



## Executive Board Chair Report to the Governing Council

### Chris Chanyasulkit, PhD, MPH, Executive Board Chair 2019-2020

This report provides a summary of the Executive Board's (EB) work since the 2019 Annual Meeting (2019 – 2020). The report has two primary sections.

1. *Executive Board Committees, Work 2019 – 2020*: The work of the eight Executive Board committees, which carry out the work of the Board, is summarized. Committee assignments were based on each member's committee preference, as well as the expertise and experience needed for each committee function or purpose. Most members serve on at least two committees; however, committee membership may be less for some members who have major responsibilities elsewhere in APHA given their leadership role. Staff liaisons are specifically named to recognize their positive support and contributions to committee work.
2. *Executive Board Actions*: Each member brings a valuable perspective to board discussions. Minutes from all Executive Board meetings are publicly available ([click here](#) to access) and were also distributed via e-mail to liaisons for wider dissemination throughout the year. Action items of the Executive Board meetings during the year are summarized.

#### I. *Executive Board Committees, 2019 – 2020*

##### 1. Committee on Social Responsibility

**Members:** Hope Rollins (Chair-CSR), Donna Beal (Chair-Development Committee), Eldonna Chesnut (Chair-Membership Committee), Tim Gibbs (CoA rep/2020), Marc Hiller (Ethics Section rep/2022), Kathy Lituri (ISC rep/2020), Brittany Marshall, Diana Patel, Georges Benjamin (ex-officio)

**Staff Liaison:** James Carbo, Torrey Wasserman

The Chair of the Executive Board appoints the CSR's Chair and members who are Executive Board members. The CSR Chair works with the Chair of the ISC, CoA, and Ethics Section to appoint additional representatives to the Committee. These representatives will each serve a three-year term. The CSR establishes a regular meeting schedule including meeting during the Executive Board's face-to-face meetings (i.e. meetings in January, May, and October/November) and ad-hoc meetings to serve the Association's needs. The Development Manager serves as the staff liaison to the CSR; when the Development Manager is not available, the Chief of Staff will serve as the staff liaison to the CSR.

The Committee on Social Responsibility (CSR) is a standing committee of the Executive Board. The CSR's primary purpose is to evaluate prospective corporate, foundation, organizational and individual donors to APHA and/or its Components (i.e., Sections, SPIGs, SA) and Affiliates to assure that the philosophies, missions, values, and practices of such entities are either shared, or at minimum not in conflict with those of APHA. In fulfilling its

function, CSR (1) creates, maintains, and modifies tools (e.g., APHA Guidelines for Gifts and Donations, evaluation tool template, etc.) to facilitate its evaluator processes; (2) collaborates with the Development and Finance and Audit Committees of the Executive Board; (3) and serves as a resource to APHA Components and Affiliates.

***Committee-related Outcomes:***

- CSR reviewed NuRx with a C rating. The company will be re-evaluated in 2022-2023 year. CSR reviewed GOJO with a C rating.
- Reviewed and revised the CSR tool for evaluations
- CSR reviewed the company evaluation template tool to determine if additional resources or edits were needed
- CSR reviewed past funding entities since 2006. The revised list will assist CSR/APHA in clearly identifying which companies should be re-evaluated based on upcoming Annual Meeting dates and locations, but also as a resource tool for the Development Committee and APHA for companies that were evaluated many years back.
- CSR Chair selected Marc Hiller (Ethics Section Rep/2022) to closely examine the CSR evaluation tool in alignment with the new APHA Code of Ethics. His report was shared at the August Committee meeting.

**2. Governance Committee**

**Members:** Deanna Wathington (Chair), Pam Aaltonen, Betty Daniels, Sarah Gareau, Diana Kingsbury and Georges Benjamin (ex-officio)

**Staff Liaison:** Asma Shethwala Yu

The committee monitors and evaluates Executive Board processes, governance, and accountability. The committee conducts evaluations of Executive Board meetings, reviews/reports the results back to the board and develops recommendations for improving board operations based on evaluation results. The committee develops recommendations for improving Executive Board operations, effectiveness, and efficiency. The committee develops and maintains an ethics guide including Executive Board Conflict of Interest policy and process and considers situations of actual, perceived, or potential conflicts of interest. In addition to the regular meeting schedule, the committee convenes when needed to address concerns about board operations referred to committee. The committee serves as an ethics review committee to hear and consider complaints expressed to or about Executive Board members.

Governance Committee meeting dates:

December 16, 2019  
January 13, 2020  
February 17, 2020  
April 20, 2020  
July 20, 2020  
August 17, 2020

***Committee-related Outcomes:***

- The committee first met on December 16, 2019, where it discussed survey results from the in-person Executive Board meeting in Philadelphia during the 2019 Annual Meeting. During the first meeting it re-evaluated how often the board needs to be surveyed and the purpose of the survey. The committee agreed to evaluate board meetings only when necessary.
- Post Executive Board meeting survey questions were restructured to two open-ended questions:

- Please describe the most productive aspects of the meeting. What do you feel was done well?
- What are your recommendations for improvement?
- As part of the onboarding/orientation packet of the newly elected and appointed board members, the committee discussed passing of knowledge of previous board accomplishments to the incoming board members. This can be disseminated through the President's report (which is submitted to and presented to the Governing Council).
- Proposed that at the first board meeting in January of each year, the board chair should announce key points of accomplishments from previous years as well as what to expect in the upcoming year.
- Discussed January 2020 Executive Board meeting survey feedback and proposed that the January board meetings should include advocacy and policy discussion with APHA government affairs and policy staff. Additionally, for future Executive Board in-person meeting at APHA HQ, board members will be asked to bring their own re-fillable water bottles. Other sustainable options were also discussed such as less paper printing.
- Discussed the Annual Meeting JPC mark-up executive session and decided that brief minutes should be provided to include the total for/against vote counts but would not include the names of the reviewers.
- Disseminated March 2020 Executive Board meeting survey questions which included a question on the May 2020 Executive Board meeting format in light of the COVID-19 pandemic. Results of the survey assisted in deciding the best course of action for the association and the board. A 2-day Zoom meeting was held in lieu of the in-person May Executive Board meeting.
- Revised the Executive Board handbook. Additionally, in consultation with the Membership Committee of the Executive Board, a paragraph on the Executive Board membership expectations was added in the handbook. The membership expectation is that all elected or appointed Executive Board members are required to have a current APHA membership. Executive Board members are also expected to be members of their local Affiliates. This expectation aligns with the requirement of APHA membership for all Affiliate leaders.
- At the conclusion of the July 13 Executive Board meeting, the committee sent out a survey to the board asking their input in two areas: 1) provide agenda topics to focus on at the 22-23 October, 2020 Executive Board meeting, and 1) share ideas on how to enhance and engage networking at the 2020 virtual Annual Meeting. The survey results were then shared with the APHA Convention's staff and Dr. Benjamin.
- The committee last met on August 17, 2020 to discuss and approve the two Development Committee proposals to be included in the Executive Board handbook. The proposals are as follows: 1) update the Development Committee composition and 2) implement a new give or get policy for the executive board. The two proposals were approved and will be updated in the Executive Board handbook.

### 3. Personnel Committee

**Members:** Betty Daniels (Chair), Pam Aaltonen, Charlene Cariou, Jose Ramon Fenandez-Pena, Linda Rae Murray, Georges Benjamin (ex-officio)

**Staff Liaison:** Ilka Cameron

The Personnel Committee's primary responsibility is conducting and overseeing the annual evaluation of the APHA Executive Director.

#### ***Committee-related Outcomes:***

- Reviewed the timeline for evaluation of Executive Director to better align with fiscal year and measurable goals within annual evaluation assessment document.
- Worked with Executive Director on goals for annual evaluation in Fiscal Year 2021.
- Developed a 360 evaluation process to include external and direct report personnel.

- Conducted annual evaluation of Executive Director, including Executive Director’s self-evaluation, direct report evaluation, external organization evaluation, and Executive Board members’ evaluation of Executive Director
- Will discuss annual evaluation results with Executive Board (scheduled for October 2020 Executive Board meeting)
- Committee Chair and Executive Board Chair will discuss results of the annual evaluation with Executive Director and request written response regarding feedback (scheduled October 2020)

#### 4. Development Committee

**Members:** Donna Beal (Chair), Sarah Gareau, Hope Rollins (Chair-CSR), Heather McCabe, Georges Benjamin (ex-officio), Benjamin Hernandez (ex-officio)

**Staff Liaison:** Torrey Wasserman

This committee oversees and advises on strategic development activities. The committee both informs the Executive Board of next steps while also engaging the Executive Board in supporting and expanding these efforts.

***Committee-related Outcomes:***

- Achieved 100% giving by Executive Board for the 8<sup>th</sup> consecutive year
- Engaged Board members in development and fundraising activities involving past APHA leadership
- Promoted giving by Governing Councilors
- Support pragmatic growth of APHA Planned Giving Program
- Discussed opportunities to enhance relationships with major donors (\$1,000+)
- Considered opportunities to further enhance development activities

#### 5. Strategic Planning Committee

**Members:** Cathy Troisi (Chair), Charlene Cariou, Betty Daniels, Jeanie Holt, Amy Lee, Suparna Navale, Jose Ramon Fernandez-Pena (ex officio), Georges Benjamin (ex-officio)

**Staff Liaison:** Susan Polan

The Strategic Planning Committee monitors ongoing processes and activities to support the vision and goals articulated by the APHA Strategic Plan. The Committee has an ongoing, active process to identify, prioritize and recommend actions related to the APHA Strategic Plan.

Please note that a more detailed report was provided to the Governing Council under separate cover from the Chair of the Strategic Planning Committee.

***Committee-related Outcomes:***

Note that a revised strategic plan was approved by the Governing Council at the 2019 Annual Meeting

- Reexamined strategic plan metrics, clarified language
- Finalized 2020 Strategic Planning workplan, concentrating on metrics that measure the health of the nation
- Determined which strategies we should focus on during pandemic to influence leading health indicators; decided upon “Identify and act on advocacy priorities that directly advance our 2030 challenge”

- Developed infographic helping APHA members encourage friends and family to advocate for public health
  - Shared with ISC, CoA, Executive Board, on APHA website, on social media #SpeakforHealth
- Held expanded meeting with Government Relations, Affiliate Affairs, ISC Liaison, and COA to discuss best ways to distribute information and increase involvement among members
  - Advocacy resources available on APHA website sent out to membership
  - State fact sheets, priority fact sheets, sample questions, Public Health on the Ballot
- Developed a list of advocacy activities that can be assigned in public health classes

## 6. Membership Committee of the Executive Board

**Members:** Eldonna Chesnut (Chair), Aaron Guest, Amy Lee, Brittany Marshall, Cathy Troisi, Jeanie Holt, Megan Latshaw, Moose Alperin, Titalayo Okoror, Georges Benjamin (ex-officio)

**Staff Liaison:** Fran Atkinson

The primary purpose of the committee will be to monitor, identify gaps, and provide guidance and feedback to APHA membership efforts, as it relates to specific Core Approaches, Strategies, and Tactics identified in the APHA Strategic Plan.

### *Committee-related Outcomes:*

- Added a representative from the Caucus Collaborative to the committee
- Due to COVID-19, staffing and budget issue, committee work such as reviewing the APHA discounted membership for Affiliates and their ability to join as agency members, and looking into joint membership with other associations similar to APHA was on hold for this year.
- Collaborated with staff on recruitment and retention efforts in all members' categories, broadening membership among Generation Public Health, non-public health populations and minority institutions, and expanding CE & certified public health offerings. These webinars, etc. were planned as a free membership benefit and as revenue generator promoted to non-members. With COVID-19 all webinars were free to all, but the committee feels there was still a great member benefit and potentially helped to gain new members or at least make more people aware of who and what APHA is.
- Monitored growth in Schools of Public Health and Agency membership and discussed how this program could be changed/improved.
- Worked collaboratively with the Committee on Membership to address areas of challenge and areas for improvement. COM is working on SWOT analysis and has created a sub-committee to do a deeper dive into the data.
- Created surveys to student bulk members and the administrators for the purpose of learning more about the perceived value, strengths, and weaknesses of this program. This project will carry over to next year due to COVID time restrictions.
- Proposed a new Navigator Program for new members. The 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. Additionally, the way new and renewing members receive membership information may change to be more effective and useful.
- Created template letters to be used by Section Chairs and Affiliate presidents for recruiting purposes to encourage section members to join their affiliate and affiliate members to join APHA and sections. The letters are signed by Dr. Benjamin and are made to be co-signed by chair/president.

## 7. Finance and Audit Committee

**Members:** Benjamin Hernandez (Chair), Moose Alperin, Heather McCabe, Linda Rae Murray, Georges Benjamin (ex officio)

**Staff Liaison:** Kemi Oluwafemi

*Please note that a more detailed report is provided to the Governing Council under a separate section from the APHA Treasurer.*

The Finance and Audit Committee, with the support of APHA staff, works to accomplish the financial goals set forth in the APHA Strategic Plan. This work includes, but is not limited to: budget process oversight, regularly monitoring budgetary activities, audit process oversight, and financial policies oversight.

### ***Committee-related Outcomes:***

- As approved by the board, APHA applied for the Paycheck Protection Program loan to offset major financial deficit due to COVID-19.
- The committee worked on monthly financial numbers and compiled budget and expense reports for the Executive Board's approval. The board approved the fiscal year 2021 hybrid budget with proposed revenue of \$14,590,192 and \$16,974,860 in proposed expenses. APHA will access its reserves to cover the expenses as needed.
- The committee also worked on preparing financial documents for the audit process. APHA closed fiscal year 2020, ending in June 30, 2019, with a positive change of \$764,729 in net assets. The positive change will help somewhat offset the proposed negative change in net assets for fiscal year 2021 which is predicted to be in negative \$2,384,668 from operations.

## 8. Executive Committee

**Members:** Chris Chanyasulkit (Chair), Pam Aaltonen, Lisa Carlson, Deanna Wathington, Benjamin Hernandez, Linda Rae Murray, Jose Ramon Fernandez-Pena, Georges Benjamin (ex officio)

**Staff Liaison:** Asma Shethwala Yu

The Executive Committee is empowered by the Executive Board to carry out the Board's business on the months when the Executive Board does not have a scheduled meeting.

The Executive Committee convened two times this year:

- January 15, 2020: Approved selection site and dates for 2027 (Philadelphia) and 2028 (Denver) Annual Meeting.
- April 7, 2020: Approved APHA to apply for the Payment Protection Program Loan.

The Executive Board Chair, Vice Chair, and Executive Director held monthly conference calls.

## II. ***Highlights from Executive Board Meetings***

During the year, the Executive Board held one i-person meetings (January) and conference calls March, May, June, July, and September). The Board will have its next Board meetings on October 22<sup>nd</sup> and 23<sup>rd</sup> before the start of the APHA Annual Meeting. Executive Board meeting minutes can be found at this [link](#).

Throughout the year, the Executive Board approved agency memberships, leadership appointments, and held executive sessions as necessary.

Some highlights of the meetings held to-date are:

#### October/November Meeting

- Approved spending authority with a maximum cap of \$250,000 over the next two years for a board mandated member unit effectiveness project.
- Board members encouraged to attend and promote the APHA Policy Action Institute event in February 12, 2020 in Washington, D.C.

#### January Meeting

- Board discussion of the Executive Board-mandated internal restructuring process conducted by Brighter Strategies. An advisory committee has also been established.
- Board members encouraged to read the Public Health Code of Ethics, disseminate it, and utilize it as much as they can.
- Board members encouraged to join a team for APHA's Billion Steps Challenge, which culminates during National Public Health Week.

#### March Meeting

- Approved – APHA Member Code of Conduct Policy document
- Governance Committee discussed the Annual Meeting Joint Policy Committee (JPC) mark-up executive session and decided that moving forward, brief minutes should be provided to include the total for/against vote counts for a policy statement that is being reviewed
- Discussion and continued recommendations by a majority of the Executive Board members for an emphasis on environmentally conscious practices for board meetings
- Encouraged wide participation in National Public Health Week activities
- Board robustly discussed COVID-19, how the pandemic is evolving, the nation's response and how it would impact APHA's in-person meetings, investments, finances, and the Annual Meeting

#### May Meeting

- Approved - the following expectation in the Executive Board handbook: "All elected or appointed Executive Board members are required to have a current APHA membership. Executive Board members are also expected to be members of their local Affiliates. This expectation aligns with the requirement of APHA membership for all Affiliate leaders."
- Approved - To develop and begin the process of inviting non-Executive Board members to participate in the Development Committee of the Executive Board
- Board members encouraged to continue to use and promote the #SpeakForHealth tools available on the APHA website

#### June Meeting

- Discussed and approved – Fiscal year 2021 hybrid budget

#### July Meeting

- With the 2020 Annual Meeting to be held all-virtual, continued discussion regarding APHA's preparations as it translates to the virtual platform.
- Discussed Joint Policy Committee plans on public hearings and proposed policy statement reviews.
- Consultants working on the Member Unit Effectiveness and Engagement Project (MUEEP) discussed with the board key takeaways from the member focus group meetings, surveys and interviews.

### September Meeting

- Approved the Legislator of the Year Award which will be given to the Honorable Nancy Pelosi.
- Discussed two APHA Section name changes; the Podiatry Section and the School Health & Education Services Section. The board considered the cost, staff time and the ongoing process of the Member Unit Effectiveness and Engagement Project (MUEEP) and agreed that it may be more appropriate to wait on changing names for any Sections until the project is over.
- Board members encouraged to share among their peers the ‘[Public Health on the Ballot](#)’ (guide for voters to make informed public health decisions during this election cycle) and the [Action Alerts Infographic Guide](#).
- Approved the Give or Get Policy (for details refer to the September 2020 Executive Board minutes)

### Anticipated Items for upcoming October 22-23 board meeting

- Presentation on MUEEP from external consultants.
- Continued discussions on Annual Meeting preparations for APHA’s first all-virtual Annual Meeting.
- Presentation from the *American Journal of Public Health (AJPH)* Editor-In-Chief and the Editorial Board Chair.
- Presentation from the Executive Director of Council on Education for Public Health (CEPH)

### Summary

The COVID-19 pandemic challenged the Board, the Association, staff, members, and overall operations, particularly, as related to the 2020 Annual Meeting in countless ways. Adapting to doing things differently in ever-changing and tumultuous environments while working hard to improve the health of the Association, became the mission of the Executive Board, Dr. Benjamin, staff, and members. But, as with all work the board previously undertook, each board member dug in and worked harder – realizing that “For Science. For Action. For Health.” means more now than ever before. Board member decisions were made after careful and deep discussions with the never-wavering commitment to how to best support members, Components, Affiliates, and staff.

As we head into the 2020 Annual Meeting and the 2020-2021 Executive Board continues this critical work, I know that the Board will continue to leverage our work to support existing partnerships, build new relationships, and inspire, motivate, and guide the Association’s work in building the healthiest nation in one generation.

Beginning my APHA involvement as a Student Assembly member, I never would have thought I could serve on the Executive Board, but I am forever thankful to Governing Councilors for the ability to do so. As the daughter of immigrants, a mother of three young children, a woman, and a public health advocate, I am exceptionally grateful for our Association’s membership and their valuable contributions, expertise, and time in advocating for the health of ALL communities. I am honored and forever appreciative to so many to serve as Chair of the Executive Board with colleagues and staff who stand by the mission and vision of APHA, work tirelessly to improve the health conditions for all, but especially our most vulnerable, ask tough questions and raise concerns in a respectful, thoughtful, and kind manner, and do it all with an infectious joy and passion for public health.

I am sad that my term on the Board ends when this 2020 APHA Annual Meeting concludes, but I look forward to continued involvement throughout the Association and with the APHA Publication Board. I will forever work hard, no matter the role, in standing up for and voting “For Science. For Action. For Health.”

Walt Disney once said that “If you can dream it, you can do.” Dreaming and working for a brighter future for so many during these dark days, I look forward to the 2020 Annual Meeting, to a healthier 2021 for our world, to celebrating our Association’s 150<sup>th</sup> Anniversary in Boston, to bringing everyone (especially non-traditional

partners) into our collective efforts in public health, and, of course, to “speaking for health” with each and every one of you!

Respectfully submitted,  
Chris Chanyasukit, PhD, MPH  
Executive Board Chair, 2019 – 2020