

**DEPARTMENT OF PSYCHOLOGICAL SCIENCES**  
**Alumni Advisory Council Meeting**  
**Friday, October 4, 2013**  
**Bluemont Hall, Room 021**

**Members Present:** Milt Ahlerich, Gail Antenen, Sue Astley, Jenn Bonds-Raacke, Mitch Brigell, Susan Burns, Mike Dougherty, Janet Gee, Amy Gross, Desirae Moreno, John Raacke, DeKeta Schuckman, Jeanne Tomiser, Lisa Way, and Jim Wright.

**Others Present:** Jerry Frieman, Ryan Kenney, Mike Young, and various faculty.

**Call to order.** The meeting was called to order by Alumni Council Chair Mitch Brigell. Mitch followed with some introductory remarks welcoming everyone.

**Introduction of new Advisory Council members.** Mitch introduced the new Advisory Council members: Janet Biggs, Desirae McKenzie Moreno, DeKeta Nicholson Schuckman, and Jeanne Tomiser. Then Mitch asked each continuing member of the Advisory Council to introduce themselves.

**Introduction of new faculty members.** Chip Pickens (Behavioral Neuroscience), Heather Bailey (Cognitive) , and Wendong Li (I/O) introduced themselves, and each made a brief presentation about their academic backgrounds and their research interests.

**Presentation on our I/O program.** Pat Knight described the MIOP (Master of Science in Industrial/Organizational Psychology distance program), and YoungAh Park and Clive Fullagar described their (and Pat's) research.

MIOP started in 2000. Students come from all over the country. Some have PhDs, and in one case the student was the Dean of a business school in Chicago. Most students are early in their careers and are getting into more administrative tasks and into human resource positions. Some are looking for career changes. The focus is on human resources, and the program is more applied than our PhD program. The paperwork for MIOP is handled by our Division of Continuing Education. 185 students have enrolled in the program since 2000, and 87% of them graduated.

The program consists of 38 credit hours. Twenty-four are course work with 12 credit hours on campus during 2-week sessions for 2 successive summers. The remainder of the 24 course hours are on-line classes. The on-line classes are interactive, and a typical week will generate 400 messages from the students. The level of involvement is exceptional. The students do a 14-hour practicum to complete the program. The summer sessions are a major part of the program and its unique aspect.

YoungAh Park's research is on work-stress experiences in industry and in college students who have to work in addition to attending classes.

Clive and Pat study what work-related tasks really engage us. They are interested in the experience of flow where you get so absorbed in the task that you forget about the environment, everything becomes almost effortless, and you are usually performing at an optimal level with positive emotions.

**Presentation of Distinguished Alumnus Award to J. P. Bilbrey.** Mike Young presented our Distinguished Alumnus Award to Mr. Bilbrey who then spoke on the topic "All things are possible."

This occurred in BH 101.

**Panel discussions.** Following Mr. Bilbrey's presentation, there were two panel discussions: "Career Options with an Undergraduate Degree in Psychological Sciences—Learning from Alumni Experiences" (Panelists were Milt Ahlerich, Gail Antenen, J.P. Bilbrey, Janet Gee, Desirae Moreno, Lisa Way, and Jim Wright, and moderated by Don Saucier in BH 5102) and "Career Options with a Graduate Degree in Psychological Sciences—Learning from Alumni Experiences" (Panelists were Sue Astley, Mitch Brigell, Susan Burns, Mike Dougherty, Amy Gross, and Jeanne Tomiser, and moderated by Clive Fullagar in BH 498).

**Lunch.** The group was joined for lunch by faculty and undergraduate and graduate student leaders.

**Future directions for the Department.** Mike Young's department head report consisted of two parts: what has happened in the Department during the past year and future plans for the department. An outline of his remarks is attached to these minutes (See Attachment 1.)

Mike noted when candidates who were interviewing for our academic advisor position were asked what the name "Psychological Sciences" means to them, he kept hearing them say it gave them a broader perspective on what psychology is. When they heard "Psychology" they thought it meant clinical or counseling psychology.

New classroom enhancements will be used to upgrade our classrooms. We only have room for 2-3 more faculty unless we get more space from Education.

A proposal for a \$10 million COBRA grant will be submitted in February. We should know in August or September whether we will receive it.

Our current 9-month salary for GTAs is \$11,000. It should be \$15,000. We are giving GTA supplements of \$300/year. We only have summer funding for 1 GTA

We have 270 Pre-psychology students for our undergraduate advisor Sarah Buchanan to advise.

Mike responded to the following question during his presentation:

What can the Advisory Council do to help with getting more faculty? What about hiring instructors? The department is thinking about this. But we do not want instructors to be second class citizens.

The question of endowed chairs came up. Ryan Kenney noted that it takes a \$1 million dollar endowment will return \$40,000 a year to supplement the salary of a full professor, and it is hard to raise money for endowed chairs.

Can term endowments be used for faculty salaries? The answer is yes.

Someone brought up that at Wichita State University, a graduate student who teaches a 1 regular course gets a 50% tuition reduction, and teaching two courses leads to a 100% tuition reduction. We do not want to do that. We have the Teaching Apprentice Program to train our graduate students. We also do not want the majority of our undergraduate courses taught by graduate students.

Mike Dougherty suggested replacing faculty with post-doctoral fellows who teach.

Someone asked what are the sources of our operating funds. The answer is \$30,000 from the Dean,

funds generated by MIOP and returned to the department, sponsored research overhead funds, funds generated by graduate students who teach in the evening college (this is reserved for graduate student travel), and philanthropy.

Jenn noted that Fort Hays has a 200 level General Psychology course for people who enter with General Psychology credit.

Mike Dougherty noted that Maryland has a Master's of Professional Services degree that brings in \$250,000 revenue per year.

Should we focus our educational efforts on teaching general skills (research and quantitative) across all areas in our program? Four of our graduate students are going to UN-L for brain imaging training.

The COBRA grant proposal has a data analysis core and a tech funded by the grant.

Our operating budget is \$1.4 million.

JP Bilbrey made the following comments before he had to leave to return to Hersey: He sees the world headed in the direction of big data, predictive analytics, and consumer research. The future is in the union of analytic and consumer skills. There are people who know the predictive analytics, but they do not know the questions to ask. It is the combination of these skill sets that needs to come together around the consumer to unlock the data. No one has this yet. He believes that with our focus on good methodology and research we can give our students the skill sets to focus on both the consumer and predictive analytics. What we do today is not described that way, and we would have to bring in some other pieces to make it relevant. He can introduce us to some of these creative and talented people so that we could create something that no one else has. There is a lot of money available in this area. He sees these as ways for us to make money to do the things we want to do.

JP noted that there are employment opportunities in big data (data analytics). The skill sets for this are in mathematics and marketing. Hershey spends a lot of money on people in this area. The product is students with core skills sets (data analytics and consumer skills). Design a curriculum around that. We need to hook up with industry people. We do not have a plan here yet. JP can help make introductions.

**Approval of Minutes of 2012 Alumni Advisory Council meeting.** The minutes from the October 14, 2012 meeting were approved as distributed.

**Report by Fund-raising Committee (Gail Antenen).** The Department needs include upgrading computers for teaching, someone to teach our personality course this coming academic year. The Fund-raising Committee met to try to decide how to raise funds. Mindy Weixelman from the Foundation will have students make calls for us to help with that solicitation. The Foundation is trying to streamline solicitations, not have "rogue" ones; therefore, we should send a letter to all alumni, a positive letter describing what is going on in the department with no solicitation included.

How can we build connections:

Cultivate local psychology alumni in Manhattan area.

All members of the Advisory Council donate something. Start with current advisory council, then

past members, then alumni.

We need to move the “support us” button to a more noticeable location.

Athletics is a good model for getting more donations.

20% of our budget comes from philanthropy.

Ryan Kenny indicated that we should try to avoid donor fatigue when people get too many requests in a short period of time.

Amy Gross suggested we rename the committee the “Stewardship Committee.”

Other suggestions included honoring retired faculty at MPA and using Foundation funds to pay for this, and finding a way for Advisory Council member to partner with faculty to meet with alumni.

**Presentation by Ryan Kenney on the Foundation.** (See Attachment 2.) Ryan made the following additional comments as part of his report:

- Part of the \$152 million raised by the Foundation includes the money raised for the West Stadium Project.
- Telefund is year-round now, and the focus will be on lapsed and first time donors. Those people who are usually called in February will be called again at that time of the year.
- The Department received a deferred second-life gift of \$743,000 for scholarships. That gift is 60-80 years away.
- The name of the Development Fund has been changed to the Excellence Fund.

**Election of chair-elect 2014-2015.** Jennifer Bonds-Raacke was elected by unanimous ballot for the position of as chair-elect.

**Recognition of members whose terms are expiring.** Mike Young recognized those members of the Advisory Council who have served two consecutive terms and are required by our by-laws to leave the Council.

**Discussion of possible new members.** A number of suggestions for people to invite to join our Alumni Advisory Council were made. Jerry will follow up to invite them so that we can achieve a balance of members in terms of degrees earned here and in terms of graduate areas.

**Discussion of possible items for fall 2014 meeting.** There was strong sentiment to repeat the panel discussion for undergraduate students and try to arrange panel clusters around areas and include a social hour with graduate students. A suggestion was made to poll students for topics of interest. Other suggestions were to provide ways to make connections with alumni and provide a tour of the department.

**Adjournment.** The meeting adjourned at 3:45 p.m. when the fire alarm in Bluemont Hall sounded.

The Alumni Advisory Council was joined by faculty and spouses and student leaders for dinner in the Purple Pride Conference room in the Alumni Center.