

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.

December 8, 2023 Psychology Advisory Board Meeting

Meeting Location: Zoom

In Attendance:

Board Members: Antonio E. Puente (President), Amanda Balkhi (Secretary/President Elect), Martha Zlokovich (Leadership Committee Chair), Peter Dodzik, Janette Berne, Meredith Wikstrom (Philanthropy Committee Chair), Patricia Shutt (Engagement Committee Chair), Chris Pitisci, Fredrick L. Coolidge, Kristy Johnson, Dianne Allen

UF Representatives: Julia Graber (Department Chair), Lacie Klann (Advancement)

Future Meetings: Thursday March 7, 2024 - Friday March 8, 2024 (In-Person)

Engagement:

- The Engagement Committee Chair Dr. Patricia Shutt shared the three strategic goals chosen by the committee for the immediate future: 1) Connect with Psi Chi and Psych Club to create Social Media Posts (IT) for their respective instagrams and list serves to engage students in Mentor Connect, 2) Reach out to alumni to recruit more mentors in various fields, get videos, and begin the process of developing relationships for internships in diverse fields, and 3) Draft email engagement with seniors to build connection and opportunity to enroll in post graduate follow up. Goal to obtain additional email access, share stories of graduate seniors' jobs and career paths.

The Engagement Committee expressed interest in leveraging the philanthropy survey to connect with alumni that wish to become engaged. Additionally, the committee would like to build systematic ways to engage with students in their senior year with the goal of increasing engagement with the Department of Psychology following graduation. The Engagement Committee will plan to meet with Dr. Graber, Lacie Klann, and members of Psychology Advising to assess ways to leverage existing senior listservs to increase post-graduation engagement.

The Engagement Committee will also work with the Board's newest members, Kristy Johnson and Dianne Allen, to ensure that their Alumni videos are added to the Department's collection.

Leadership:

- Dr. Graber provided an update on faculty hiring efforts. The Department received authorization and funding for three positions. Two of the positions (one Assistant level position and one Associate level position) are within the Counseling area and one is for a Quantitative Psychologist. The Department received a wide pool of exceptional applicants and are pursuing an offer for an Associate Faculty member. The Department is continuing to interview applicants for the Assistant Faculty position and the Quantitative Faculty Position.

Dr. Graber also shared that the Department understands the importance of faculty retention and has the active support of the College of Liberal Arts and Science to promote faculty retention.

- The Leadership Committee Chair Dr. Martha Zlokovich shared the three strategic goals chosen by the committee for the immediate future: 1) The Board has representation in Academia, Nonprofit Administration, Industry, and Private Practice, 2) The Board grows larger (Goal of 15 Board Members by April 2024) while staying engaged, and 3) Determine ideal leadership lengths, renewal procedures, and succession planning via the establishment of Board Bylaws.

The Leadership Committee shared an audit it conducted of the current Board members' experience areas and credentials. The Leadership Committee will plan to meet with Lauren Guidi-Mackey to discuss upcoming updates to Board biography templates and how to best highlight the diversity of experience on the Board. The Leadership Committee also discussed the planned creation of a list of recommendations for incoming Board member biographies to improve standardization following the biography template revisions.

The Committee also discussed the recruitment and onboarding of new members to the board, and reaffirmed the current recruitment workflow with Advancement initiating recruitment contact.

Philanthropy:

- Lacie Klann led the board in a discussion of Giving Day. The 2024 "Stand Up and Holler" Gator Nation Giving Day will be February 15, 2024. This year, all monies collected by the Department during Giving Day will go toward the General Psychology Fund. Advancement anticipates that in mid January 2024, all Board members will be able to register as a Giving Day Ambassador to be better connected to resources at the University level for Giving Day

Lacie Klann also discussed the process and utility of matching gifts during Giving Day. She shared that matching gifts or challenge gifts have historically been successful drivers of increased donations and participation. She shared the Geology Department had successfully used this strategy during the 2023 Giving Day and saw an increase in participation and donations. Ms Klann encouraged the board to contribute directly for a matching challenge and will update the board on

funds received. If the Board is able to collect enough donations from Board members for a matching gift by January 12, 2024, the Board plans to move forward with an unlocking challenge for 100 donors. Board member Kristy Johnson will also liaison with Advancement for a potential corporate gift.

- Philanthropy Committee Chair Meredith Wikstrom shared the three strategic goals chosen by the Philanthropy committee for the immediate future: 1) The committee will understand the existing fundraising strategy used by advancement, 2) The Board will have a clear focus for Giving Day, 3) The committee will create pathways to enroll alumni in at least one philanthropy objective (Giving Now, Giving Day, or Giving in Kind/Service).

The Committee described an alumni survey that was sent in partnership with Advancement to collect information regarding alumni wishes for philanthropy with the department. To date, this survey has received 181 responses (out of 12,000 email addresses) which exceeds Advancement's target of 50-100 responses. The committee anticipates the results of the survey being available in late January.

The Committee also met with Advancement and Dr. Graber to suggest small website and newsletter changes based on examples from other Departments. The Department anticipates that the news newsletter will be released in Spring 2024. The addition of a Make a Gift tab to the Psychology Website and forthcoming additions to the donation page template were briefly discussed. The Committee recommended creating an alumni landing page and soliciting potential newsletter items from Alums.

Board Governance:

- *Board Member Recruitment:* The Board reviewed and revised the Board Member Wish List to reflect those positions currently filled and underscore the Board's commitment to building a Board with a breadth and depth of experience across as many areas as possible. The Board reiterated its commitment to steady, ongoing recruitment for Board service to ensure a healthy Board census with the goal of four members within the pipeline by April 2024.

The Board also reviewed the current Board Member Recruitment pipeline:

- **Stage 1: Recommendation from Board or Advancement** - Ten Currently Recommended
- **Stage 2: Vetting From Advancement Including Sharing Board Mission and Responsibilities** - One of the ten at this stage
- **Stage 3: Intro to Department Chair**
- **Stage 4: Intro to Board Member** *Steps 3 & 4 May Happen Concurrently*

- **Stage 5: Board Meeting Attendance**
 - **Stage 6: Vote and Discussion by Board about Potential Member**
 - **Stage 7: Follow Up Email Invitation to Join the Board by Department Chair and Board Member Representative**
- Lacie Klann shared that the Board's bylaws are still under review. Comments and feedback should be ready in time for the in-person board meeting in the Spring. The Board intends to review feedback and, if possible, ratify the Board bylaws at the Spring meeting.
 - The Board discussed the need for periodic reflection and self assessment, and discussed the need for ongoing, actionable feedback without instituting undue burden on Advancement or Department staff. Dr. Zlokovich and the Leadership Committee will discuss potential mechanisms for self assessment and attempt to create a beta electronic self assessment in concert with Lauren Guidi-Mackey with the goal of trialing it at the Spring meeting.
 - The Board began to set the agenda for the upcoming meeting.
 - Spring 2024 - In Person Meeting - The board will review progress within Engagement, Leadership, and Philanthropy Committees and receive a Departmental update. Results from the 2024 Giving Day will be discussed and thank you notes to donors signed. Specific follow up items will be reviewed including: Board bylaws and recruitment, faculty recruitment, retention and intellectual property training, and ongoing curriculum changes to meet state standards.

The Board will also trial a self assessment measure and discuss the feedback provided within it. The Board will conduct an election for President-Elect and officially transition officer positions to the President-Elect, President, and Past-President roles. The Board will also discuss ways to broaden the Department's relationship and collaboration with other Psychology Departments within the University (e.g. Clinical Psychology), potentially with an in-person mixer. The Board will participate in a working lunch with selected faculty.

Immediately prior to the Board Meeting, the Board suggests an event that allows the Board to interact with current students of the Department. The Board also requests the opportunity to interact with other CLAS or UF Advisory Boards if possible.

- Current Full Board Member List by Term:
 - Spring 2021 - June 30, 2024 Term: Amanda Balkhi, Patricia Thomas Shutt, Frederick L. Coolidge

- Spring 2021 - Dec 31 2024 Term- Antonio E. Puente, Martha Zlokovich, Chris Pitisci
 - Fall 2022 - December 31, 2025 Term: Meredith Wikstrom
 - Spring 2023 - June 30, 2026 Term: Janette Berne, Peter Dodzik
 - Fall 2023 - December 2026 Term- Kristy Johnson, Dianne Allen
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- Current Committee Assignments:
 - Engagement - Patricia Shutt (Chair), Fredrick L. Coolidge, Chris Pitisci, Kristy Johnson
 - Leadership - Martha Zlokovich (Chair), Janette Berne, Peter Dodzik
 - Philanthropy - Meredith Wikstrom (Chair), Amanda Balkhi, Dianne Allen