

December 19, 2024 Psychology Advisory Board Meeting via Zoom

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.

In Attendance:

Board Members: Amanda Balkhi (President), Antonio E. Puente, (Past President), Martha Zlokovich (President Elect), Kristy Johnson, Chris Pitisci, Meredith Wikstrom (Philanthropy Committee Chair), Stephen Alli, Matt Michaels

UF Representatives: Julia Graber (Department Chair), Christopher Peterson (Advancement), Lauren Guidi-Mackey (Advancement)

Prospective Board members: Eric Rudich

Future Meetings: April 24-25, 2025, in person

Department Chair Updates:

"Big Wins" for Fall

- Excellent pool of faculty applicants (over 80) for Social Psych position
 - Five candidates visited campus
 - Currently negotiating with top candidate
 - *Cautiously optimistic about search*
- Graduate students doing well
 - All graduate students have funding this year
 - Several graduate students graduated fall, mid-cycle
 - Several received positions on training grants
 - 1st year cohort received excellent support
 - NSF Fellow
 - 2 Fulbright, international scholars
 - Other scholarships
 - Scholarships, grad students already primary course teacher, and early graduations reduced our number of Grad TA's making scheduling a challenge
- Faculty
 - Large teaching load
 - very productive research programs
- Department
 - Psychology majors holding steady at 2000 plus
 - Able to fill the open staff position before gap became a crisis
 - Chair negotiating for contract renewal
- Climate
 - Chaos has settled down, even though still have an interim dean there is substantial value placed on stability

Engagement:

- Committee will focus on Gator 100 businesses, first psychology graduates, then CLAS graduates as potential points of contact for engagement efforts including internships, philanthropy, and board service
- Action Plan:
 - Identify Target Contacts:
 - Work with Laci to compile contact information for Gator 100 participants, categorized as follows:
 - A) UF Psychology graduates
 - B) UF College of Liberal Arts and Sciences (CLAS) graduates
 - C) All other Gator 100 participants.
 - Prioritization Strategy: Focus on UF Psychology graduates first, followed by CLAS alumni, then other UF graduates.
 - Engagement Strategy:
 - Draft and distribute an introductory letter about the board and participation opportunities.
 - Follow up with interested businesses via phone to discuss involvement.
 - Kristy will draft on a letter to these organizations, to send after cleared by Advancement
 - Then will call the leaders who express interest based on the letter about a list of discussion points (yet to be finalized) such as providing internships, alumni videos, or joining the Board; still firming up how secondary contact will work in concert with advancement
 - Matt mentioned that his firm has hired several psychology interns, and found it mutually beneficial; interns learn about corporate start-up environment; they get very eager, talented individuals helping out
 - Kristy also has buy-in from her company to develop an internship program, and hope to have it ready before summer 2025
 - Chris mentioned all of committee works outside of academia so we can provide a different type of internship, find different kinds of philanthropy opportunities
 - Chris will contact Lacie about the Gator 100 lists (current and back to about 2016)
 - Chris Peterson mentioned in the last list about one fifth were CLAS alums
 - Meredith volunteered to reach out to people on the list in Atlanta area
 - Amanda mentioned previous idea to do “ride-alongs” with advancement staff visiting donors which may be a viable option for follow up contacts
- Currently students can sign up for a semester course with or without credits; Shaney Carr is the point person vetting local agencies. Companies may need an established structure for internships if they have never had them before.
 - Julia suggests we can also work with the Beyond 120 group for guidance as internships are developed
 - Eric – his company is also building an internship guide, built around those from various companies
- Next Steps:
 - Finalize the Gator 100 contact list.
 - Review and approve the drafted letter before distribution.

- Initiate outreach with interested companies.
- Tony shared anticipated areas of growth in psychology academic departments at the masters level. Future of psychology at UF might hinge on providing a wonderful experience for undergraduates, and how to we manage to do that with such a large number of undergraduate and maintain world class research department

Leadership:

1. Newly defined Leadership Committee Role
 - Leadership – faculty liaison and support for faculty goals
 - Scholarships, Communication, Surveys, new members, Speakers
 - Defining how we are going to operate as a board
 - Defining how the board develops
 - May need to continue to clarify the lines between Engagement
 - New members and onboarding, survey, Hall of Fame interface
2. Strong Committee structure
3. Define how we will operate as a board – we are advisory and collaborative
4. Speakers and Mentors
 - Would student groups use such lists?
 - Janette found 15 speakers
5. Future Directions Survey/Board self-evaluation survey
 - Onboarding process that also is clear about work of Board
 - Make sure we are not seen as a fundraising board, but as a board that fundraises
 - Three lowest self-ratings:
 - Diversity issue still a big one – see 3.6 rating on this in Board Self-Evaluation
 - Clear role distinction between Board (advisory) and Department Chair. We are collaborative and supportive 4.5 rating on this in Board Self-Evaluation
 - Board members understand the Board's strategic plan and goals, 4.4 rating
6. Possible Action Items
 - Continue to engage with Psi Chi and Psychology Club; may help issue of undergraduates missing funding for research presentation travel
 - Students are research minded – 40% go to grad school but not necessarily in psychology (APA enacting new accrediting at masters level, but recent APA reorganization has slowed the process)
 - Appears that small universities are the first ones stepping in to accredit master's programs
 - Encourage UF to consider stepping in
 - Should we build in-roads with Academies (APA Divisions, ABPP, Regional Organizations) for shadowing, internships, research funding, conference jobs
7. Hall of Fame Task Force
 - Build display honoring graduates of the programs
 - Dr. Iser surveyed students about what they value in nominees (36 graduate; 27 undergraduate)

- While order of importance differed slightly, students agreed that the most important characteristics were:
 - Scholarly Achievement
 - Perceived Character
 - Community Impact
 - Leadership in their Chosen Field
 - Social Advocacy
- Review CLAS 40 under 40 winners
 - For those with psych degrees – found a few in 2020-2022 groups
 - List is not always clear about what degrees they have
- Finalizing a submission/nomination form and draft decision matrix
 - Two pages; may modify based on survey results
 - Need to get these done soon; Does anyone have capacity to help with one item here and there? Will send an email to everyone
- Perhaps survey faculty for nominees
- Tech display
 - Check, plenty of lead time, with Jennifer and Julie about Student survey said entrance/front of the building, high-traffic areas, use monitors/TV
- Create an initial group of honorees to be reviewed by the Board/Julia/etc.
- Still need to decide:
 - Reaching out to nominees
 - Vetting Process
 - Nominating Process

Philanthropy:

- Two Active Goals:
 1. Create a path to enroll alumni in donating
 2. Determine PAB's annual focus for Giving Day (recurring)
- Goal 1: Alumni Survey Insights
 1. Alumni want department updates via social media or newsletter
 2. Action: put link asking what else people would like to know about the department; Want to support student funding and grants, faculty recruitment, and retention
 3. But don't know what their donation could fund
- Action items
 1. Highlight impact and reasons to give to General Fund on the Donation page
 - Use Geology department's donation page as an example
 2. Allow newsletter recipients to submit story ideas
 - Could we add CTA to next issue?
- 2024 Giving Day Donors (recurring)
 1. 61% were UF Alumni
 2. 40% were new donors
- 2025 Giving Day - Highlight General Fund and its impact
 1. Stories from beneficiaries
 2. "Why I Give" statements
 3. Different areas/people the fund supports
- Establish a process and timeline for publishing content on the Department channels and Giving Day page

Christopher Peterson provided an update on 2025 Giving Day from Advancement:

- Gator Nation Giving Day – national day of giving - February 20, 2025
 1. Create awareness among alumni and donors, including department of psychology
 2. Only in place 6 or 7 years
- Recap of 2024
 1. 141 donors to psychology (goal was 50, last year 100)
 - 57 first-time donors
 - 61% UF Alumni
 - 25% Friends (maybe grandparents, corporate donors, etc.)
 - 7% faculty/staff; Tony - Faculty may not be excited to donate if no raises
 - 5% Parents
 - 2% Students
 2. \$518,847 raised
 - Includes \$500,000 pledge for a professorship
 - \$12,750 challenge gift from the Board
 - \$6,097 raised day-of
 3. Stewardship
 - Thank View video (Amanda and Meredith made them)
 - Standard recognition from the Dean
- Giving Day 2025 How can we help?
 1. “Why I Give” video or written statement
 - Send ideas to Lacie Klann and Philanthropy Committee
 - Send photos or other testimonials to Lacie and philanthropy committee
 - Experience or interest in building social media posts for department for Giving Day
 2. Challenge gift?
 - Lacie first gets individual donations from Board members then presents us with the Board total only.
 - Covert goal of total from board and raised day of being closer?
 - More concern about engagement or donation amount?
 - Engagement agreed upon as key
 - Find a way to get as many people as possible engaged through smaller donations – something like 5,000 people to give \$5, 1,000 people to give \$25, etc.
 3. Participation goal?
 - 125? 200? Christopher with check goal numbers with Meredith Palmberg
 - Known contact pool from emails is 12,000 alumni and friends
 - Social media messaging goes to more
 - Grassroots campaigning – share on our social media
 - Gamification – already track donors on the webpage during the day
 - Do we have numbers for repeat donors? Annual giving does have it. “UF Loyals” give every year
- Board Member Pipeline - Four prospective members identified

Board Governance:

- Spring meeting date April 2024 evening event then Board dinner; 25th all day Board meeting in Reitz Union
 - Let Lauren know if you recommend a restaurant
 - We have a bifurcated record system – final with psychology; drafts stored in Google drive; make sure you have access – if not let Amanda know
- Voted to invite Eric Rudich to join the Board
- Lacie let Amanda know that there is outreach going on to more potential board members
 - She may request of us to meet individually with a potential board member

Terms* of Current Board Members:

Amanda Balkhi

Terms 1-2, Spring 2021-Spring, 2025

President July 1, 2024-conclusion of Spring 2025 meeting**

Past President, conclusion of Spring 2025 meeting-conclusion of Spring 2026 meeting

Antonio E. Puente

Terms 1-2, Spring 2021-Spring, 2025

President, Terms 1-2, Spring 2021-conclusion of Spring, 2025 meeting

Past President, July 1, 2024-conclusion of Spring 2025 meeting

Martha Zlokovich,

Terms 1-2, Spring 2021-Spring, 2025

President, conclusion of Spring 2025 meeting-conclusion of Spring 2026 meeting

Past President, conclusion of Spring 2026 meeting-conclusion of Spring 2027 meeting

Chris Pitisci

Terms 1-2, Spring 2021-Spring 2025

Meredith Wikstrom

Term 1, Fall 2022-Spring, 2025

Janette Berne & Peter Dodzik

Term 1, Spring 2023-Spring, 2025

Kristy Johnson & Dianne Allen

Term 1, Fall 2023-Spring, 2026

Stephen Alli & Matt Michaels (*both approved at this meeting*)

Term 1, Spring 2025-Spring, 2027

* All Officers shall serve a two-year term until their successors are appointed by the Department Chair. Members-at-Large may be appointed at the discretion of the Department Chair to serve two consecutive terms. (PAB Bylaws, Article V Officers of the Board, 3).

** The Department Chair's appointments to the President-Elect and any Members-at-Large roles should take place at the Spring meeting of the Psychology Advisory Board. At the conclusion of the Spring meeting, the incoming President-Elect shall assume the position, while the previous President-Elect ascends to the President position. The previous President shall then assume the role of Past-President (PAB Bylaws, Article V Officers of the Board, 4).

***Board members may serve three consecutive terms at the discretion of the Department Chair. A hiatus of one year is required following the third term before possible reappointment to the board (PAB Bylaws, Article II Membership, 2.a).

Current Committee Assignments:

- Engagement – Chris Pitisci, (Chair), Kristy Johnson, Stephen Alli, Matt Michaels, Martha Zlokovich
- Leadership – Peter Dodzik (Chair), Janette Berne, Antonio Puente
- Philanthropy – Meredith Wikstrom (Chair), Amanda Balkhi, Dianne Allen