

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.

January 20, 2023 Psychology Advisory Board Meeting

Meeting Location: Virtual via Zoom

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

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

Engagement:

- *MentorConnect Work Group:* Dr. Graber is currently working closely with the Beyond120 team to create a reception in the evening of March 30th to allow the board to meet current students to bring the MentorConnect mentorship into an in-person space. More details will be provided to the group as they are known.
- *Alumni Outreach Work Group:* Chris Pitisci noted that the in-person Tampa alumni event is this week. Chris Pitisci will prepare to attend the event and support advancement's efforts to build relationships with Tampa alumni. Chris will provide an update to the board regarding the in-person event at the in-person meeting.

Steve Evans has continued to provide Alumni Outreach lists to each board member. All board members will complete and send to Chris and Steve their alumni outreach lists prior to the in person meeting.

Chris Pitisci shared the draft of the Alumni Outreach Template and requested that all board members review it outside of today's meeting.

Leadership:

- Dr. Puente shared his draft letter of faculty support which was reviewed during the board meeting. Dr. Puente will incorporate edits provided by the board and finalize the letter prior to sending via Dr. Graber.
- *Alumni Video Stories Work Group:* Dr. Balkhi requested that members flag any alumni from their Alumni Outreach lists that they feel may be a good fit for an Alumni Stories video.
- Dr. Graber updated the board on the successful hire of staff within student advising.

Philanthropy:

- The board discussed the fifth annual Gator Giving Day (February 16, 2023), including its impact on university rankings and the board's opportunity to send an email to alumni on February 8, 2023. The board solidified its goal of 100 gifts to the psychology department of any amount in the 2023 year. In service to this goal, each board member present agreed to make a donation of any amount to the psychology department for Gator Giving Day and to share Gator Giving Day materials with their personal networks.

As a group, the board reviewed the current Gator Giving day page for Psychology and provided specific feedback on wording (changing titles to Why Give to Psychology and What is UF's Goal), images (altering the current title image), and points to consider when the department is drafting the psych biography including the board's suggested theme - We give to tell our story, help students write their stories, and build the department's legacy.

The board also provided suggested changes to the departmental website prior to giving day, including additional student focused stories on the main psychology page, and a Giving Day focused banner and story to be visible and available prior to the February 8th email being sent.

The board then engaged in a collaborative writing exercise to draft an email to Psychology Alumni, alerting them that Gator Giving Day is coming on February 16th. Lacie Klann will facilitate sharing this email for Giving Day.

Board Governance:

- Prior to the meeting, the board received the resignation of Dr. Kraus due to personal and professional obligations. Dr. Kraus was influential to the initial formation of the Psychology Advisory Board and helped provide key insights into the development of the board's founding documents. Dr. Puente will draft and send a Thank You note to Dr. Kraus for his board service.
- The board briefly discussed strategic planning goals for the March 30-31, 2023 in person meeting. Meredith Wikstrom volunteered to lead the strategic planning component of the March meeting and will liaison with advancement for any additional materials needed for this process.
- The Board set the agenda for the upcoming in person meeting. The March 30-31, 2023 meeting will officially begin with an evening Beyond120 reception with students. On March 31, progress within Engagement, Leadership, and Philanthropy and receive a Departmental update will be discussed. The board will then meet with selected faculty over lunch prior to engaging in a focused workshop to finalize the development of its strategic plan.