

# MEMO

**TO:** Marketing Faculty

**FROM:** The Executive Committee

**SUBJECT:** Professional Development Fund

**DATE:** July 8, 2004

The Professional Development Fund (PDF) system that we began this year worked extremely well. We believe we exceeded our goals in providing individual faculty with greater flexibility and discretion in spending funds for their professional development. Once again, we will allocate the money from our overseas programs to individual faculty for the 2004-2005 academic year. We will also set aside a reserve fund to be used for general departmental needs.

In order to make the allocations we need some indication of your expected professional expenditures for the 2004-2005 academic year. **Please take some time to think through what you would like to do next year and fill out the PDF Allocation form.** This includes conference travel from Sept – August. Keep in mind that you get \$800 for conference travel from Baruch. Also keep in mind that there is only a small amount of money to be divided amongst a very large number of faculty, so you need to be reasonable in your requests. We recognize that unanticipated expenditures might arise during the course of the year, and we will try our best to accommodate these situations according to our resources at that time.

In making PDF allocations to individual faculty, the Executive Committee will endeavor to be fair and equitable. Our guiding principle is to allocate funds to support activities that will help us as a Department achieve our collective goal of reaching “top 25” and, in particular, to increase the productivity and reputation of the Marketing Department. In case of resource scarcity, first consideration will be given to the needs of untenured faculty. Priority will also be given to those who demonstrate recent and ongoing research productivity.

Please return these sheets to Gary as soon as possible, but no later than September 1.  
Thank you.

Your Name \_\_\_\_\_

1. **TRAVEL:** Indicate the trips you plan on taking and your role. Please remember that your requests may supplement, but are not to be used in lieu of the \$800 travel money awarded by the Baruch College Fund.

*Conference/Activity*

*Your Role*

*Estimated Cost*

2. **EQUIPMENT:** Indicate computers, printers, etc., and estimated cost. Please provide a brief justification for these expenses.

**3. RESEARCH/TEACHING SUPPORT:** Indicate other research and teaching support expenditures you anticipate. Please provide a brief justification for these expenses. Examples include: money to pay subjects or develop stimuli for experimental research; professional association dues; journal subscriptions; textbooks and videos.

**LUMP SUM ESTIMATE:** Based on the above needs (note: in the future, your current PDF balance will be carried over), please provide your best estimate of your additional dollar requirements for the 2004-2005 academic year.

\$ Lump Sum Estimate \_\_\_\_\_