



Executive Board Chair Report to the Governing Council

Deanna Wathington, MD, MPH, Executive Board Chair 2020-2021

This report provides a summary of the work of the Executive Board during the time period since the 2020 Annual Meeting. The report has two primary sections.

1. Executive Board Committees – Summary of Work 2020-2021:

The work of the eight committees of the Executive Board is summarized in this section. Committee composition is determined by EB member committee preference, along with recognition of the expertise and experience necessary for optimal committee function. Staff liaisons are acknowledged and named to ensure recognition of their support, guidance, and role in the continuity of knowledge and purpose for each committee.

2. Executive Board Actions - Summary of Action Items 2020-2021:

Highlighted action items of the Executive Board are summarized in this section. For reference, minutes from all Executive Board meetings are publicly available and were also distributed via email to liaisons for dissemination to their respective constituencies during the course of the year.

I. Executive Board Committees

1. Development Committee

Members: **Donna Beal – Chair**, Sarah Gareau, *Chair-CSR Committee*, Hope Rollins, *Chair-Personnel Committee*, Sami Xu, *Chair-Student Assembly*, Emily Barlett, *Student Assembly Representative*, Benjamin Hernandez, *Treasurer, ex-officio*, Georges Benjamin, *Executive Director, ex-officio*

Staff Liaison: Torrey Wasserman

Purpose: The Development Committee collaborates with the Finance and Audit Committee and the Committee on Social Responsibility. The committee is a resource to APHA staff who will do most of the day-to-day fundraising activities of the Association. Development Committee responsibilities include, but may not be limited to:

Committee Outcomes 2021:

- Development Committee finalized its expansion of up to four additional members and a flexible recruitment strategy. The committee recruited Emily Bartlett, who joined the committee in June 2021, for a three-year term concluding at the end of the APHA 2023 Annual Meeting.
- Promoted leadership giving and engagement of APHA leaders in development activities, (as of Aug. 31, 2021):
 - Executive Board: 24 of 24 (100%) leaders donated
 - Governing Council: 98 of 301 (32.6%) leaders donated
 - Non-voting status: 29 of 89 (32.6%) leaders donated
 - Voting status: 71/212 (33.5%) leaders donated
 - Presented opportunity for Board members to participate in a social media fundraising campaign during NPHW 2021. Created a reference document containing daily sample social media posts and images for Facebook, Twitter and Instagram.
 - Presented at the Governing Council Midyear call on 6/12/21 and debuted the new Planned Giving video created by Development Committee member, Hope Rollins.
 - **View video at URL:** <https://youtu.be/Yc3TrHXcivY>
 - The Development Committee developed a one-page reference document to help give leaders quick and attainable activities to help support fundraising effort
 - **Develop 150th Anniversary Fundraising strategy** - APHA staff will work with the Communications colleagues to develop a complementary fundraising campaign in celebration of the APHA 150th Anniversary.
- Supported pragmatic growth of APHA Planned Giving Program - Executed a Planned Giving educational series for Board members with the intent of enhancing financial literacy and helping members become ambassadors of this program. Topics included:
- Maintain opportunities to enhance relationships with major donors (\$1,000+)
 - APHA Executive Board is hosting a luncheon as part of APHA 2021 to celebrate donors and supporters of the Association.
 - APHA will host a Donor Lounge at APHA 2021 for donors.
- Integration of Giving Fuel online donation software.
 - To enhance the donation process, APHA staff are in the process of integrating a new online donation software program. The program will allow for Giving Fuel which will allow APHA to accept recurring donations, tribute donations (in memory of/in honor of), among other enhancements. The team is working to get the new system available to APHA volunteer leadership as soon as possible and will keep Member Unit leaders apprised of significant developments.

2. Committee on Social Responsibility

Members: Sarah Gareau - Chair, Donna Beal *Chair Development Committee*, Brittany Marshall, *Elected Member*, David Reyes, *Elected Member*, Ann Dozier, *ISC Rep to CSR* Melissa Ontiveros *CoA Rep to CSR*, Aaron Guest *Governing Council Speaker*, Marc Hiller, *Ethics Section Rep*, Georges Benjamin, Ex-Officio

Staff Liaison: Torrey Wasserman

Purpose: 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 templates, 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 2021:

- Evaluate prospective company and corporate foundations based on real-time business needs of APHA - Streamlined the evaluation process -use abridged evaluation tool .
- CRS approved: Thermo Fisher Scientific, Becton Dickinson Foundation/ BD Corporation, Biogen Foundation/Biogen, and Kaiser Foundation Health Plan/ Kaiser Foundation Hospitals as presented by the respective evaluation teams.
- CSR approval pending: Moderna (will be presented Oct 1 by Ann Dozier and Marc Hiller)
- CSR created a one-page document highlighting the CSR charge and purpose. Torrey Wasserman coordinated with Component and Affiliate Affairs staff colleagues to share this document on the APHA Leaders' Corners and Affiliate Board. Ann Dozier and Melissa Ontiveros shared with ISC and CoA, respectively.
- Best Practices and Tools: It was recommended that leadership be informed where the CSR documents can be assessed on an ongoing basis and that the CSR tools and video presentations be shared at the Affiliate new leader orientation in January.
- CSR Chair to worked with CoA leadership to identify respective successors to assume three-year terms beginning Oct. 29, 2019 concluding Nov. 15, 2023. Ann Dozier and Melissa Ontiveros are both serving terms through 2023.

3. Strategic Planning Committee

Members: **Cathy Troisi – Chair**, Oscar Alleyne *Elected Member*, Charlene Cariou *Elected Member*, Shontelle Dixon *Education Board Chair*, Anne Dressel *Action Board Chair*, Jeanie Holt *Membership Committee Chair*, Georges Benjamin *Executive Director ex-officio*

Staff Liaison: Regina Moss-Davis, James Carbo

Purpose: 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.

Committee Related Outcomes 2021:

- Clarified that the strategic plan is for the whole organization
- Clarified that goals and objectives should be SMART and something we can influence directly (LHEs are influenced indirectly and long-term so they don't make good goals/objectives or measures)
- Discussed how MUEEP should be integrated into the new strategic plan
- Did great work around advocacy – made it more visible, more articulated, more approachable
- Visibility and communication of the plan was also a success - increased this year with reports to Executive Board and GC)
- Along with Action Board, developed an advocacy curriculum that can be used in the classroom and posted this on the APHA website https://www.apha.org/-/media/Files/PDF/advocacy/SPEAK/210915_APHA_Advocacy_Curriculum.ashx

Recommendations for the 2022 Strategic Planning Committee:

- ❖ Follow a timeline that includes process evaluation for development and implementation of the new strategic plan (this will also contribute to institutional memory about the planning process for 2026) – we are working on a proposed timeline to present to the Board at the annual meeting.
- ❖ Ensure that the new strategic plan objectives are based on outcomes APHA can directly influence.
- ❖ Ensure that data gathered for MUEEP is used for developing the new strategic plan; utilize resources to gather info to fill in the gaps, such as from Affiliates, Sections, and Caucuses
- ❖ Executive Board members should discuss the new strategic plan with the sections/affiliates to which they are liaisons, helping them design their own strategic plans within the framework of the new plan. Member units should report back their strategic plans to the Executive Board.
- ❖ Determine how to integrate recommendations from sections/affiliates into annual updates to the strategic plan and in next (2027) strategic plan.
- ❖ Make sure there is some continuity on the strategic planning committee membership each year.

4. Membership Committee

Members: Jeanie Holt - Chair, Brittany Marshall *Elected Member*, Jeffrey Hall *Science Board Chair*, Nandi Marshall *Elected Member*, Rachael Reed *ISC Chair*, Teresa Garrett *Council of Affiliates Chair*, Suparna Navale *COM Chair*, Titalayo Okoror *Caucus Collaborative*, Georges Benjamin *ex-officio*

Staff: Fran Atkinson, Nancy Sherwood, Marsha Brome-Wimberly, Demond McWilliams

Purpose: 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 2021:

- Individual members of the Committee served in a variety of capacities in the MUEEP project. These members kept the full Committee informed of the work and took Committee feedback to the wider MUEEP project to ensure that membership perspectives and needs were addressed.
- Completed an evaluation of the Student Bulk Membership pilot program in time for Governing Council review at Annual Meeting 2021. Governing Council will be asked to approve the recommendations of the report which include making the program a permanent part of APHA's membership programs and streamlining and expanding the program.

5. Governance Committee

Members: Lisa M Carlson - Chair, Charlene Cariou, Cathy Troisi, E. Oscar Alleyne, Nandi Marshall

Staff Liaison: Asma Shethwala Yu

Purpose: The committee monitors and evaluates Executive Board processes, governance, and accountability. 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. The committee serves as an ethics review committee to hear and consider complaints expressed to or about Executive Board members

Committee Related Outcomes 2021:

- The committee first met on December 4, 2020 to review its work plan, discuss survey results from the Oct. 22-23, 2020 Executive Board meeting and the 2020 exiting board member interviews. From the survey feedbacks, the committee suggested to include an unstructured time on the January 2021 board meeting agenda and to shorten the fiduciary presentation to no more than 30 minutes. These feedbacks were shared with Dr. Benjamin, the board chair and the vice chair and were implemented in the agenda.
- The committee met during the committee breakout sessions at the January 10 board meeting to briefly discuss the committee chair's brief presentation to the board. Ms. Carlson reminded the board about the mentor/mentee responsibilities, the post board meeting survey, the board handbook and the ISC-CoA liaison document.
- The committee met on July 19 to discuss and approve the 2023 and 2024 Executive Board dates as well as adding an official Executive Board meeting on the last Wednesday of each Annual Meeting from 11-1:30 p.m. At this Wednesday meeting the new cohort of Executive Board members will meet for the first time and introduce themselves, go over orientation materials such as board goals for the next year, committee assignments and dates, conflict of interest forms etc. This new Executive Board meeting will allow board members to hit the ground running as oppose to waiting until the 2nd week of January to get started.

- The committee unanimously approved to revise its work plan regarding the surveys. The committee decided it does not need to survey Executive Board members on the two standard questions of what went well and suggestions for improvement after every Executive Board meeting, instead surveys should only be conducted when a specific information is needed (i.e., Annual Meeting, logistical information, feedback on a specific presentation etc.) as advised by the Executive Director, the chair and/or the vice chair. Also, to be efficient and effective, the committee decided with the support of the Executive Director that the committee doesn't need to meet monthly, only when it is tasked to work on a specific issue by the board, the Executive Director, the chair, or the vice chair.

Recommendations for the 2022 Governance Committee:

- ❖ The committee can investigate if there has been effective communication by board members with their Section liaisons and regional representatives and vice-versa,
- ❖ The committee should ask the liaisons and the regional representatives what they want to see from Executive Board members.
- ❖ Work with the Executive Director and the chair to investigate restructuring of other Executive Board Committees if needed.

6. Personnel Committee:

Members: Hope Rollins - Chair, Jose-Ramone Fernandez-Pena (President), Lisa Carlson (Past President), Kaye Bender (President Elect), Heather A. McCabe, Georges Benjamin (Executive Director, Ex-Officio)

Staff Liaison: Ilka Cameron

Purpose: This committee evaluates the Executive Director's performance and periodically assesses staff attitudes and perceptions about the quality of work life in the organization.

Committee Related Outcomes 2021

- Performance Goals identified, reviewed and approved by Personnel Committee
- Completed Mid-Year Review and received recommendations from the Executive Board. Implemented modifications to the Executive Director Goals
- Annual Review on schedule for completion prior to Annual Meeting and will revise Performance Plan as needed
- Staff Appreciation Event -Completed a video montage and Kudos Board recognition of APHA Staff. Personnel Committee members additionally wrote personalized mailed cards to APHA staff.

7. Finance Committee

Members: Benjamin Hernandez – Chair, Heather Walter-McCabe, M. Aaron Guest, José Ramón Fernández-Peña, Kaye Bender, Georges Benjamin

Staff Liaison: Kemi Oluwafemi

Purpose: 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.

PLEASE NOTE: *a more detailed report is provided to the Governing Council under a separate section from the APHA Treasurer.*

Committee Related Outcomes 2021:

- 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 2022 budget with proposed revenue of \$15,734,349 and \$18,310,097 in proposed expenses. APHA will access its reserves to cover the expenses as needed.

8. Executive Committee

Members: Deanna Wathington- Chair, Donna Beal *Vice Chair*, Jose Ramon Fernandez-Pena *President*, Lisa Carlson *Immediate Past President*, Benjamin Hernandez *Treasurer*, Georges Benjamin *Executive Director ex-officio*

Staff Liaison: Asma Shethwala Yu

Purpose: 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.

Committee Related Outcomes 2021

- The committee met twice this year on September 7 and 20 to discuss APHA 2021 Annual Meeting in-person and virtual options and how to best execute the Annual Meeting as safely and effectively as possible.

II. **Highlights from Executive Board Meetings – Executive Board Actions**

During the year, the Executive Board held virtual meetings throughout the year (January, March, May, June, July, and September). The Board will have its next Board meeting on October 21nd and 22rd, 2021 before the start of the APHA Annual Meeting. Executive Board meeting minutes for this year can be found on the [APHA Executive Board Minutes webpage](#).

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

Some highlights of the Board actions to-date are:

- Approved APHA's fiscal year 2020 audit report
- Approved the fiscal year 2022 budget
- Approve adoption of the 10 priorities as the key areas of focus for enhancing APHA member experience and value. These priorities were brought to the Board by the Member Engagement Feasibility and Priority Committee (the committee was charged with prioritizing the 35 recommendations submitted by Brighter Strategies secondary to the MUEEP process).
- Approved APHA's Bylaws Committee to accept amendments to the APHA's Bylaws (The Committee on Bylaws recently adopted a formal process for how Bylaw's suggestions are received and processed, thereby ensuring more oversight on the proposed Bylaw change)
- Approved the name change of the Veterinary SPIG
- Approved Executive Board dates for 2023 and 2024 and adding an Executive Board meeting on the last day of the Annual Meeting for the new board cohorts.

Final Notes from the Executive Board Chair:

The Association, the Governing Council and the Executive Board, the Association, the staff, the communities/components, and their respective members have weathered yet another year of the COVID-19 pandemic. This year the value of the work our members engage in to protect the public's health proved vital, regardless of the external level of appreciation for it.

It has been my distinct pleasure and a true honor to serve with this incredible and dedicated group of public health leaders and the phenomenal APHA staff. During this difficult year for our profession, I have been reinvigorated by the tireless commitment of our entire APHA community to upholding our foundational tenets. We are and have been the role models for science, action, and health. We have provided space for conversation, debate, and resolution while holding fast to our deep knowledge of science and our mindfulness that we are leading the way. And so, as I leave the role of chair, I sincerely thank all of you for your steadfastness and for the continued service, research, education, and care you have provided to our nation's communities. I thank you for striving to protect our population from the myriad of health threats we have tackled for decades and those that have newly presented themselves. I thank you; I will continue to stand with you, and I wish you sustained health, fortitude, and peace.

I look forward to our 150th Anniversary Year and to honoring the legacy of our Association. I hope that we will be able to join across multiple venues to celebrate our remarkable past, our challenging present, and our limitless future. E pluribus unum – we cannot be broken, we stand together. Many voices, many thoughts, many talents – united in one force for health.

Respectfully,

Deanna Wathington, MD, MPH
Executive Board Chair 2020-2021