

*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:** In Person (Psychology Building)

**In Attendance:** Antonio E. Puente (Board Chair), Chris Pitisci, Amanda Balkhi (Board Secretary), Stephen Kraus (virtual), Martha Zlokovich (virtual), Frederick Coolidge (virtual), Hill Rowan (Advancement), Steve Evans (Advancement), Julia Graber (Department Chair), Jennifer Scott (IT), Meredith Palmberg (Advancement), Rachel Dorman (Estate & Gift Planning)

**Future Meetings:** Winter 2022 (Virtual), January/February 2023 (Virtual), Spring 2023 (In Person) Dates to be Determined

**Engagement:**

- Jennifer Scott, Psychology's System Administrator, and Dr. Graber reviewed the updates to the [Alumni and Board](#) section of the website. The addition of a direct link to the "Get Involved" component of the webpage was requested by the board. Jennifer requested a headshot from each board member that is at least 400px by 400px in size.

- Rowan Hill reported that the department is cleared to share [MentorConnect](#) with its students. Dr. Graber will communicate with Dr. Chandler to share MentorConnect with students via the listserv.

The board maintains its commitment through mentorship via MentorConnect. The board will continue to refer alumni within their personal networks to sign up for with MentorConnect. Board members should send an email to [brittanygrubbs@advising.ufl.edu](mailto:brittanygrubbs@advising.ufl.edu) with the interested alumni cc'd to get them access to a MentorConnect account.

- The board discussed the need to have an ongoing Departmental presence on social media using both unique content and content created by the college. The board also suggested starting a digital "Hall of Fame" to showcase alumni accomplishments and achievements within the department's website.
- To maintain active engagement with the Department's faculty and students, the Board requested that a student event and lunch with a faculty member be integrated into each in-person meeting.

**Leadership:**

- Dr. Gaber shared departmental updates along with feedback from the recent faculty retreat. The department continues to make up 17% of the undergraduate majors

within the College of Liberal Arts and Sciences and boasts a greater than 80% graduation rate within the 5-6 year timeline of its doctoral program. The department also leads the College of Liberal Arts in degree completion for students from traditionally underrepresented groups.

The Department continues to experience challenges regarding the continuity of Graduate Student funding during the summer semester and the general cost of living relative to the graduate stipend. Dr. Graber discussed avenues to increase available funding for students such as mentor funded research, the potential reclassification of currently restricted funds, and future philanthropy. Ongoing faculty and student concerns regarding the implementation of [Florida Law HB7](#) were also discussed.

Following discussions at the previous board meeting and the faculty retreat, the department sought out and was approved for a diversity focused cluster hire of three tenure track faculty (including one at the Associate Professor Level) along with two instructional faculty positions. Dr. Graber will share the position announcement with the board to share within their networks. Dr. Puente volunteered to draft a letter of support to current faculty for their exemplary work in the past year.

- The Board shared reflections on Dr. Puente's DEI focused presentation for the department. The presentation was successfully presented in a hybrid format with roughly 30 in person and 30-50 online attendees.

To further increase attendance and interaction, the board suggested that future presenters may benefit from partnering directly with the UF Psychology Club to secure an undergraduate presence at the presentation, in addition to scheduling a student focused reception for the presenter immediately following the presentation. Future presentations may best be communicated to faculty, students, and alumni early via departmental listservs, social media, and the board's personal networks. Dr. Balkhi will draft a letter to the DEI committee congratulating them on their first invited speaker in this much needed topic area. Dr. Puente requested that the recording of the presentation be shared with undergraduates via undergraduate advisor Dr. Chandler.

- Dr. Balkhi provided an update on the board's video project highlighting career pathways for psychology students via alumni stories. After a positive response from the undergraduate advisor (Dr. Chandler), the board committed to completing the videos that have not yet been completed. Jennifer Scott presented the board with options for housing the videos and providing closed captioning for students. Jennifer Scott will explore a departmental YouTube channel as a centralized location for these videos to be shared. The board requested that these videos also be linked within their board biography pages. Before the next meeting, Dr. Balkhi will connect with Jennifer Scott and Dr. Chandler regarding the location of existing and future videos.

### **Philanthropy:**

- The Board spoke with Jennifer Scott regarding the [Giving](#) page of the Department's website. Recommendations for improvements to the webpages and potential resources from the Advancement office were discussed. Dr. Balkhi will follow up to ensure Jennifer Scott and Meredith Palmberg are put in touch to coordinate updates to the giving page. Dr. Puente also discussed the importance of a serialized giving option (monthly, annually) and was encouraged to provide a testimonial for serialized giving.
- Hill Rowan provided an overview on philanthropy and the gift-giving process at the University, including cash gifts, planned giving, and real estate transactions. A brief overview of endowment types (e.g. Named Endowment, Professorships, Chairships) were presented.
- Rachel Dorman from the Department of Estate and Gift Planning outlined for the board ways outside of traditional cash donations that alumni can give to the University. Specifically, Bequests, IRA Rollovers, Appreciated Securities, Charitable Gift Annuities, Charitable Remainder Trusts, and Charitable lead trusts were discussed. The Department of Estate and Gift Planning is able to work directly with interested alumni to provide legal language, consultation with financial planners, and other assistance to establish these means of giving. The Board requested that a brief informational video was created to include on the Department's Giving page.
- Meredith Palmberg presented 2023 Giving Day (February 16th, 2023) to the Board as a University wide initiative to engage alumni, friends, and family in giving to the University regardless of the amount. With minimal planning, the Psychology Department engaged in the 2022 giving day and engaged 43 individual donors totaling \$2,500. It was recommended that Psychology aim for a goal of 100 individual donors this year. Strategies to increase awareness and engagement on Giving Day, such as using University Provided language, sharing on social media, board written thank you notes, and student engagement profiles were discussed. The Board again committed to 100% participation on Giving Day, regardless of amount.
- Steve Evans suggested that the board engage with Advancement in upcoming local events. Chris Pitisci volunteered to attend a planned November event in the Tampa area while Dr. Balkhi and Dr. Shutt were suggested to attend a Spring gathering in South Florida.
- Dr. Graber outlined the department's needs and potential fundraising targets along with projected costs. These options are summarized in the table below.

|                                                                                                                                                                                                              | Projected Total Cost                      |                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|----------------------------------------|
| Physical Infrastructure                                                                                                                                                                                      |                                           |                                        |
| Full Renovation/New Building                                                                                                                                                                                 | \$10 Million+                             |                                        |
| Single Floor Renovation                                                                                                                                                                                      | \$1 Million - \$3 Million                 |                                        |
| Isolated Space Renovations <ul style="list-style-type: none"><li>Advising Offices</li><li>Graduate Student Work Spaces</li><li>Classroom Upgrades</li><li>Undergraduate Labs</li></ul>                       | \$30,000 - \$200,000                      |                                        |
|                                                                                                                                                                                                              | Projected Annual Cost:<br>Direct Donation | Projected Lifetime Cost:<br>If Endowed |
| Graduate Student Support                                                                                                                                                                                     |                                           |                                        |
| Graduate Student Fellowship                                                                                                                                                                                  | \$40,000                                  | \$1 Million                            |
| Summer Award                                                                                                                                                                                                 | \$3,000 - \$10,000                        | \$75,000 - \$250,000                   |
| Top Off Student Stipend                                                                                                                                                                                      | \$2,000 - \$5,000                         | \$50,000 - \$125,000                   |
| Faculty Support                                                                                                                                                                                              |                                           |                                        |
| General Professorships/Chairships <ul style="list-style-type: none"><li>DEIA Professorship</li><li>Experiential Professorship</li></ul>                                                                      | \$40,000 - \$80,000                       | \$1 Million - \$2 Million              |
| Faculty Fellowship/Term Professorship                                                                                                                                                                        | \$20,000 - \$30,000                       | \$500,000 - \$750,000                  |
| Summer Awards                                                                                                                                                                                                | \$5,000 - \$10,000                        | \$125,000 - \$250,000                  |
| Teaching/Research Awards                                                                                                                                                                                     | \$3,000 - \$5,000                         | \$75,000 - \$125,000                   |
| Program Support                                                                                                                                                                                              |                                           |                                        |
| Requested Program Support <ul style="list-style-type: none"><li>Student Mental Health</li><li>Diversity, Equity, Inclusion, Access</li><li>Experiential Learning</li><li>Staff Appreciation Awards</li></ul> | Varies                                    | \$30,000+                              |

**Board Governance:**

- Steve Evans presented on other active boards within the College and provided example activities and programs undertaken by these boards. Notable examples including the funding and mentorship of the Beyond120 program by the Dean's Leadership Council, room and equipment fundraising by the Chemistry Board, and annual fishing competition and support of Giving Day by the Geology Board. It was noted that most active boards meet 2-4 times per calendar year, have board size between 15 - 20, and have a target board size of 20-25.

Advancement volunteered to provide each board member with a list of potential peer alumni to review for potential Department engagement or board service.

- The Board will begin a practice of Work Groups as a foundations for future committees when the board is larger. At present, Dr. Balkhi is leading the MentorConnect & Alumni Video projects while Chris Pitisci will spearhead Alumni outreach via the Advancement lists.
- The Board maintained the agenda for the upcoming meeting.
  - Winter 2022 - Virtual Meeting - The board will review progress within Engagement and Leadership and commit to participation in Giving Day and a potential engagement strategy. The board will then begin work on it's 3- 5 year strategic plan.
  - Early 2023 - Virtual Meeting - The board will review progress within Engagement, Leadership, and Giving Day.
  - Spring 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 finialize the development of it's strategic plan. The Board will engage in a student event, potentially with graduating seniors of the department, and invite a faculty member to attend the board's lunch hour.