

**Executive Board Meeting – Conference Call/Webinar  
March 9, 2015**

**Chair, Pam Aaltonen**

**IN ATTENDANCE**

Pamela M. Aaltonen, PhD, RN  
Gail Bellamy, PhD  
Georges C. Benjamin, MD  
Lynn A. Bethel, RDH, MPH  
Malcolm Bryant, MBBS, MPH  
Lisa Carlson, MPH, MCHES  
Richard J. Cohen, PhD  
Ayman El-Mohandes, MD, MBBCh, MPH  
José Ramón Fernández-Peña, MD, MPA  
Durrell J. Fox, BS, CHW  
Joyce R. Gaufin, BS  
Barbara E. Giloth, DrPH  
Jeffrey S. Hallam, PhD, CHES  
J. Henry Montes, MPH  
Ella Greene-Moton  
Sonja Hutchins, MD, DrPH, MPH  
Camara P. Jones, MD, PhD, MPH  
Resa M. Jones, PhD, MPH  
Shiriki K. Kumanyika, PhD, MPH  
Barbara A. Levin, MD, MPH  
Paul Meissner, MSPH – BY TELEPHONE  
Vanessa G. Miller, DrPH, PHCNS-BC  
Patricia D. Parker, MSPH  
Renata Slayton, MPH

**STAFF**

Regina Davis Moss, PhD  
Susan Polan, PhD  
Kemi Oluwafemi  
James Carbo  
Deborah Dillard  
Charlene Bright

**ABSENT**

Chris Chanyasulkit, PhD, MPH

**Call to Order – Pam Aaltonen, PhD, RN, Chair**

The meeting was called to order by Executive Board Chair Pam Aaltonen. She welcomed board members and asked James Carbo to perform the roll call.

**Approval of the Meeting Agenda and Consent Agenda – Pam Aaltonen, PhD, RN**

The Chair called for a motion to approve the agenda for the March 2015 Executive Board Meeting.

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| <b>Motion:</b> | <b>To approve the meeting agenda.</b> |
| <b>Motion:</b> | <b>Approved by voice vote.</b>        |

The Chair presented items on the consent agenda. Items on the consent agenda included the minutes of the January 2015 Executive Board meeting in Washington, D.C., additional 2014–2015 leadership appointments and the election of new Agency Members.

- Approval of the minutes of the January 2015 Executive Board meeting
- Approval of additional APHA Leadership Appointments:
  - Committee on Women’s Rights – Kimberly Narain, MD, MPH
- New Agency Member – Preventing Tobacco Addiction Foundation, Dublin, Ohio

Several board members asked questions related to the January board meeting minutes. After a period of discussion the minutes were amended including corrections to typographical errors and editorial clarifications. Chair Aaltonen asked that board members contact James Carbo with any additional revisions, and that the minutes be approved as amended.

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| <p><b>Motion:</b>           <b>To approve the consent agenda:</b></p> <p><b>The January 2015 Executive Board Meeting Minutes, approve as amended, APHA Leadership Appointments, and Approval of a New Agency Member</b></p> <p><b>Motion:</b>           <b>Approved by voice vote</b></p> |
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#### **Treasurer’s Report – Richard Cohen, PhD, FACHE**

Dr. Cohen updated the Executive Board on the fiscal state of the Association. He said the numbers in his report represent the 2015 budget through January 31, 2015. Dr. Cohen pointed out that APHA is experiencing revenue shortfalls in membership, conventions, advertizing, and grants and contracts. He said subscriptions and book sales are over their revenue projections. The increase in books sales is due to release of CCDM.

He acknowledged that there is work to be done to ensure that APHA ends the year on budget. He said the Finance and Audit Committee will continue to monitor the financial situation and report back to the full board.

APHA Financial Report as of January 31, 2015:

- Total Net Assets \$18,266,821 (Under prior year by \$97,434).
- Change in Net Assets-Income (including investment appreciation/depreciation \$1,581,753. This is over budget \$9,130 and under prior year by \$830,844.)
  - Membership under budget by \$227,181
  - Convention under by \$218,426
  - Advertising under by \$60,292
  - Subscription Fees over budget by \$92,245
  - Book sales over budget by \$156,741
  - Grants and Contracts under budget by \$731,524
  - Expenses under budget by \$918,479
- Overall, APHA is ahead of budget by \$9,130 (projected a higher year-end loss than planned).

The following topics were discussed during the Q & A portion of the report:

- The practice of having regular positions within an organization covered by soft money.
- A typo in the Treasurer's Report.
- The major differences are between the 2014 and 2015 budgets, and why APHA is projecting a deficit at the end of the 2015 fiscal year.

### **Executive Director's Report – Georges Benjamin, MD**

Dr. Benjamin thanked Dr. Aaltonen and began his report by talking about National Public Health Week. He said NPHW is the first full week of April 2015. He noted that Dr. Kumanyika and Dr. Jones will both be taking part in NPHW activities. Dr. Benjamin said that he will moderate a forum at George Washington University on the impact of black male incarceration. In addition to that event, APHA is planning a series of social media activities including a Twitter chat and a Google hangout.

Dr. Benjamin then discussed activities surrounding APHA's firearm policies. He said that a joint meeting was held with APHA staff and the Brady Campaign to Prevent Gun Violence. The goal of the meeting was to lay out a strategy to engage APHA Sections in advance of the Brady Campaign's fall meeting, which will focus on firearms and public health problems. It was determined that APHA will co-sponsor the event and that it will take place before APHA's Annual Meeting.

Dr. Benjamin said APHA has signed on to an editorial statement quoting APHA policies with five other public health groups and the American Bar Association declaring firearms a public health threat. He noted that the National Rifle Association responded to the editorial statement with a statement outlining their point of view.

Dr. Benjamin then touched on the following topic:

- The internal budget process has begun for 2016, and the Board will be presented the budget at the May meeting.
- Preparations for the Annual Meeting are underway, and APHA has reached out to potential speakers for the general sessions.
- APHA is in the process of recruiting for a new Director of Membership.
- APHA attended a meeting at the White House with John Podesta on climate change. An interesting outcome of the meeting is the desire to hold a summit on climate change hosted by the US Surgeon General.
- The King vs. Burwell case before the Supreme Court and what that means for the Affordable Care Act. APHA, along with several other health-related organizations, signed onto George Washington University's amicus brief.
- APHA also signed onto another amicus brief on marriage equality that is before the Supreme Court as well.

Dr. Benjamin then asked the Board to share their comments and ask questions.

Dr. Camara Jones asked Dr. Benjamin to report on the progress of a study tour to Palestine. Dr. Benjamin said that the issue had been tabled due to the World Federation meeting in India and APHA's scheduled trips to Cuba. Dr. Bellamy shared her thoughts on the proposed trip noting she sees value in it. Dr. Levin commented on Dr. Benjamin's informal study group on this issue and their participation in the initial meeting in New Orleans and the subsequent call.

Dr. Jones asked that the issue be discussed at the May meeting. Dr. Aaltonen asked that Dr. Camara Jones, Dr. Bellamy and Dr. Levin meet to formulate a list of the things they feel need to be addressed at the May meeting regarding a trip. She asked that they forward the list to her so she can incorporate their thoughts into the agenda.

Dr. Aaltonen thanked Dr. Benjamin for his report and moved to the next agenda item.

### **Rationale for a Proposed Dues Increase – Richard Cohen, PhD, and Georges Benjamin, MD**

Dr. Benjamin began by stating that there is a real need for a dues increase. He said he would like to discuss the increase in more detail at the May meeting in conjunction with the 2016 budget. He said the increase needs to be approved by the Governing Council, and, since not easily addressed on the June mid-year meeting call, will be addressed at the Annual Meeting.

He said that if the Governing Council approves the increase in November, it will take effect in January giving APHA six months of increased dues revenue. He noted that the full impact of the increase will not be seen until January 2017.

Dr. Benjamin explained that he asked APHA CFO Kemi Oluwafemi to investigate the impact of a 5% and 10% increase in dues. Based on APHA's peak membership number of 25,151 in August 2014, a 5% increase would generate an additional \$186,500.00 in membership dues annually and a 10% increase would generate an additional \$335,000.00 in membership dues annually. Dr. Benjamin said that he will pursue a 10% increase in dues, noting that members will still have the ability to take the green discount. He concluded his remarks by saying that another thing he took into account when looking at a dues increase was the impact on the Annual Meeting fee.

Dr. Cohen echoed Dr. Benjamin's comment stating that a dues increase is essential to APHA. He said the additional revenue will go a long way to further the important work of the association. He asked board members to be prepared for a very serious discussion and vote in May.

At the conclusion of the presentation Dr. Aaltonen asked the board for their comments and questions.

Dr. El-Mohandes discussed his idea to have schools and programs of public health offer their students, as an enrollment benefit, automatic membership in APHA. He noted that the concept is still in its infancy, and details need to be worked out, but he feels that having such a program will increase APHA's membership and revenue. He said that he will discuss his plan with his colleagues on the Board of ASPPH.

Dr. Benjamin noted that the way to approach Dr. El-Mohandes' plan would be to create a special agency membership category, so that a school would become an agency member, paying an enhanced fee. He said that he will speak with Dr. Harrison Spenser, Executive Director of ASPPH, to see what his thoughts are on the concept.

Dr. Cohen noted that the concept shouldn't just include schools and programs of public health. He said there are large public health employers across the country that can be targeted for such an initiative. Ms. Greene-Moton cautioned that that the concept should be limited to schools because APHA could lose membership revenue if practitioners join via their organization instead of individually.

Dr. Resa Jones said that she is happy the concept is being discussed, noting that she talked about a similar program while running for the Board. She said that retention is a major piece to this program. How do you get the students to stay with APHA after they graduate?

Dr. Camara Jones said that she thought it was an excellent the idea, and made a motion to endorse Dr. El-Mohandes' plan.

Dr. Aaltonen accepted the motion and called for a second; the motion being seconded was moved to a full vote.

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| <b>Motion:</b> | <b>APHA's Executive Board enthusiastically supports the idea of broadening memberships for students by working with the appropriate partners and developing an agency membership category for all schools and programs of public health.</b> |
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| <b>Motion:</b> | <b>Approved by voice vote.</b> |
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Dr. Aaltonen thanked Dr. Benjamin and Dr. Cohen for their report and introduced the next agenda item.

### **Report of the Governance Committee - José Ramón Fernández-Peña, MD**

Dr. Fernández-Peña reported the results of the January board meeting evaluation, noting that only 15 people completed the survey. He asked for better participation moving forward. The following is a sample of the results:

- 73% of respondents felt the meeting met or exceeded their expectation.
- 40% of respondents felt the board was not focused on issues of strategy and policy.
- 95% of respondents stated that the meeting expectations were clearly stated.
- 67% of respondents felt that the meeting objectives were met.

Dr. Fernández-Peña highlighted some of the answers to open ended questions:

Question 4 – What are other items you would like to see on the agenda?

- The need for a parking lot attendant to keep track of unfinished business, and to keep track of motions and follow-up from motions.
- Report on the status of the website.
- A concrete plan to double APHA's membership.

Another topic found in the survey results is the issue surrounding the lines of accountability of the Editor-in-Chief of the *American Journal of Public Health*. Dr. Fernández-Peña said that the issue was discussed on the Governance Committee conference call, and it was determined with the support of Joyce Guafin that the Personnel Committee would take on the issue.

He said the Executive Board Handbook is going through some final edits and will be updated to the website as soon as possible. Dr. Fernández-Peña concluded his report by stating that the Executive Board survey is available to any board member who would like to review it, and asked that interested persons contact James Carbo.

Dr. Aaltonen thanked Dr. Fernández-Peña and introduced the next agenda item.

## **Governing Council Update – Barbara Giloth, DrPH**

Dr. Giloth said that she and others are in the process of recreating the minutes of the November Governing Council meeting due to technical problems with the recording. She mentioned that Suzanne Nichols has resigned as APHA Parliamentarian effective immediately, so Dr. Giloth is in the process of trying to identify a replacement.

Dr. Giloth said that she is working with Susan Polan and Francis Atkinson to address an issue related to the Pharmacy SPIG. She said that the issue should be worked out by the mid-year call. She said that she will present the Executive Board with new policies related to the establishment of a SPIG and Section for comment at the May meeting. Barring any problems the policies will be discussed on the mid-year call.

Dr. Giloth said that there will be a Governing Council orientation session before the June mid-year call; another orientation session in October before the Annual Meeting, and an on-site orientation session in Chicago at the Annual Meeting.

She concluded her remarks by saying that she is looking at having a larger focus on the policy process and the impact of that process during the Governing Council sessions and looking at how to involve processes into Governing Council.

Dr. Aaltonen thanked Dr. Giloth for her report and introduced the next agenda item.

## **Report of the Personnel Committee – Joyce Gaufin, BS**

Ms. Gaufin began her report by saying that the Personnel Committee looks forward to developing a plan to clarify the roles, functions, purposes and performance objectives of the editor of *AJPH*, the *AJPH* editorial board and their relationships to the executive director and Executive Board. She asked that Dr. Kumanyika and Dr. Hallam be added to the subcommittee because of their understanding of *AJPH* and other journals. Ms. Gaufin then outlined her strategy for preparing a list of recommendations she will report to the Executive Board at the May meeting.

She then turned her attention to the annual performance evaluation of the executive director. Ms. Gaufin said that Dr. Benjamin has been asked to complete a self-assessment. When he completes the assessment, he's been asked to forward it to her. Ms. Gaufin will email his assessment to the board along with an assessment tool. She asked that Executive Board members return the completed assessment tool to her by April 13.

Ms. Gaufin will collate the assessments and come up with a comprehensive assessment that Executive Board members will see at the May meeting. She said that the board will meet in executive session to discuss the comprehensive assessment, and that she and Dr. Aaltonen will meet with Dr. Benjamin to discuss his evaluation. Ms. Gaufin stressed the importance of confidentiality during this process.

At the conclusion of Ms. Gaufin's report, Dr. Giloth suggested that the Personnel Committee reach out to Mitch Haas, Chair of APHA's Bylaws Committee, regarding the Editor-in-Chief discussion. Dr. Giloth believes that Mr. Haas would be an excellent resource because of his knowledge of the association bylaws.

Hearing no other comments, Dr. Aaltonen thanked Ms. Gaufin and introduced the next agenda item.

**Strategic Planning Committee – Paul Meissner, MSPH, Gail Bellamy, PhD, Susan Polan, PhD**

Mr. Meissner thanked committee members for their continued efforts to advance the strategic plan. He then introduced Dr. Bellamy to lead the next portion of the presentation.

Dr. Bellamy updated the Board on the Strategic Planning Committee's work since the last Executive Board meeting in January. She presented the latest version of the metrics that APHA will use to create the Healthiest Nation in One Generation.

Executive Board members discussed the metrics, the roles and responsibilities of APHA staff versus the Executive Board, and next steps. Mr. Meissner noted that the Committee will continue to work on the strategic plan and metrics in advance of the May Executive Board meeting.

At the conclusion of the presentation, Dr. Aaltonen thanked Executive Board members for their comments and hearing no further business adjourned the meeting.

The next APHA Executive Board meeting will take place in Washington, D.C., from Sunday, May 10 to Tuesday, May 12.