

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.

October 5, 2023 Psychology Advisory Board Meeting

Meeting Location: Psychology Building

In Attendance:

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

UF Representatives: Julia Graber (Department Chair), Lacie Klann (Advancement), Lauren Guidi-Mackey (Advancement), Sunnie Pearson (Advancement),

Prospective Members: Kristy Johnson, Dianne Allen (Zoom)

Future Meetings: Winter 2023 (Zoom); Spring 2024 (In Person) TBD

Engagement:

- Three Alumni Story videos have been uploaded since the last meeting. The Engagement Committee was unable to meet prior to the board meeting and will update the board on their three chosen goals asynchronously.
- The Board noted that with the new semester, the requests from students to meet via MentorConnect have declined. In the interest of continuing student and alumni involvement in MentorConnect, Dr. Graber will request that Advising send an additional reminder to undergraduate students regarding the benefits and opportunities available on MentorConnect.
- The Board met with Angela Van Arsdale, MA, BCBA (Doctoral Student), Mimi Copeland, RBT (Undergraduate Student) and Dr. Iser DeLeon for a working lunch. Dr. DeLeon and his students provided the board with an overview of current areas of interest with the Behavioral Analysis area of the department as well as general information about clinical opportunities for students within the Behavioral Analysis program. Current challenges within the department, such as summer funding opportunities for graduate students and limited on campus clinical spaces were discussed. The Board thanked the visitors for joining and invited Dr. DeLeon back to future board meetings in his new role as Associate Chair.

- The Board discussed the branding and communication efforts of the Department. Dr. Puente shared a vision of the Department being known for *Exemplary Education and World Class Psychology Science*. Ways to keep retired faculty, alumni, and prospective students informed regarding the Department were discussed.

Leadership:

- Dr. Graber provided a departmental update.
 - *Undergraduate Update:* The Undergraduate program continues to thrive with roughly 2000 students within the major attending class on campus and 200 additional students enrolled in Psychology via UF Online. Psychology continues to represent 17% of all majors within the College of Liberal Arts and Sciences.

Within the Department’s undergraduates, there has been a historic increase in students enrolled in the Behavioral Cognitive Neuroscience Program, which now serves roughly half of all undergraduate psychology majors. The Behavioral Analysis area continues to serve roughly 300 students with the remainder being classified as general psychology majors.

While the Department celebrates this growth, Dr. Graber also shared ongoing challenges, including the need for undergraduate advising to engage in enrollment management, the need for increases in teaching faculty, and the desire to convert the Department’s current visiting faculty position to a traditional instructional faculty position.

Dr. Graber also reported on the students currently enrolled in experiential learning credits, noted in the table below. Of note, while the Department encourages undergraduates participating in research to enroll in research credits, this is currently not required and thus the total number of students participating in undergraduate research is generally considered to be higher than these numbers.

Semester	Research Credits	Teaching Credits	Internship Credits	Honors Thesis
Fall 2022	208	161	23	8
Spring 2023	261	197	23	25
Summer 2023	66	37	12	2

- *Graduate Student Update:* Dr. Graber shared with the board the numerous achievements of the Department’s graduate students in the 2022 - 2023

academic year, including obtaining 9 research funds or awards from professional societies, 15 University of College of Liberal Arts and Sciences Awards, and 85 Departmental Travel Awards.

The Department welcomed 18 graduate students in Fall 2023, maintaining a department wide graduate student census of roughly 100 students. All incoming students received the new \$22,000 base graduate student salary, plus a \$400 increase obtained by the Graduate Student Union. In addition, 83% of incoming graduate student funding was supplemented by additional research or philanthropic funds for a stipend amount that exceeded the University's base graduate student funding. Despite these positive increases in student funding, the Department continues to face challenges related to the graduate student stipend, including a reliance on 9 month contracts for graduate students and a base stipend that is lower than that offered by other academic institutions.

- *Faculty Update:* Dr. Graber celebrated the many achievements of the Department's faculty in the 2022 - 2023 academic years. [Dr. Ron Chandler](#) and [Dr. Feihong Wang](#) were both promoted this fiscal year. [Dr. Andreas Keil](#) was also awarded the rank of Distinguished Professor. [Dr. Lori Knackstedt](#) was awarded a UF Research Foundation Professorship and [Dr. Dallery](#), [Dr. Scott](#), [Dr. Vollmer](#), and [Dr. Webster](#) were awarded Term Professorships. Dr. Webster was also awarded the R. David Thomas Endowed Professorship while [Dr. Natalie Ebner](#) was awarded the inaugural Trish Calvert Ring Professorship.

During the 2022 - 2023 Fiscal year, faculty were awarded 23 external grants (across 14 faculty members), eight national professional awards, four elected fellowships in professional societies, and eight teaching or mentoring awards.

Dr. Graber also celebrated new faculty to the Department: Dr. W. Matt Friedl (Behavioral and Cognitive Neuroscience Instructional Faculty), [Dr. Taewon Kim](#) (Counseling Area Assistant Professor), [Dr. Lindsey Rodriguez](#) (Social Area Associate Professor), Dr. Laura Shambaugh (Assistant Instructional Faculty); [Dr. Faris Kronfli](#) (Visiting Behavioral Analysis Instructional Faculty). These hires bring the Department's total faculty census to 42 State Funded Faculty and three Grant Funded Research Faculty. The Department anticipates actively recruiting one Assistant Professor in Counseling, one Assistant or Associate Professor in Counseling, and one Assistant Professor in Computational Modeling or Quantitative Psychology.

Dr. Graber also shared new bylaws within the Department. In order to ensure that the 11 Instructional Faculty in the Department have decisional parity, the faculty recently passed new bylaws recognizing that all State funded faculty have equal voting representation regardless of tenure track status. The Department also now recognizes teaching faculty as Instructional Faculty rather than the former title of Lecturer. The Board

celebrated these changes and the related shift in faculty culture within the Department.

- 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.

In service of these goals, the Board reviewed the draft by-laws presented by committee and shared suggestions. The full text of the by-laws will be shared asynchronously for review with expected approval during the Winter zoom meeting. The Leadership Committee also encouraged a targeted focus on the recruitment of alumni now in finance or law, in addition to a continued focus on increasing the board's diversity of representation and experience.

The Leadership Committee also suggested the establishment of a centralized attendance tracking document (managed by the Leadership Committee) and revision of listed terms for current board members to monitor and encourage engagement. Finally, the committee suggested minor revisions to the Board's webpage to ensure that the education and experience of each Board member at UF is appropriately highlighted.

- The Board discussed Psychology's relationship with other Departments with psychologists on campus. Specifically, the Board reviewed the historic relationship between the Department of Psychology and the Department of Clinical and Health Psychology. Collaboration in Graduate Student training in the areas of statistics, developmental psychology, and social psychology were discussed, as were undergraduate course offerings in each department and opportunities for undergraduate research. Dr. Graber also noted existing collaborations between faculty across the two departments.

The Board suggested that the Department look for opportunities for increased interaction between the Departments, potentially around undergraduate education and research. Dr. Graber will investigate potential opportunities to share research or colloquium offerings between departments and potentially arrange a meeting between selected faculty in the Behavioral and Cognitive Neuroscience and Neuropsychology if appropriate.

Philanthropy:

- Lacie Klann presented on behalf of the College of Liberal Arts and Sciences (CLAS) advancement office. The CLAS Advancement Office serves over 122,000 CLAS Alumni of which roughly 19,000 are Psychology Alumni. In addition, the Advancement office supports the activity of eight Advisory Boards, including the Psychology Advisory Board. The Advancement office supports the encouragement of volunteerism and philanthropy to the University and College.

Advancement's philanthropy efforts are categorized into Major Gifts, such as endowments or bequests, and Annual Giving. Philanthropic support is used towards support for students (Tuition, Book Grants, Research Grants, Graduate Stipends, Experiential Education Opportunities), faculty support (Professorships or Research Funding), and Departmental Support (Greatest Needs and Facilities). Facilities was identified as a major need for Psychology as the Psychology Department has the oldest Psychology Building within the state university system.

Stand Up and Holler, the Gator Nation Giving Day, is a UF tradition entering its sixth year that encourages all UF Alumni to give back to the University. In 2023, CLAS was ranked #1 in dollars raised and #3 in the number of gifts made. The Department of Psychology experienced a record year for contributions in 2023 at 52 donors, \$3,446 in unplanned donations and \$500,000 in pledge contributions. In order to plan for a productive 2024 Giving Day, the Advancement office shared strategies that were productive for other departments. These include, sharing student profiles and faculty spotlights, using matching challenges and giving challenges. Advancement shared that Geology successfully leveraged a \$5,000 challenge gift after receiving 75 individual donations in 2023.

- 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 it is developing in collaboration with Advancement. The Committee also shared its takeaways from a fact-finding meeting with Advancement, including the power of matching donations and the importance of a regular newsletter. The statistics from the Department's first newsletter (delivery to roughly 8,600 alumni and donors, with a 48% open rate, and a 5% click through rate) were celebrated by the board and the Department was encouraged to continue to send alumni newsletters while capturing the email addresses of graduating students.

Board Governance:

- *Board Member Recruitment:* The Board welcomed Diane Allen, a Strategic Coach and Mentor, who is in Stage Five of Board Member recruitment. The Board also welcomed Kristy Johnson, a lawyer for ABA Centers of America, who is currently in Stage Five of Board Member recruitment. Both attended a portion of the Board Meeting and engaged with Dr. Graber, Lacie Klann, and a Board Member outside of the meeting. Following their meeting attendance, the board voted to invite both Diane Allen and Kristy Johnson as full members of the Board. Dr. Graber and Lacie Klann will formally welcome the new members and ensure they are added to the Board's contact list.

To facilitate further board member recruitment, the Board will revise the Board Member Wish List to reflect those positions currently filled and underscore the

Board's commitment to diversity in its broadest form. Lacie Klann will also facilitate an alumni list for Janette Berne and a list of local Gainesville Psychology Alumni for the board to review for potential contacts. The board stated a commitment to recruiting four additional board members by April 2024.

- The Board discussed the existing term cohorts. There was concern across the Board that the overlapping term of the six founding members would lead to a large loss of experience at the slated term end for those board members (June 30, 2024). In order to balance term end across Fall and Spring semesters, three members of the founding cohort (Antonio E. Puente, Martha Zlokovich, Chris Pitisci) will have their first term ending date extended to December 31, 2024.
- In the interest of continued reflection and assessment regarding the purpose and efficacy of the Board, the board will commit to completing a self-assessment in a coming meeting.
- The Board began to set the agenda for the upcoming meeting.
 - Winter 2023 - Zoom - The board will review the drafted by-laws and formally vote on their implementation. The Board will then complete a brief committee update before discussing plans for Giving Day 2024.
 - Spring 2024 - In Person Meeting - The board will review progress within Engagement, Leadership, and Philanthropy and receive a Departmental update. Results from the 2024 Giving Day will be discussed and thank you notes to donors signed. The Board will follow up regarding faculty Intellectual Property (IP) training, Board governance, member recruitment and ongoing curriculum changes to meet state compliance. The Board will also discuss ways to broaden the Department's relationship with other Psychology Departments within the University (e.g. Clinical Psychology). 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, Dianee

- Current Committee Assignments:
 - Engagement - Patricia Shutt (Chair), Fredrick L. Coolidge, Chris Pitisci
 - Leadership - Martha Zlokovich (Chair), Janette Berne, Peter Dodzik
 - Philanthropy - Meredith Wikstrom (Chair), Amanda Balkhi

**UF Department of Psychology Advisory Board – Leadership Committee Report
October 5, 2023**

Members: Janette Berne, Peter Dodzik, and Martha S. Zlokovich

Pillar = [Leadership](#)

Leadership Goals =

1. PAB has representation in Academia, Nonprofit Administration, Industry, Private Practice
2. Recruit 10 for Committee Participation
3. Psychology has hiring and recruitment plan that dovetails with AI Initiative
4. Larger Board that's also engaged
5. Determine Ideal Leadership Lengths, Renewal, Succession Plan

Goal 1: Representation across professions on the PAB

- 1) Tony - Neuropsychology professor, founder of cultural research organization, founded and edited Neuro psychology journals (BS psychology, UF; PhD Neuropsychology, University of Georgia)
- 2) Amanda - Founder and Director of a non-profit (BS psychology, MS Clinical Psychology, PhD Clinical Psychology, UF)
- 3) Martha - Developmental psychologist, Psychology professor, Executive Director of a non-profit (BA Psychology with a concentration in German, UCLA; MS and PhD Developmental Psychology, UF)
- 4) Chris - Business consulting, IT recruiting (BS Psychology, UF)
- 5) Patty - H.R. Productivity counselor, Psychologist in private practice, (BS Psychology with minor in gerontology, UF; MA in Mental Health Counseling, PsyD Clinical psychology, Nova Southeastern University)
- 6) Fred - Neuropsychology (BS Psychology, ??; PhD, UF) professor, author of 13 books
- 7) Meredith - Design consultant, Managed online educational platforms (BS Psychology with minors in Business Administration and Sociology, UF; MA General Psychology, University of North Florida)
- 8) Janette - Marketing, Psychotherapist, Play therapist in private practice (BS Marketing, UF; MS Counseling Psychology, Georgia State University)
- 9) Pete - Pediatric Neuropsychologist, Professor (BS psychology, UF; PsyD Clinical Psychology, Florida School of Professional Psychology in Tampa)

We suggest updating the PAB website listing members' backgrounds to list everyone's UF degrees, and other university degrees be listed including areas of psychology, and check accuracy.

At the current time the LC concludes that more diversity of professional experience is needed on the PAB. Current member experience includes the four areas mentioned in the goals (Academia, Nonprofit Administration, Industry, Private Practice). Members include psychology faculty, representing developmental, counseling, clinical, and neuropsychology, consulting, IT hiring consulting. First priorities might include a lawyer, accountant or CPA, fundraising professional, **related medical, communications, advertising, management.**

Current PAB Professional Experience

1. University Professors, Academia
2. Non-Profit directors
3. Private counseling and psychology practice
4. Academic authors
5. Business
6. Technology

Goal 2: Recruit 10 for Committee Participation

Short-term goal was to add 10 new Committee participants. We recommend focusing on adding PAB members first, then addressing this goal.

Goal 3: Psychology has hiring and recruitment plan that dovetails with AI Initiative

LC recommends obtaining details from Julie Graber and others involved in the AI initiative and how many faculty have been hired to support it while at UF for this meeting. Should writing such a plan be the department's goal, not the LC's goal?

Goal 4: Larger Board that's also engaged

This goal was written to indicate that the percentage of involved PAB members be the measurement of engagement. In order to collect data on this, we recommend tracking attendance and participation of all members at PAB meetings in a document posted in Google docs. Committee membership and leadership, as well as participation attendance and participation of committee members, could be included.

Additional measures were written to aim for increasing the Board from 10-12 members to 15, then eventually to 20. We currently have 9 members, having lost at least two. We recommend the PAB discuss the purpose and logistics of increasing to 20 members, including implications for reaching quorum. We further suggest striving to reach 15 engaged members then assessing the feasibility of increasing to 20 members.

According to Robert's Rules (<https://www.ibabs.com/en/roberts-rules-of-order/>) quorum is the minimum number of voting members who must be present to conduct business in the name of an assembly, organization or group. The number of members to establish a quorum varies and can be a percentage of the total membership or a fixed number. However, of the quorum, majority voting rules apply. Any votes made without a quorum in place aren't binding to the organization. Thus, regardless of the number of Board members, the quorum can be outlined in the bylaws as either a minimum number or percentage of members.

The final measure for this goal was to be the number of members engaged in committee leadership. This data could be tracked in the document mentioned above.

Questions for the Board:

1. Should quorum be based on a percentage of those present and meetings and all new business only occur at meetings?
2. Should quorum include members of the Officers, other members, or both to make decisions?

Goal 5: Determine Ideal Leadership Lengths, Renewal, Succession Plan

Bylaws if existing here (that address position descriptions, elect or appoint officers, etc.) if proposed after lists of officers below??

Suggest progression can be from Secretary and/or President-Elect to President.

Set up to avoid everyone rolling off at the same time

Suggested Officer/Executive Committee positions and progression:

Currently, terms of office are just for PAB members, not officers. Advisory Board members are jointly appointed by the Chairs of the Department of Psychology and the Advisory Board to three-year terms. Three consecutive terms may be served at the discretion of the Chairs. A hiatus of one year is required following the third term before possible reappointment to the board.

terms for officers

1. President – 2-year term, remain on the PAB the year following presidency
2. President-Elect – 1-year term
3. Secretary – 3-year term, unless moving to President-Elect or President after 1 year
4. Member at Large – 1-year term, need to be determined by the Executive Committee

Additional possible Officer/Executive Committee positions:

1. Vice President
2. Treasurer
3. Member of the public/continuing Member at Large
4. Director of Committee Chairs (something like this)

Questions: What date is considered to be the founding date of the PAB? Who first suggested and developed the PAB?

PAB Philanthropy Update: Fall 23

Meredith Wikstrom & Amanda Balkhi • 10.05.2023

Selected Goals

1. Understand Advancement's fundraising strategy
 2. Determine PAB's focus for Giving Day 2024
 3. Create a path to enroll alumni in donating
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Goal 1: Fundraising strategy

Progress

Met with Advancement:

- Sharing regular updates from the Dept keeps alumni connected
- Grow small donors and donor pipeline

Drafted alumni survey

- Need to hear from alumni on what interests them about the Dept and why they engage

Action Items

- Determine how we can clearly and consistently communicate via the newsletter and website
 - Finalize draft with Advancement and send to alumni
-

Goal 2: Giving Day focus

Progress

Met with Advancement:

- Learned what's been successful for other departments and the importance of capitalizing on Giving Day

Action Items

- Define giving goals so potential donors can connect with a purpose - **people relate to people**
 - Have a challenge gift from an existing alum (5-10K)
 - Determine what donors we want to gain and keep from Giving Day
-

Goal 3: Path to alumni donations

Progress

Drafted alumni survey:

- Understanding past engagement and current interests will help us craft relevant content and build relationships
- Collecting barriers to engagement

Action Items

- Send survey to alumni
 - Examine past Giving Day donor data
 - Determine status of graduation survey to collect email addresses and share the Department's socials
-

Engagement Committee Update and Goals:

1. Connect with Psy Chi and Psych Club to create Social Media Posts (IT) for their respective instagrams and list servs to engage students in Mentor Connect.

- Patty will DM both and introduce myself to schedule a meeting to discuss our ideas

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. Will give us additional opportunities for more direct access on giving day and beyond. This engagement will help build a foundation for a future job fair for Psych Students.

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.