately there was one proposed policy statement submitted during the normal proposed policy statement cycle in February that appears to have been lost in the SPAM filter. Authors reached out to the JPC providing documentation of submission. The JPC subsequently agreed with the authors to facilitate an accelerated review process. The proposed policy statement, D4 — Strengthening the Dementia Care Workforce, was posted on the website, and member units were notified to review the proposed policy statement. Members were given until July 16 to review or comment, after which the Science Board and the JPC will complete their review and provide an initial assessment and comments to authors by July 31.

E. Strategic Planning Committee Update – Cathy Troisi, PhD, Committee Chair

Due to COVID-19, the committee has decided to focus on Leading Health Indicators and identify advocacy priorities that directly advance APHA’s 2030 challenge as outlined in the strategic plan. The committee polled committee members on its work plan and found that they want to engage in advocacy activities first and foremost. Hence, the committee plans to work with the Action Board, ISC and COA leaders and APHA government affairs staff to further its advocacy goals. Dr. Troisi was also excited to share an infographic guide that the committee developed on ways APHA leadership and members can engage in APHA public health advocacy priorities.

F. Membership Committee Update – Eldonna Chesnut, MSN, Committee Chair

The committee has been working on recruitment and retention efforts in all member categories, broadening membership among Generation Public Health, non-public health populations and minority institutions, and expanding CE & certified public health offerings as a free membership benefit. Ms. Chesnut then shared exciting recruiting initiatives led by APHA staff that have shown great results. For example, recent Facebook marketing ads led to 108 new APHA members, while targeted emails to lapsed members resulted in 204 membership renewals. These numbers reflect only those individuals who clicked on the marketing materials; the actual number of membership renewals through these marketing promotions might even be greater.

Ms. Chesnut then shared the committee’s new proposed Navigator Program for new members. This pilot program will pair new members with long-time APHA members who can mentor new members and show them ways to get involved at APHA, how to navigate the Annual Meeting, the APHA website, and email them resources. The objective of this program is to increase membership participation and help with retention.



G. Personnel Committee Update – Betty Daniels, PhD, Committee Chair

The committee recently worked on the Executive Director’s 360 evaluation questions, which would be sent to external reviewers and senior APHA management. Dr. Daniels then shared written comments that many board members have for Dr. Benjamin. The board is proud to see how well Dr. Benjamin has been representing APHA and all the work he has been doing to keep the organization strong!

Meeting Adjourned at 4:04 p.m.

The next meeting of the Executive Board will take place via Zoom on Monday, Sept. 14, 2020