



Executive Board Meeting Minutes

Washington, D.C., January 10 – 12, 2016

Chair, Lynn (Bethel) Short, RDH, MPH

IN ATTENDANCE

Pamela M. Aaltonen, PhD, RN
Gail Bellamy, PhD
Georges C. Benjamin, MD
Martha Dewey Bergren, DNS, RN
Kevin T. Borrup, JD, MPA
Chris Chanyasulkit, PhD, MPH
Eldonna Chesnut, MSN, BSN, RN
Richard J. Cohen, PhD
Ayman El-Mohandes, MD, MBBCh, MPH
José Ramón Fernández-Peña, MD, MPA
Barbara E. Giloth, DrPH, MPH
Julie Graves, MD, PhD, MPH
Ella Greene-Moton
Marc Aaron Guest, MPH, MSW
Jeffrey S. Hallam, PhD
Benjamin H. Hernandez, MBA
Camara P. Jones, MD, PhD, MPH
Resa M. Jones, PhD, MPH
Shiriki K. Kumanyika, PhD, MPH (via telephone)
Barbara Levin, MD, MPH
Suparna Navale, MPH, MS
Elena Ong, PHN, MS
Thomas C. Quade, MPH, MA
Lynn Ann (Bethel) Short, RDH, MPH

APHA STAFF

Susan Polan, PhD
Regina Davis-Moss, PhD
Kemi Oluwafemi, MBA, CPA
James Carbo
Deborah Dillard
Terri Wright, PhD
Torrey Wasserman
Ellen Galant

Sunday, January 10, 2016

Call to Order – Lynn Bethel Short, RDH, MPH, Chair

The meeting was called to order by Lynn Short, chair of the Executive Board. Ms. Short welcomed the board to the first meeting of 2016 and asked members to introduce themselves. At the conclusion of the introductions, the chair introduced the first agenda item.

Approval of the meeting agenda and consent agenda – Lynn Bethel Short, Chair

The Chair called for a motion to approve the agenda for the January 2016 Executive Board Meeting. The motion was moved and seconded and a vote was called.

Motion:	To approve the January 10 – 12, 2016 Executive Board meeting agenda.
Outcome:	Approved by acclamation.

The Chair presented items on the consent agenda. Items on the consent agenda included:

- Approve the October 2015 Executive Board meeting minutes.
- Appoint the APHA Parliamentarian:
 - Greg Ulrich, JD, for one year (term to expire in 2016).
- Approve the Governing Council Seat Allocation.
- Leadership appointments:
 - Justin Moore, PhD, MS, FACM, as Vice Chair of the *American Journal of Public Health* Editorial Board (term to expire in 2016).
 - Derek Falk, MSW, MA, as a member of the Action Board representing the Public Health Social Work Section (term to expire in 2017).

After a brief discussion concerning the parliamentarian the chair called for a motion to accept the consent agenda. The motion was moved and seconded, and a vote was called.

Motion:	To approve the consent agenda: The October Executive Board meeting minutes, the parliamentarian for 2016, Governing Council seat allocations and leadership appointments.
Outcome:	Approved by acclamation.

At the conclusion of the vote, the Chair moved to the next agenda item.

Understanding APHA’s Financial Profile – Kemi Oluwafemi, MBA, CPA, Chief Financial Officer

Ms. Oluwafemi welcomed new and returning Executive Board members and explained that her presentation would be broken down in to three parts. The first part was an introduction to APHA’s budget process, the second part addressed APHA’s monthly financial statements (how to read the information) and the final part touched on the audit process and role of the Finance and Audit Committee.

Ms. Oluwafemi explained that APHA uses zero based budgeting to create the annual budget, which means that each year APHA has to justify each revenue stream that we are going to raise. Each budget manager meets with the Executive Director, Chief Financial Officer and Chief of Staff to present their financial plan for the upcoming budget year. She said that APHA has five sources of revenue, membership (17%), conventions (37%), publications (18%), grants and contracts (25%) and other (3%).

She said the Finance and Audit Committee will review and approve the FY 2017 budget in April, and the Treasurer will present the final budget to the board at the May meeting for their approval. Ms. Oluwafemi distributed the FY 2016 budget booklet so that board members could become familiar with the document in advance of the May meeting.

Ms. Oluwafemi distributed a book entitled *Understanding Nonprofit Financial Statements* to all new board members and then explained how to read APHA's monthly financial statements. She explained that APHA employs the accrual accounting method, and discussed transaction recognition and how that affects the association's bottom line.

Ms. Oluwafemi then outlined how to read APHA's monthly financial statements. She introduced the statement of activities (income statement) and the statement of financial position (balance sheet). She said that APHA maintains three funds; operations which are unrestricted; temporarily restricted by use or time; and permanently restricted, which includes endowments.

She concluded her presentation by discussing the annual audit and outlining the roles and responsibilities of the finance and audit committee. Ms. Oluwafemi said that APHA is required to have an A133 audit, which will take place in August and September. The Finance and Audit Committee will accept the audited financial statements in October, and the audit will be presented to the Executive Board at the October meeting.

Ms. Oluwafemi answered questions throughout the presentation. Hearing no further questions or comments related to the presentation, Ms. Short thanked Ms. Oluwafemi and called for a brief recess.

At the conclusion of the recess, Chair Short introduced the next agenda item.

Responsibilities of Nonprofit Directors and Officers – Jackie Henson, JD, Ober Kaler Grimes & Shriver

Chair Short recognized Jackie Henson of the Ober Kaler Grimes & Shriver law firm located in Washington, D.C.

Ms. Henson thanked Ms. Short for inviting her back to present to APHA's Executive Board and introduced her presentation entitled "Responsibilities of Nonprofit Directors and Officers." Her presentation touched on the following subjects:

- What does nonprofit law currently require of APHA directors and officers?
- What is good governance practice for APHA's directors and officers?
- How can an APHA director or officer protect himself or herself from liability?

Ms. Henson answered questions throughout her presentation. Questions ranged from defining the roles of the Chair of the board, the President of the association and the Executive Director to APHA's directors and officers liability insurance.

Hearing no further questions or comments related to the presentation, Chair Short thanked Ms. Henson and introduced the next agenda item.

Incorporating APHA's Strategic Plan into Committee Work Plans – Resa Jones, PhD, MPH

Dr. R. Jones briefly discussed the history of the strategic plan, touching on the strategic map, the eight strategies and the 28 tactics. She asked Executive Board members to align the work of their committee to the strategies and tactics so the strategic planning committee can start thinking about work activities and oversight that each committee has in relation to the strategic plan.

She said the exercise will also help the Strategic Planning Committee to realign work that's being done that doesn't fall in line with the strategic plan. She then shared an example of a completed worksheet with the board.

At the conclusion of her remarks, Dr. R. Jones answered questions pertaining to the worksheet.

Hearing no further questions or comments, Chair Short thanked Dr. R. Jones and made several housekeeping announcements. She then asked the members of the Strategic Planning, Finance and Audit and Governance Committees to meet to discuss their workplans.

The meeting was adjourned until Monday, Jan. 11.

Monday, January 11, 2016

Call to Order – Lynn Bethel Short, RDH, MPH, Chair

The meeting was called to order by Lynn Short, Chair of the Executive Board.

Ms. Short began the day by summarizing Sunday's meeting and asked board members who weren't present on Sunday to introduce themselves. Chair Short then discussed her goals/expectations for the 2015 – 2016 Executive Board. Her goals include:

- 100% participation in APHA advocacy efforts including APHA Action Alerts and Hill visits in May.
- Extending a hand to our membership – talk with members, invite members to committee meetings, receptions, notify affiliates of what EB members are in their affiliate/region and attend/participate in affiliate functions.
- Increase the culture of giving throughout the entire membership, not just the leadership.
- Tracking ideas that are suggested throughout the year and reporting on the outcome of the ideas/suggestions.

She talked about committee responsibilities, mentorships between new and returning members of the board, what it means to be a liaison to an APHA Component/Affiliate, the 2016 meeting schedule and her goals for the Executive Board.

Executive board member Benjamin Hernandez, MBA, was asked to serve as the keeper of the agenda parking lot for 2015 – 2016. Chair Short thanked Executive Board members for their commitment to APHA and moved to the next agenda item.

Approval of the APHA Conflict of Interest Form – Lynn Bethel Short and Pam Aaltonen, PhD, RN

Ms. Short briefly discussed the purpose of conflict of interest form and turned the discussion over to Dr. Aaltonen.

Dr. Aaltonen explained that an Ad Hoc Committee of the Board was formed in 2015 because of an inquiry regarding the Association’s conflict of interest policy and the feeling that it didn’t go far enough. There were also questions raised about potential conflicts with individuals in APHA leadership positions. She went on to say that the form is designed to have individuals report potential conflicts, and that having a conflict does not prohibit anyone for applying for and serving in an APHA leadership position.

Dr. Aaltonen said that when the Executive Board met in October 2015 they asked that a few changes be made to the document. The most notable change was expanding the list of individuals who are expected to sign the COI form to Chairs of Sections, SPIGS and Forums as well as the Chairs of APHA-wide Committees and Boards. She said the requested changes have been incorporated into the form and APHA’s lawyers have reviewed the policy. Dr. Aaltonen then said that once the Executive Board approves the document they will be asked to sign and return it to the Chief of Staff.

Executive Board members then had a robust discussion related to the form and at the conclusion of the discussion Chair Short called for a motion to accept the conflict of interest document. The motion was moved and seconded, and a vote was called.

Motion:	To accept the conflict of interest policy.
Outcome:	Approved by acclamation.

Chair Short then explained that the policy would be uploaded to the APHA website and that leaders will need to sign and return them to staff. Ms. Short then introduced the next agenda item.

Report of the Governing Council – Barbara Giloth, DrPH, MPH

Dr. Giloth shared that she’ll be meeting with staff to discuss her thoughts related to the fall meeting of the Governing Council. She said she was pleased by the number of Councilors who completed the meeting evaluation. Dr. Giloth said that some of the key takeaways from the survey indicate that Councilors want more information related to APHA finances, membership (dues) and the policy process.

Dr. Giloth said the survey indicates Councilors want more education and more input in the policy development and advocacy areas. She also said the survey indicates a knowledge gap between Councilors. She said there are some who know a great deal about the Association, while others know very little.

Dr. Giloth said APHA’s policy statement development process document needs to be updated. She said she was confused by the term ‘auto-archiving’ used at the Governing Council meeting in November. Dr. Giloth said the term auto-archiving doesn’t appear in the policy document. She acknowledged the policy statement development document says that the Action Board will select, and forward to the JPC, policy statements that are obvious for archiving without needing a formal review. The Action Board has developed a process for handling these policies, and the new process needs to be incorporated into APHA’s policy statement development document.

Dr. Giloth then quickly addressed several issues that came up in the survey and other items that need to be addressed in 2016. They include several changes to the bylaws (EHOC, *AJPH* and issues relating to a dues change in 2007), a more proactive approach to financial presentations, the need to address problems with APHA Connect, the need to address the Joint Membership Project, creative thinking around the Governing Council breakout session, the formation of two committees to address funding for Councilors who can't afford to attend the Annual Meeting, implementing healthy foods at APHA meetings, and the drop in Councilor donations at the Annual Meeting.

At the conclusion of her report, Dr. Giloth answered several questions and listened to comments related to the Governing Council. Executive Board member questions and comments ranged from: Councilor orientation sessions; to moving the time of the Governing Council roundtables; to creating a Governing Councilor 101 booklet; to questions related to finances and coverage of APHA components; to APHA's culture of giving; to simplifying financial reports to the Governing Council; to the need for Components to implement a continuity plan for incoming and outgoing leaders.

Chair Short thanked Speaker Giloth for her presentation and Executive Board members for their comments and introduced the next item on the agenda.

Report of the Special Committee on the *American Journal of Public Health* – Pam Aaltonen, PhD, RN

Dr. Aaltonen explained that over the last year the Chairs of the Personnel and Governance Committees investigated the roles and responsibilities of the Executive Board, Executive Director, the *AJPH* Editorial Board, Journal editors and the Editor in Chief of the *American Journal of Public Health*. She said interviews were conducted and a plan of action was drafted (the draft report was distributed to Executive Board members in advance of the meeting).

Dr. Aaltonen said the ultimate goal of the report is to ensure there are proper orientations for everyone associated with the Journal, to implement a standard evaluation process for editors and the Editor in Chief and to have accurate job descriptions for everyone associated with the Journal. She said that the Chairs of the Personnel and Governance Committees will continue to work on the report and bring a finished product to the Executive Board for their approval.

Chair Short thanked Dr. Aaltonen for her report and moved to the next item on the agenda.

Racism and Health Briefing – Camara Jones, MD, PhD, MPH, and Georges Benjamin, MD

Dr. C. Jones began her presentation by discussing her definition of racism. She then briefly summarized her experience at the 2015 Annual Meeting in Chicago. She then discussed the policies and tools (advocacy, programs, components and partnerships) APHA has in place to address racism. Dr. C. Jones then discussed her idea for a racism or health collaborative, which would consist of seven committees:

1. Communication Dissemination
2. Education and Development
3. Global Matters
4. Liaison and partnership
5. Organizational Excellence
6. Policy and Legislation

7. Science and Publications

Dr. C. Jones then discussed operationalizing the racism or health collaborative by engaging APHA Components and utilizing APHA Connect. Her plan calls for a representative from each Component to ask ‘How is racism working here (structures, policies, practices and norms and values)?’ Dr. C. Jones then discussed the possibility of APHA seeking grant dollars to fund the work. She suggested grant dollars be used to assist the Collaborative, convene anti-racism trainers, scholars and activists, fund an APHA fellowship on racism and health, fund regional town hall meetings on racism and convene a national advisory committee on racism and health.

At the conclusion of Dr. C. Jones’ presentation, she took questions and listened to comments from the board. It should be noted that Executive Board members are supportive of the collaborative and APHA’s leading a national campaign on racism. It was noted that APHA’s Equal Health Opportunity Committee should play a role in the initiative. It was also noted that APHA resources are limited at this time and it might not be feasible to accomplish all of the ideas outlined in Dr. C. Jones’ presentation.

Chair Short thanked Dr. C. Jones for her presentation and introduced the next agenda item.

Report of the Executive Director – Georges Benjamin, MD

Dr. Benjamin began his presentation by discussing the need for APHA to improve its revenue base. He discussed the Governing Council approved dues increase, the need for growing membership and the Associations looking at selling membership wholesale versus the retail approach. The wholesale approach would provide a discount to organizations interested in purchasing APHA memberships for their students/employees. Dr. Benjamin also shared that he’s working with several funding organizations on a myriad of proposals related to the environment and gun violence. He said he would keep the board informed of these activities as the weeks and months unfold.

Dr. Benjamin then discussed the 2015 Annual Meeting in Chicago. He said that 12,827 people registered to attend the meeting and that 523 organizations purchased a booth. He then walked the board through a series of slides based on the conference evaluation. He said that the evaluation indicates attendees were happy with the conference. He acknowledged some of the challenges attendees had like problems with the convention app, and the distance from some of the hotels to McCormick Place.

Dr. Benjamin then introduced the 2016 Annual Meeting theme “Building the Healthiest Nation: Ensuring the Right to Health.” He reminded the board that the meeting will take place Oct. 29 – Nov. 2 in Denver, Colorado. Dr. Benjamin then discussed general session speakers, increasing the attendance of the meeting, identifying new members based on the location of the meeting, and using technology to increase participation in the Annual Meeting.

Dr. Benjamin asked the Executive Board to approve APHA’s hosting the 2024 and 2030 Annual Meetings in Minneapolis, Minnesota. Executive Board members received the proposal regarding Minneapolis in advance of the meeting. Dr. Benjamin said the last time Minneapolis hosted the meeting was 1971. He said Minneapolis is accessible (good airports), has affordable hotel rates, the city supports active living, and has a strong public health presence.

After a period of discussion, Chair Short called for a motion to approve Minneapolis, Minnesota, as the host city for the 2024 and 2030 Annual Meetings. The motion was moved and seconded, and a vote was called.

Motion:	To approve Minneapolis, Minnesota as the host city for APHA’s 2024 and 2030 Annual Meetings.
Outcome:	Approved, with one person opposed.

At the conclusion of the vote, Dr. Benjamin briefly touched on the following subjects: the status of the Generation Public Health initiative; National Public Health Week 2016 themed “Healthiest Nation 2030”; an update on APHA’s partnership efforts; APHA’s work with the AETNA Foundation and APHA’s legislative priorities for 2016. The priorities include appropriations and funding for public health agencies and programs; protecting the Affordable Care Act and the Public Health Fund; reauthorization of federal child nutrition programs; climate change/Clean Air Act and public health; and supporting efforts to reduce firearm-related injury and death (including removing language discouraging federal research).

Dr. Benjamin answered questions and listened to comments throughout his presentation. Chair Short thanked Dr. Benjamin for his presentation and moved to the next agenda item.

Report of the Council on Education for Public Health (CEPH) – Laura King, Executive Director

Due to a scheduling conflict, Ms. King was unable to address the Executive Board in October 2015.

Ms. King thanked the Chair for inviting her to speak with the Executive Board. She said the biggest undertaking happening at CEPH now is a comprehensive review of the accreditation criteria (the standards by which CEPH measures the schools and programs). She said it has been a long process and that CEPH is working on the second round of comments (there will probably be a third round of comments as well). Ms. King said APHA has three members on the CEPH Board; they are Stephen Martin, Rose Marie Martinez and Joyce Gaufin. She thanked the Executive Board for their support of CEPH and opened the floor for comments/questions. Executive Board members had a lively discussion with Ms. King. Hearing no further questions, Chair Short thanked Ms. King for her presentation and moved to the next agenda item.

Report of the Treasurer – Richard Cohen, PhD

Dr. Cohen began his presentation by introducing the members of the finance and audit committee and briefly discussed their role and responsibilities. He then discussed the FY 2016 budget through November (the December numbers weren’t available at the time of the meeting). He pointed out that membership and miscellaneous revenues were ahead of their projected revenue, and that subscriptions and royalties, advertising income, book sales, convention revenue, interest income and contracts and grants were under their projected revenue.

Dr. Cohen said overall revenues were less than expected by \$312,724 and that expenses were under budget by \$316,238 which means year to date net assets from operations is \$3,514. When you factor in the loss from investments, APHA is under budget by \$34,525. Dr. Cohen assured the board that because APHA is under budget now doesn’t mean it will end the year that way. He also informed the board that Ms. Oluwafemi will begin her year-end projections and APHA’s financial picture will become clearer.

At the conclusion of his remarks, Dr. Cohen answered questions related to his presentation. Hearing no further questions, Chair Short thanked Dr. Cohen for his report and moved to the next agenda item.

APHA Development Activities – Lynn Bethel Short, RDH, MPH, and Ayman El-Mohandes, MBBCh, MSc, MPH

Ms. Short began by sharing her experience soliciting for donations at business meetings at the Annual Meeting. She said she was concerned that members don't feel they need to give since they pay their annual dues. She said she would like to see APHA create a culture of giving where any amount an individual can afford to give is appreciated. Ms. Short stressed that any amount given would alleviate some of the financial stress of APHA. She concluded her remarks by reminding board members that over the last couple years, the Development Committee has focused on major donors, not APHA members who pay their dues annually.

Dr. El-Mohandes thanked the chair for her leadership and gave a brief history of APHA's development activities over the last several years. He said in order to see more members giving to APHA we'll have to do a number of things including telling donors where their money is going, assuring donors they aren't wasting their money by giving to APHA and showing them something concrete, where they can feel they participated in making something happen.

Dr. El-Mohandes said that in order to create a culture of giving APHA must change the language we use, connect with the right people (encourage leader giving, be transparent, and give members many "on ramps" for giving), and provide ongoing education about the work of the association. At the conclusion of his presentation the board had a robust discussion regarding development. Discussion topics included APHA's fundraising prospectus, the ability for individuals to give reoccurring monthly donations, leadership giving, having the members of the Development Committee focus on creating a culture of giving, changing the language of Association asks and involving the board in identifying potential major gift prospects.

At the conclusion of the discussion, Chair Short thanked Dr. El-Mohandes and members of the board for their thoughtful comments and introduced the next item on the agenda.

Introduction of APHA's Center for Public Health Policy and Center for School Health and Education – Georges Benjamin and Terri Wright, PhD, Director

Dr. Benjamin began the presentation by introducing Dr. Wright, the Director of APHA's Center for Public Health Policy and the Center for School Health and Education.

Dr. Wright thanked the chair for allowing her time on the agenda and introduced her staff. She proceeded to describe the mission of both the Center for Health Policy and the Center for School Health and Education. She discussed how both Centers are funded and the work performed by the staff including but not limited to webinars, the creation of toolkits and guidebooks and planning and coordinating partner meetings.

Dr. Wright answered questions and took comments throughout her presentation. At the conclusion of the discussion, Chair Short thanked Dr. Wright for her presentation and the work of her team. After making brief housekeeping announcements, Ms. Short asked the members of the Committee on Social Responsibility, Personnel Committee and Development Committee to meet to discuss their workplans.

The meeting was adjourned until Tuesday, Jan. 12.

Tuesday, January 12, 2016

Call to Order – Lynn Bethel Short, RDH, MPH, Chair

The meeting was called to order by Lynn Short, chair of the Executive Board.

Ms. Short began the meeting by making brief housekeeping remarks. She then introduced the first item on the agenda.

Report of the Strategic Planning Committee – Resa Jones, PhD, MPH and Susan Polan, PhD

Dr. R. Jones explained the purpose of her presentation was to revisit the long-term metrics for APHA’s strategic plan. She then gave a brief history of the strategic plan and the conversations surrounding the plan’s strategies and tactics. She explained that the committee is now shifting its attention to developing a list of long-term metrics based off the list of leading health indicators. Dr. R. Jones said that a small group of Strategic Planning Committee members worked on a list of possible topics for metrics and wanted to share them with the board to see if everyone is comfortable with the direction of the committee.

She said that after identifying the longer-term metrics, the committee would like to develop shorter-term and intermediate metrics. The committee will keep the board apprised of their progress over the next several months.

Dr. R. Jones then discussed the eight topics for metrics the small working group identified. They include decreased income inequality; education – high school diploma; medical insurance; healthy weight – BMI <25; being a non-smoker; air quality index >100; increased life expectancy; and violence prevention/gun control. At the conclusion of her remarks, she asked for comments and questions.

The board came up with a long list of topics for inclusion on the list. Suggestions included, but weren’t limited to, mental health, oral health, water quality, social capital or resource allocation and Social Security. After extensive discussion, Dr. Benjamin made the following motion that was seconded. The chair asked for a vote.

Motion:	To add both behavioral health and oral health to the list of topics for metrics.
Outcome:	Approved by acclamation.

Dr. Benjamin then made a second motion to give the Strategic Planning Committee the authority to make changes to the topics for metrics. He added that the committee should be prepared to present a list that is measurable, and be able to explain why it is measurable and why they chose those words over other words. The motion was seconded, and during the discussion an amendment to the motion was introduced and seconded. The chair asked for a vote on the amendment and then on the main motion.

Amendment to the Motion:	To add descriptor to each topic.
Outcome:	Approved by acclamation.

The Board then voted on Dr. Benjamin's second motion.

Motion:	To give the Strategic Planning Committee the authority to make changes to, and add a description to the topics for the metrics. The Strategic Planning Committee will report back the Board with a list that is measurable and explain how and why these specific measures and descriptions were chosen.
Outcome:	Approved by acclamation.

Dr. R. Jones thanked the board for their input and said she looks forward to reporting back to the board in the coming months. Chair Short thanked Dr. R. Jones and introduced the next item on the agenda.

New Business – Lynn Bethel Short, RHD, MPH

Chair Short asked if any board members had anything they would like to discuss.

- Dr. Levin brought up the Executive Board's moratorium on adding additional APHA components. She said that Ms. Bergren agreed to discuss the limitation on growth and what that means to APHA with the ISC and report back to the Executive Board at the July meeting.
- Ms. Short discussed the cost of Executive Board meals for the in-person meetings. The board had a lively conversation and the Chair observed that based on the conversation that APHA staff should be mindful of costs associated with meals.

Mr. Guest made a motion to have APHA staff establish a per diem meal policy for all volunteer APHA leaders. The motion was seconded and discussed, and the Chair called for a vote.

Motion:	To ask that APHA staff establish a per diem meal policy for all volunteer APHA leaders.
Outcome:	Failed (with one abstention).

Chair Short thanked the board for their comments related to new business and introduced the next item on the agenda.

Committee Reports - 2016 Workplans – Lynn Bethel Short, RDH, MPH

Report of the Governance Committee – Dr. Bellamy, Chair briefly introduced the members of the committee. She discussed the purpose and plan of the committee for 2016. She said the committee will update the Executive Board handbook, monitor the implementation of the conflict of interest policy, complete, in partnership with the Chair of the Personnel Committee, the work related to the *AJPH* roles and responsibilities document, continue to capture and monitor Executive Board actions, analyze and share the results of Executive Board meeting surveys, conduct exit interviews with past board members, and, most importantly, maintain an effective and efficient administrative system.

Report of the Development Committee – Mr. Quade said the Development Committee had a productive discussion around building the culture of giving at APHA. The committee had several ideas related to developing custom fundraising messages for components and constituencies, educating members on why its important to give (any amount), informing members how their donation is being spent, setting participation goals, incorporating the strategic plan in asks to members, creating an app for donations, and studying the feasibility of members making reoccurring gifts, creating a \$20.30 donation option (APHA’s strategic plan end date).

In addition to building the culture of giving at APHA (membership), the committee discussed the importance of attracting donors who have the capacity to give large amounts to APHA. At the conclusion of his remarks, Mr. Quade answered questions and listened to comments from board members. Ms. Wasserman, APHA’s development manager, has been given a copy of the meeting transcript to ensure all comments are appropriately captured for committee action.

Committee on Social Responsibility – Dr. Levin, Chair, said the committee discussed key activities for 2016. Important items for the coming year include looking at potential partner organizations, working with the development committee to develop a diverse resource base, reevaluating the CSR evaluation document, and continuing to educate APHA leaders on the work of CSR.

Personnel Committee – Dr. Aaltonen, Chair, said the goals of the Personnel Committee in 2016 will be to evaluate the Executive Director and finish, in partnership with the Governance Committee Chair, the report related to the *AJPH*. She noted that in past years the committee evaluated the staff satisfaction survey (which was conducted in 2015). Dr. Aaltonen said the Personnel Committee will begin work on the Executive Director’s evaluation immediately and that the results of the evaluation will be discussed at the May meeting. In closing, she mentioned that the staff appreciation event will take place during the May meeting.

Membership Committee – Ms. Greene-Moton, Chair, gave a brief history of the Membership Committee and announced that it will now be a standing committee of the Executive Board. She said the 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 strategic plan. She introduced the members of the committee and the staff liaison. She then asked Ms. Galant, APHA’s Director of Membership and Component Affairs, to discuss some of the activities she and her department are currently working on.

At the conclusion of Ms. Galant’s comments, the board had a brief discussion related to membership. Topics included, but weren’t limited to, service to all components and the possibility of expanding the presence of the caucuses as an ex-officio member of the Executive Board.

Finance and Audit Committee – Mr. Quade said the committee will monitor the financial health of the Association, ensure the Association investment policies and procedures meet industry standards, oversee the creation of the long-term dues plan, be involved in the budget process and present the FY 2017 budget to the board at the May meeting, and monitor the audit process and report the findings of the audit at the October meeting.

Strategic Planning – Dr. R. Jones, Chair, said the committee will create a list of options for the comprehensive long-term 2030 metrics that APHA will monitor to determine if we are making progress toward becoming the healthiest nation. She said the members of the Strategic Planning Committee will update their workplan as well as provide feedback on the workplans of the other Committees. Dr. R. Jones said the committee will also create easy to read dashboards that effectively communicate APHA’s strategic plan and provide guidance and feedback on APHA-focused metrics.

Chair Short thanked the board for their committee work, made brief concluding remarks and hearing no further business adjourned the meeting.

The next meeting of the Executive Board will take place on
Monday, March 14, 2016 via conference call/webinar.