



CAMBRIDGE CENTER
FOR
BEHAVIORAL STUDIES

**Cambridge Center for Behavioral Studies
Minutes of the 2021 Annual Meeting of the Trustees
Saturday, August 7th, 2021
Live at Endicott College, Beverly, MA; Virtual via Zoom
Chairman: H. S. (Hank) Pennypacker
Executive Director: Rob Holdsambeck**

Call to Order: At 8:31 am (EST) on Saturday, August 7th, 2021, H.S. (Hank) Pennypacker, Board Chairman of the CCBS, called the Cambridge Center for Behavioral Studies Annual Meeting of the Trustees to order.

Attendees:

Executive Director: Rob Holdsambeck

Board of Directors: Hank Pennypacker, Ronald Allen, Andy Bondy, Stephen Eversole, Darnell Lattal, Andy Lattal, Janet Tyman

Trustees: Leasha Barry, Carl Binder, Ronnie Detrich, Eitan Eldar, Peter Gerhardt, Amanda Laprime, T.V. Joe Layng, Terry McSween, Francis Mechner, Martha Pelaez, Robert Pennington, Francisco Perez, Ruth Anne Rehfeldt, Marius Rietijk, Clarie St. Peter, Karen Wagner, Jeff Kupfer, John Staddon, Mary Jane Weiss, Thomas Zane, M. Jackson Marr, Mickey Keenan

Trustees not in attendance: Mark Alavosius, Paul Andronis, Erik Arntzen, Judah Axe, Darrel Bostow, Jose Burgos, Robyn Catagnus, Joseph Dagen, Michael Dorsey, Edward Feeney, Hua Margarate Feng, Lanny Fields, Richard Foxx, Patrick Friman, R. Wayne Fuqua, Celia Wolk Gershenson, Nicole Gravina, Angelica Grindle, Gregory Hanley, William Heward, Philip Hineline, Ramona Houmanfar, Kent Johnson, Mickey Keenan, Justin Leaf, Martta Leon, Lori Ludwig, Tim Ludwig, Russell Maguire, Tetsuro Matsuzawa, Thomas Maehinney, Paolo Moderato, Edward Morris, James Mulick, Chuck Pettinger, Jesus Rosales-Ruiz, Henry Schlinger, Julie Smith, Kenneth Stephens, Michael Weinberg, Oliver Wirth

Advisors: Kent Corso, Darlene Crone-Todd, Amanda Kelly, Michael Kranak, Eric Larsson, Mary Reagan, Kathy Dyer, Diego Zilio, Dayna Beddick

Distinguished Scholars: Abigail Blackman, Nicole Kanaman, Matthew Laske

Nominees: Catherine Williams, Kerri Milyko, Nicole Davis

Staff, Friends, and Guides of the Center: Tara Kasey, Rebekah Pavlik, Adrienne Fitzner, Sarah Kent, Anna Linnehan

Quorum: Hank Pennypacker calls the meeting to order, acknowledges proxies, and declares quorum at 8:32 am.

Minutes: At 8:32 am, motion to accept the 2020 minutes. *Motion to approve. (Andy Bondy moves, second by Darnell Lattal). Motion carries, minutes approved. There was a total of 14 (online) votes and 6 in-person votes to pass with no objections.*

Nominations/Elections: Hank Pennypacker chaired the review of nominations and the elections of new Trustees, and new Advisors.

New Trustees: Tara Fahmie, Eric V. Larsson, Kerri Milyko. *Motion to approve at 8:34. (Andy Bondy moves, second by Darnell Lattal). Motion approved. There was a total of 15 (online) votes and 6 in-person votes to pass with no objections.*

New Advisors: Nicole Davis, Marcin Nazaruk, Catherine Williams. *Motion to approve at 8:34. (Andy Bondy moves, second by Terry McSween). Motion carries. There was a total of 19 (online) votes and 6 in-person votes to pass with no objections.*

Executive Director Presentation: Hank Pennypacker introduced Rob Holdsembeck, Executive Director, who discussed a review of the CCBS for the past year. Rob began at 8:38 am.

- **Current leadership**
 - *Executive Director:* Rob Holdsembeck
 - *Assistant to the Executive Director:* Amanda Laprime
 - *Board of Directors:* Hank Pennypacker, Chair; Andy Bondy, Vice Chair; Tom Zane, Clerk; Stephen Eversole, Ronald Allen, Philip Hinehline, Darnell Lattal, Kennon Lattal, Timothy Ludwig, Janet Twyman
 - *Administrative:* Tara Kasey and Rebekah Pavlik
 - *Distinguished scholars* with leadership from Michael Kranak
- **Review of conferences that occurred throughout the year and those coming up**
 - Thomas Zane reviewed information for the upcoming Leadership and Supervision conference
 - The Autism conference will be hybrid in April 2022
- **We have reach all over the country!** If you know people in the locations that we do not have representation, please reach out.
- **Our website is now mobile friendly**
 - Our google analytics data suggested that a number of individuals visiting our website did so on a mobile device – so we made sure they could access all of the content that way.
 - Our google analytics data suggest that there are more new users than returning users on our website. We also have data for the average duration of sessions that people attend and what CEs are generating a lot of revenue.
- **Review of current CCBS partnerships**
 - Standard Celeration Society
 - University of West Florida

- ABAC
- *Behavior and Philosophy*
- Behavioral Safety Accreditation
- **Sign up for the newsletter!**
 - Thanks for Andy Lattal for the historian's corner.
 - Thanks to Dr. Layng for his contributions.
 - We have data on the open rate of our newsletter. It seems as though we have somewhere around a 20% open rate.
 - If you have feedback for the newsletter or have ideas for things to be added, please let us know!
- **Finances**
 - Strategic reserve – on an upward trend (just over \$300,000 this year)
 - Income - \$197,362
 - 22% (\$43,962) from the bookstore, 19% (\$36,681) donations, 14% (\$27,186) supervision conference, 11% (\$21,047) ethics conference, 10% (\$20,438) Misc., 7% (\$13,520) BSA, 7% (\$14,795) autism conference, 5% (\$10,072) CEs, 3% (\$4,957) Behavior and Philosophy, 2% (\$4,706) CCBS ABAC Speakers Series
 - This is the most amount of money that we've made in a number of years.
 - The supervision conference is bringing in a lot more money.
 - There hasn't been a lot of money made through donations in recent years.
 - Additional information regarding income:
 - We had a net profit of \$40,129 from our behavioral science book sales
 - Tara provided an update on e-pub sales this past year. This is the most e-pub sales that we have done. Please let us know if you have ideas about publications that can be switched over to e-pubs and try to market to our international community.
 - The autism conference brought in \$13,834.50 this year, which was \$5000 less than in 2020.
 - We do not have the data from this year's ethics conference, but there was an increase of \$5,000 in sponsor payments in 2020.
 - The supervision conference had a \$21,000 increase in revenue from the 2019 to the 2020 conference. The 2020 conference brought in \$27,185.50.
 - We continue to bring in money from our online CEs. Data suggest that people are coming back to take our courses.
 - The Behavioral Safety Accreditation contributed \$13,520 to CCBS last year.
 - Expenses - \$136,585
 - 82% (\$107,544) personnel, 10% (\$12,943) occupancy, 4% (\$4,796) Professional services, 3% (\$4,136) technology, 1% (\$1,303) advertising and marketing
 - Monthly operations expenses total \$10,032. These expenses include \$7697 for personnel, \$1079 for occupancy, \$404 for admin, \$400 for accounting, \$345 for technology, and \$109 for marketing.
 - CCBS Impact this year
 - 1000 people attended our conferences this year

- 1599 people in 45 counties took webinars
- 2328 online CE courses
- Journal is back and free
- Add the Cambridge Center for Behavioral Studies as your Amazon smile charity. So far we have made \$603 through this.
- Join us on Facebook!

Recess: At 8:37 am the meeting adjourned for a short break and resumed at 8:53 am.

ABACLive Cambridge Center Series (Adrienne Fitzer; 9:54)

- Our partnership began in 2016.
- We currently provide 10 events per year, about one per month, for free to the general public. The events are also offered for a small price if the attendee would like CEs.
- The topics have ranged from a number of topics in behavior analysis (e.g., autism, OBM, safety).
- So far, we have reached 43 different countries!
- If you are interested in providing a webinar as part of the series, reach out to Adrienne. She is currently booking for events in 2022.

Collaboration with University of West Florida (Sarah Kent; 10:01 am)

- Created a completely mobile friendly, ADA compliant, website.
- Refreshed look on the website – courses are now in a list view, sorted by subject
- Projected sales for this year are between \$20,000-25,000.

Leadership and Supervision Conference (Thomas Zane; 10:07)

- This conference began two years ago, as there wasn't a conference specific to this topic already running and there was an increased number of reported supervision issues on the ethics hotline.
- The conference will be on KU's campus in November 2021 (there will be an online option). The speakers include Raymond Miltenberger, Lori Ludwig, Terry McSween, Amber Valentino, Timothy Ludwig, and a panel including Claudia Dozier, Pamela Neidert, Jomella Watson-Thompson.
- Thomas Zane and Edward Morris are putting together a guided history tour around Lawrence so those interested can see where JABA was first published, Baers office...etc.

Ethics in Professional Practice Conference (Mary Jane Weiss; 10:12)

- Thank you to the sponsors of yesterday's conference (Melmark, Steve Eversole, Beerman, Buttergly effects).
- The conference went well, and it was easy to navigate the hybrid model.
- We do not yet have the numbers but will present that information at next year's meeting.
- In preparation for planning next year's conference, we will continue to ensure the topics are different than what people might get from other conferences. For example, this year talks included areas such as research ethics, animal behavior, and choice integration.

Behavioral Safety Now/Safety in Action (Terry McSween; 10:18)

- We began partnering with Dekta two years ago.

- Did not meet contribution this year due to cancelled conference.
- BSN/Safety in Action was cancelled, as of yesterday, due to Delta variant and lack of hotel rooms in Orlando.
- The annual conference will be in Dallas in May next year. Changing the time of the conference will allow for more attendees and hopefully bring in increased revenue.

Update on the Distinguished Scholars (Michael Kranak; 10:33)

- Special thanks to Mary Sawyer for her support to the group over the years.
- Hearty welcome to Michael Kranak as the new leader of the group.
- Congrats to our graduates – Catherine Williams (WVU), Sandhya Rajagopal (FIT)
- Despite COVID, our group continues to be productive. Last year the group had 16 publications, 14 presentations, and 3 theses/dissertations defended.
- Current projects include: conference support, annual meeting support, behavior-based safety accreditation, eblue books/omnibus translation to Italian, and general support.
- We would like to bring the Cambridge Center coffee hour between trustees and scholars to provide a networking and learning community. Please reach out to Michael (kranak@oakland.edu) if you are interested.
- We will continue to make contributions to the trustee interview project and current repertoire this year. If there are other projects you would like us to assist with, please reach out to Michael.
- A potential project based on discussion includes ensuring nominations to join the group are received and feedback is provided based on the application.
- We typically send out nomination requests in February. Anyone is eligible to provide nominations.

Behavior and Philosophy (Diego Zilio; 10:47)

- The journal is back and published online for free!
- The 48th volume was released last year. It contains 10 papers across 2 special sections that were by invitation only.
- The 49th volume will include 5-6 papers. All of which were submitted to the journal independently. We could possibly add a target-paper section to get additional papers, if interested.
- The 50th volume will include a special section with about 6 papers submitted by Brazilian behavior analysts that teach in Brazilian universities and study philosophy.
- The biggest problem for the journal is that it does not get a lot of independent submission. To increase this, the editor will be working toward including special sections by invitation, special sections using the call for papers format, and targeted papers.
- Based on discussion, Mary Jane Weiss will reach out to Diego to discuss the possibility of having an ethics section in the journal with a guest editor.

Standard Celeration Society (Mary Reagan; 11:05)

- The group updated their mission and values last year.
- There are 2 seats on the Board of directors that are open. Elections are in November.
- Currently, we are partnering with CCBS through UWF recording the SCS conference and putting it up on the website, the precision teaching help center on the website, putting on an international conference, and the promotion of mutual growth.

- Upcoming conferences
 - o 34th annual conference will be in St. Pete, FL on November 11-13, 2021 in a hybrid format. This conference will cover diversity in charting applications.
 - o 1st annual international conference will be in Galway Ireland on February 18-19, 2022.
 - o 35th annual conference will be in Denver, CO on November 3-5, 2022.
- If you are interested in learning more, please visit celebration.org!

Epub conversion update (T.V. Joe Layng; 11:15)

- Ad tracking through Apple will be opt in for users starting next year (data suggest that 94% of users will not opt in).
- Conversion of our journals was more difficult to complete than originally imagined.
 - o The PDF images provided by the journals were no conducive to easily transferring to online format.
 - o Currently, we are 1/3 of the way through the journals and recently began actively working on this again. Joe will have an update within the next month.
- Conversion of the blue books
 - o This initiative is almost complete. There will need to be some cover art.
- Reach out to T.V. Joe Layng if you are interested in helping out with this project!

Behavioral Safety Accreditation (Timothy Ludwig; 11:25)

- Members of the group: Timothy Ludwig, Mark Alavosius, Don Kernan, Angela Lebbon, Siggie Sigurdsson, Oliver Wirth, Alan Cheung, Sandra Knott (distinguished scholars: Matthew Laske, Andress Sleiman, Nicholas Matey)
- This year we honor the work of Dwight Harshbarger and Bill Hopkins.
- A lot of effort has been made to create 10 standards that are used to accredit organizations for their safety performance.
- A group of individuals uses those standards when conducting site visits to determine whether accreditation should be provided. The experts then provide recommendations for the organization. If awarded accreditation, it will be for three years, after which renewal is necessary.
- The group disseminates best practice safety information on the CCBS website as well.
- The distinguished scholars have worked to gather the last 15 years of injury data and synthesized it in one place so we can draw conclusions from it.
- This year two accreditation awards were provided to Marathon Petroleum.
- In the 2019-2020 FY, the group donated \$8,500 to CCBS
- Reach out to Tim Ludwig (ludwigtd@appstate.edu) if you are interested in participating in the commission!

Military Help Center (Kent Corso; 11:47)

- This partnership recently began due to the increased suicide rate in the United States.
- It is difficult to know why this rate continues to increase. Therefore, Kent has put together information on the CCBS website to help individuals who may need additional resources. The topics on the website include educational information, links to trainings, and links to support organizations in the areas of suicide, PTSD, TBI, and other (military cultural competency training).

- If you are interested in helping out reach out to Kent at kent@xcelerateinnovations.com!

Closing Remarks: At 12:00 pm, Hank Pennypacker said his thanks to Reb and Tara for helping him get through this year and prepare for this meeting. Thanks to Delia from the Endicott group for making this meeting possible and easy. Thanks to Rob for his contributions to the center.

Adjournment: The annual meeting was adjourned at 12:02 on Saturday August 9th, 2021. *Motion to approve. (Thomas Zane moves, second by Andy Bondy). There was a total of 3 (online) votes and 6 in-person votes to pass with no objections.*

Respectfully submitted,
Abigail Blackman