

December 2, 2022 Psychology Advisory Board Meeting

The mission of the Advisory Board is to support and advocate on behalf of the Department of Psychology and to support the Department's achievement of its goals through Engagement, Leadership, and Philanthropy.

Meeting Location: Virtual via Zoom

In Attendance: Antonio E. Puente (Board Chair), Chris Pitisci, Amanda Balkhi (Board Secretary), Stephen Kraus, Martha Zlokovich, Steve Evans (Advancement), Julia Graber (Department Chair), Frank Webbe, Meredith Wikstrom

Future Meetings: January 20, 2023 (Virtual), March 30 - 31, 2023 (In Person)

Engagement:

- *MentorConnect Work Group:* Steve Evans provided an update on the department's MentorConnect efforts thus far. Fourteen alumni have signed up and are active within the "Psychology" group on MentorConnect with an additional five alumni that are in the process of getting their profiles established. 108 students have joined MentorConnect in the psychology cluster with 6 mentoring sessions having happened in the Spring semester and 20 having happened thus far this Fall.
Beyond120 anticipates an additional push in the Spring semester around MentorConnect. Steve Evans presented the board with an opportunity to participate in an in-person event at the University to meet students engaged with MentorConnect. Steven Evans will coordinate with Beyond120 to have a presence at the next board Zoom meeting to plan this in person event with the goal of coinciding with the Spring board meeting.
- *Alumni Outreach Work Group:* Steve Evans and Chris Pitisci provided an update on the in person alumni events discussed last meeting in Tampa and South Florida. Chris Pitisci will continue to liaison with the development staff to spearhead the Tampa alumni event taking place in late January.
- *Alumni Outreach Work Group:* Steve Evans has disseminated Alumni Outreach lists to each board member with the exception of new members. Dr. Zlokovich requested an additional outreach list for Pensacola and Chris Pitisci requested a broader list encompassing additional Alumni years.
The board discussed sending a personalized letter to Alumni within each list with their attending Board Member's information contained within it. Dr. Puente and Chris Pitisci will draft a template of the letter and present it to the board.

Leadership:

- *Alumni Video Stories Work Group:* Dr. Balkhi updated the board on the alumni video project. Since the last board meeting, Jennifer Scott (Psychology IT) has created the [department's YouTube page](#) and worked with Dr. Balkhi to generate template descriptions, metadata, and channel information. Alumni videos to date and Dr. Puente's recent presentation to the department were uploaded and shared with the board by Dr. Graber.

Jennifer Scott will continue to work with the Department's new social media committee and the UF Branding office to finalize the Youtube's branding. Dr. Graber has also requested that IT link each Board member's video to their profile on the Board webpage. Dr. Balkhi requested that 10-15 minutes of the next board meeting be used to identify alumni to reach out to for the video project.

- Dr. Graber updated the board on the current hiring initiative. The department has made a sustained effort to interview and draft offers quickly in order to retain top candidates. Two counseling candidates are currently evaluating offers from the department. Additional interviews are underway for the remaining positions.
- Dr. Graber also provided general departmental updates. Of note, the department is hosting Efrén Pérez, Ph.D., a Political Psychologist, in the coming months as part of an every-other-year endowed speakership. Dr. Graber will provide dates and Zoom information to the board once available in order to disseminate within their personal networks.
- Dr. Graber also briefly updated the board on the departmental website. She will follow up with Steve Evans to ensure that the previously created content is disseminated via the website and social media.

Philanthropy:

- The board discussed Gator Giving Day (February 16 2023). The board briefly brainstormed potential areas of focus for Giving Day, including Student Groups, Projects, Student Initiatives, etc. After discussion, the board decided to center Giving Day broadly around Psychology Advising as a major area of need.

The board broadly themed the focus of Giving Day around "Telling Your Story" with the intention of connecting with alumni to give within their capacity. Prior to the next meeting, Steve will work with development to create the focused Psychology giving page for Giving Day. The development department will also share example social media posts and relevant hashtags at the next meeting. Once those examples are created, Dr. Puente volunteered to share example Mastodon and Post postings with the group.

Board Governance:

- The board welcomed and introduced Meredith Wikstrom and Frank Webbe to the board. Dr. Balkhi volunteered to reach out to both new members with information regarding the video project. Dr. Balkhi and Dr. Shutt will also reach out to Dr. Webbe to introduce MentorConnect. Dr. Graber will ensure that new members are added to the board's listserv. Subsequent to the meeting, Dr. Webbe decided not to serve on the Advisory Board.
- The board began strategic planning brainstorming. A digital document will be shared within the group to house brainstorming ideas between now and the dedicated strategic planning brainstorming session at the in-person meeting.
- The Board set the agenda for the upcoming meetings.
 - January 20, 2023 - Virtual Meeting - The board will review Action Items from the previous meeting, briefly discuss potential alumni to approach for the video project, discuss upcoming MentorConnect Reception, and review Development templates and general strategy for Giving Day
 - March 30 - 31, 2023 - In Person Meeting - The board will review progress within Engagement, Leadership, and Philanthropy and receive a Departmental update. The board will engage in a focused workshop to finalize the development of its strategic plan. The Board will engage in the MentorConnect student event and invite a faculty member to attend the board's lunch hour.