IMPORTANT!

Please Complete and Return the Enclosed Survey

Enclosed is a survey addressing key issues for Division 21. Please complete and return it at your earliest convenience. The returned surveys will weigh heavily on the future directions of Division 21.

One key issue is whether a printed version of our newsletter is still needed. Currently, division newsletters are available on our Website. Indeed, the availability of the newsletter on the Website precedes its arrival in your mailbox by weeks. The question is whether we want to discontinue the printed version entirely. The most common reason given for discontinuing the printed newsletter is the cost. The cost of printing and mailing the newsletter is considerable. Printing costs run from $750 to $1000 per issue. Add to this the mailing costs, which run from $250 to $300 per issue. Indeed, a dues increase will likely be needed if both a mailed newsletter and the JEP: Applied continue as benefits of membership. There is also the problem of timeliness. It is commonplace for newsletters (all newsletters not necessarily the Division 21 newsletter) to contain dates for upcoming events that have already passed. Timeliness has been a chronic problem with printed newsletters. This need no longer be the case with electronic media. Newsletters can either be disseminated as email, as email attachments, or announcements can be sent via email that a new newsletter has been posted on the Web. It would appear that Division 21 should move to electronic newsletters exclusively. This should be a decision made by the membership, however. Moreover, this survey has been postponed until we could publish a printed version of the newsletter. Should you want to continue receiving a printed version should we make the transition to an electronic version, please so indicate so that consideration could be given to continuing printed distribution to those insistent on receiving a hardcopy version.

Continued on Page 18 “Important”
Message from the President

By Doug Griffith, Division 21 President

It is both an honor and a privilege having this opportunity to serve as the President of Division 21. When I review the list of my predecessors, it is humbling indeed. I want to thank my immediate predecessor, Dave Schroeder. He did a fine job, and I find the longer I serve as President, the greater my appreciation for the job that Dave did grows. Dave was, and still is, concerned about the continuing deficits we are running. The primary factors responsible for the deficit are our high percentage of dues exempt members and the high costs of mailing newsletters. As we are concerned with the small size of our Division (see “We Need to Grow” [page 13] in this newsletter), and as a dues increase was not compatible with growth, the Executive Committee decided to reduce the number of mailed newsletters to two per year. You should note that a key issue on the Division Survey in this newsletter is whether we should switch to an electronic version of the newsletter. Currently, our newsletters are posted on our Website and email notifications are sent indicating its availability. This electronic version is available weeks before the printed version arrives in your mailbox. I strongly feel that mailed newsletters have been surpassed by electronic media for communication among a professional group. I think this is especially true of a group whose focus is technology. Still, I know that there are some senior fellows of the Division who think that a mailed version of the newsletter is important. Unfortunately, we do not have the option of making selective mailings. I think this group might be small enough, however, that it will be practical simply to print the Web-version of the newsletter and mail it to these few individuals. It is difficult to believe that there are Division 21 people who are not on-line, but apparently there are such people. I think it important, however, that Division 21 move into the 21st Century. The survey results will weigh heavily on the decision we make, so please complete and return your survey.

Another key issue in the Survey is the continuation of having Journal of Experimental Psychology: Applied as a membership benefit. In 2004, $16 of the $30 Division Fee goes for the journal. If we decide to continue receiving the journal in 2005, this will increase to $17. While this is a considerable discount from the regular APA cost of $45 for members, if members do not want to receive the printed journal (and some of us subscribe to electronic access), we would be able to reduce dues significantly. Again, the survey results will weigh heavily on the decision we make, so please complete and return your survey.

Apart from our continuing budget deficits, another reason for the concern about dues is that we need to make the Division more attractive. Perhaps a more modest dues structure would make us more attractive, although we do require enhancements within the Division itself. As you can see in the companion article, “We Need to Grow”, the problem is more than size, it is also one of demographics. We are attracting young members in insufficient numbers. As we are living in an era of rampant technology, I find this both ironic and disturbing. I believe that it is also the case that many experimental psychologists are being prepared for academic positions that do not exist. We offer these individuals a road to productive employment and a means of adapting their skills to practical use. We have much to offer. We need to promote and publicize who we are, what we represent, and what we have to offer. Please include any ideas you have for growing the Division on your survey.

One of the ideas we have developed for growing the Division is a mentorship program. You will find an article on our new mentorship program elsewhere in the newsletter and at our Website, www.apa.org/divisions/div21.

I would like to thank some key individuals for the exceptional work they do for our Division. If you have visited our Website recently, you have undoubtedly noticed significant enhancements from our Webmaster, Henry Emurian. Henry does an outstanding job, and as we move increasingly to electronic communication, this key position assumes even greater importance. Bryan Clark is our new newsletter editor. In addition to the mailed newsletter, Bryan will be working with Henry on new “electronic” versions. Scott Shappell, our Secretary-Treasurer, has a demanding job in just...
being Secretary-Treasurer. To this he has added, again, the job of Program Chair for our Annual meeting. He is being assisted in this job by Doug Wiegmann, who will assume the job of Program Chair for the 2005 Annual Meeting. John Ruffner is the Program Chair for our Mid-Year Meeting with Division 19 that is being held at Fort Belvoir, March 4 & 5, 2004 (go to our Meetings Link for more info).

Then there is our Federation of American Scientists Student Essay Contest on Learning Finalist, Haydee Cuevas. She is much more than our Student Representative to the APA Student Group. She is an active contributor to the Division and its newsletter. She has developed key sessions for our annual meetings. My hope is that she is a harbinger for the future of our Division.

Mentorship Program

Division 21 is beginning a mentorship program to provide counseling and networking services to those who are interested in pursuing a career in applied experimental and engineering psychology. Although this program has been conceived primarily as a means of providing information and guidance on careers in applied experimental and engineering psychology, it is also intended for professionals who are considering a career change. Most of the mentoring will be done remotely, primarily by email. A good way of conceptualizing the program is that of enhanced networking. A facilitator will match up mentees with the mentors who can best address their questions.

If you would like to be a mentee, please contact the individual below, with an expression of your interests. If you would like to be a mentor, please contact the same individual and provide a brief description of your experience and interests. One need not be a graybeard to be a mentor. We would like to have mentors representative of the very wide range of Division 21 professional pursuits.

Point of Contact for Mentorship Program
Doug Griffith
douglas.griffith@comcast.net

Nominations are Due

This year we need to elect three officers: a President-Elect, a Member-at-Large, and a Representative to APA Council. Please submit your nominations to

Deborah Ann Boehm-Davis
Psychology Department
George Mason University
Fairfax, VA  22030-4444
dbdavis@gmu.edu

Division 21 Discussion Board Now Available on our Website

One of the many enhancements Henry Emurian has added to our Website is a Discussion Board. This can be found by going to our Website, www.apa.org/divisions/div21, and clicking the conspicuous, Discussion Board, button. As a profession, we have many topics to discuss. As a division, we have important topics to discuss to assure the health and growth of our division. Please go to the discussion board and actively participate.
Thanks from a Grateful Division

Scott Shappell and Doug Wiegmann have donated the $1000 honorarium they received for their workshop, "A Human Factors Approach to Accident Analysis and Prevention," which they presented at the Annual Meeting of the Human Factors and Ergonomics Society in Chicago. Moreover, this is not their first donation.

I would remind others that the Division does accept contributions. Checks should be made payable to APA Division 21 and can be sent to:

Scott Shappell
FAA Civil Aerospace Medical Institute
Human Resources Research Division
(AAM-510)
P.O. Box 25082
Oklahoma, OK 73125

Election Results

Deborah Ann Boehm-Davis is the new President-elect of Division 21. Debbie, a former President of the Human Factors and Ergonomics Society, and the most recent recipient of the Franklin V. Taylor award for outstanding contribution to the field of applied experimental and engineering psychology should be well known to readers of this newsletter.

Eduardo Salas is the newly added Member-at-Large. With his many publications and presentations, Ed should also be well known to newsletter readers.

Congratulations to both. And thanks for the willingness to serve the Division.

See You in Hawaii

The 2004 Annual Meeting is being held in Hawaii. Do not miss this rare opportunity to visit Hawaii and attend the convention. We can promise you an outstanding program in addition to the beach. More information can be found by going to the APA Website: www.apa.org

American Psychological Association Insurance Trust

An email was sent out on the listserv regarding the APA Insurance Trust. Some members did express interest. More information can be obtained on the insurance program by going to the APA Website, www.apa.org and clicking on the insurance link.

Congratulations

Division 21 member Jennifer Veitch was recognized this summer by two international associations for researchers and practitioners in lighting. In August she was made a Fellow of the Illuminating Engineering Society of North America "in recognition of her leadership in human factors research in lighting...[and] her commitment to transfer the results of this research to practitioners."

Obituary
Wesley E. Woodson

Although not a member of Division 21 (he was not a psychologist, but was trained as a musician), Wesley Woodson made significant contributions to the field of human factors and ergonomics. His pioneering work produced one of the first major books on the subject, "Human Engineering for Design Engineers," published in 1954 and updated a decade later. After publication of "Human Engineering for Design Engineers," he wrote four other books in the field, including "Human Factors Engineering for Forensic and Safety Specialists." It was published in 1998 by Lawyers & Judges, and it has been translated into French, Russian, Japanese and Yugoslavian.

Wesley Woodson died, from cancer, on November 6, 2003. He was 84 years old.

Membership News

Mid year Meeting Announcement

Given the success of our previous joint meetings with Division 19, Military Psychology, and the Potomac Chapter of the Human Factors and Ergonomics Society, and with the venue, the Fort Belvoir Officer’s Club in picturesque Fort Belvoir, VA, we are continuing the relationships for 2004. The Theme of the Meeting is “Engineering and Military Psychology: Improving Lives and Enhancing National Security,” thus it will cover a wide range of topics in both engineering and military psychology. It will be held March 4th and 5th. Keep your calendars open. Details on the meeting will be distributed as they become available.

Coordination and Liaison Activities

Hank Taylor is serving as Division 21’s representative to the Society for Teaching of Psychology (Division 2) Diversity Task Force. Doug Griffith has become a member of the Caucus for the Optimal Utilization of New Talent (COUNT). It is a caucus of Council members who desire to improve the process of governance.

From the Editor: New Beginnings

I would like to introduce myself to everyone, as the new Editor of the Division 21 Newsletter. My name is Bryan Clark, and I am a 2nd year student in the Applied Experimental Human Factors Psychology Ph.D. program at the University of Central Florida. My background includes a B.S. in Psychology (also from UCF), as well as training in Information Science, Telecommunications, and foreign languages (Spanish, French, and soon Japanese!). I attend UCF full-time, work at the Army Research Institute in Orlando, FL, teach Cognitive Psychology at UCF, and serve as Webmaster for the Society for Human Performance in Extreme Environments (HPEE). My passions lie in consumer product design consulting and usability testing, with a focus on human factors.

I was "recruited" as Newsletter Editor by Haydee Cuevas, after expressing an interest in getting more involved with Division 21. I am an active member of the Human Factors and Ergonomics Society, Usability Professionals Association, and the Society for Human Performance in Extreme Environments.

I am honored to have the opportunity to serve as the Division 21 Newsletter Editor, and I am dedicated to bringing you a Newsletter that you will find informative, interesting, and appealing. I welcome your ideas and suggestions to improve the current Newsletter format. I look forward to a prosperous 2004, full of positive changes for APA Division 21. Feel free to email me at: div21editor@bryanclark.cc
Student Spotlight

By Haydee M. Cuevas
APA Division 21 Student Representative

The future success of APA Division 21 is critically dependent upon active involvement from our student members. Therefore, we have designated an official column in our newsletter, Student Spotlight, to give our students a voice in Division 21 and highlight our students’ activities. But to make this work, we need to hear from our student members and early career professionals. As such, we are asking students from various programs around the country to write articles letting us know about what they are doing (e.g., research, internships, awards, etc.). Students can also prepare editorial articles on what budding young professionals are looking for in the way of an education, a profession, or their membership in the APA and the Division. Please contact Haydee Cuevas (email: ha651622@ucf.edu) if you have any questions or wish to submit an article for the Student Spotlight column.

Designing the Future: Helping Children Understand Engineering Psychology

Jamye M. Hickman
Georgia Institute of Technology

National Ergonomics Month (NEM) began as an opportunity to educate others about the field of Human Factors, and ended up as an opportunity to share one Saturday morning with the next generation of Human Factors professionals.

To promote NEM in October, the Georgia Tech Student Chapter of HFES planned several events throughout the Atlanta metro area to educate children from elementary to high school. Because we arranged several talks and workshops we decided one month just wasn’t enough, so one month became two semesters!

Our first opportunity was a joint venture with the Center for Education Integrating Science, Mathematics, and Computing (CEISMC) at Georgia Tech. CEISMC believes understanding science and mathematics enriches the human experience in the modern world. Within CEISMC is the Georgia Tech K*I*D*S Club (Kids Interested in Discovering Science), which is designed to nourish children's natural curiosity and enthusiasm for mathematics, science, and technology. The K*I*D*S Club has hands-on Saturday workshops, where different academic areas around campus put together lesson plans focused on educating children about their specific area.

This was the first time students from the HFES Student Chapter put on a workshop for the K*I*D*S Club and we wanted to make sure our presentation was fun as well as educational. During one of our planning meetings, the student chapter brainstormed fun ideas that would interest children in the 3rd – 5th grades. We came up with video games; children love video games and know all about them. From there we structured our lesson plan to include: a general discussion of what is engineering psychology/human factors; an overview of the process of product design (including an actual mockup of a helicopter cockpit control panel); several examples of video game controllers; a hands-on session of “build your own controller”; and concluded with the students sharing their designs with the group.
Chapter members Ray Stanley and Rick Gordon show our design example to the camera.

The hands-on session gave the children an opportunity to use the design principles we taught them to build their own controller using foam craft pieces.

We walked around and gave each child our attention and helped them create their designs.

The children surprised us, as children often do, with their understanding of the task. One child commented to us that “game controllers are too big for our small hands, so I’m going to make mine fit my hands!”

We had a great time sharing our field of research with a total of 75 children (3 groups of 25). The experience showed us that we’ve got some brilliant researchers on the horizon. One parent stated as she was leaving, “This is great! I’ve learned so much today and he [her son] had a great time. I wish when I was his age I was exposed to this stuff. Maybe he’ll grow up to be like you.”

About the author:
Jamye Hickman is a third year graduate student in the Engineering Psychology Ph.D. program at Georgia Tech. She is currently completing her MS milestone under Dr. Wendy Rogers in the Human Factors and Aging Lab.

Editor’s Note: My personal thanks to Haydee Cuevas for assisting me this month by getting the new Student Spotlight column off the ground; nice work, Haydee! I believe it's an excellent way to get students more actively involved in Division 21. I hope this article sparks an interest in other students to submit their stories for future issues of the newsletter.
I requested the following piece from Geoff Mumford of the APA Science Directorate. Many APA members are unaware of what the APA actually does for them. This article is intended to address that lack of awareness. It can also be useful in convincing others that it is in their interest to join APA.

Doug Griffith
President, Division 21

What APA Does for You

By Geoff Mumford, Director of Science Policy

When dues statements arrive in your mailbox you probably start wondering whether you really can afford (or more to the point, wonder what you get for) paying to join Divisions. It's a reasonable question to ask and deserving of an answer. I can't speak to all of the advantages of Divisional affiliation, but I can provide you with one perspective from my vantage point as APA's Director of Science Policy. If you said "Director of what?" I wouldn't be surprised because many APA Members probably don't realize that a Public Policy Office (PPO) exists within APA's Central Programs, let alone know what we do.

PPO serves as the liaison between policymakers on Capitol Hill and in federal agencies and APA's Education, Public Interest, and Science Directorates. PPO works with decision-makers and their staffs as they formulate legislation and regulations of interest to all of us, as psychologists and citizens. But especially important is the work we do with Divisions to find subject-matter expertise that can be used to guide policies...we don't claim to be the experts, but with the help of Divisions, we do know where to find them. As you can imagine, Divisions help us categorize those experts to some extent and allow us to do our job more efficiently. We really need and appreciate your help because the 5 of us here at APA headquarters working on behalf of science policy issues (another dozen or so PPO staff work on education and public interest issues) have to cover a lot of ground.

One of Jerry Krueger’s posts to the listserv cites a good example of how we work with Divisions to construct Science Advocacy Training Workshops around thematic issues of topical interest to congress. While this weekend's workshop will focus on DoD research, a previous workshop, that also relied heavily on Division 21 expertise, focused on combined aviation safety initiatives that were under development by NASA and FAA. We've conducted less structured, but equally important outreach efforts to Division 21 when congress has been seeking information about the development of new voting machine technology, when they've been trying to understand human error in healthcare settings, and most recently they have struggled to understand the systemic problems that may have contributed to the Columbia accident.

Although we have a long history of working with Division 21, I think it took a special turn a couple of years ago. When it was obvious that questions about aviation security were going to loom large, Division 21 leaders were the first people I contacted on the evening of September 11, 2001. And in the days, weeks, and months that followed, Division 21 members became invaluable partners in our advocacy efforts as an enormous new infrastructure, first the Transportation Security Administration, and then the Department of Homeland Security, were built. As these organizations have evolved we've worked to ensure that the congressional staff with oversight responsibility (as well as the agency staff themselves) understand that new security technology has to be designed with the user in mind.

Unfortunately over that same period, hundreds of lobbyists for technology firms have arrived on the Hill to hawk their favorite widgets and it's likely the
real opportunities for applied experimental and engineering psychology will become manifest as those widgets begin to fail. So I can't imagine there's ever been a greater need for the knowledge that Division 21 members can bring to bear on issues of national and homeland security than there is now. And that's not to mention the research you all do in so many other sectors that can dramatically effect every individual's quality of life. There is strength in numbers and the more experts we have access to here in DC, the farther our collective reach on Capitol Hill. In closing, let me remind you that we do make an effort to keep the APA membership informed of our activities; you can get some sense of what we do by subscribing to our monthly e-newsletter, SPIN (Science Policy Insider News): http://www.apa.org/ppo/spin/ 

For more general information, see the Science Policy Homepage at: http://www.apa.org/ppo/scippo.html

If you have questions please feel free to contact me.

Geoff Mumford, Ph.D.
Director of Science Policy
American Psychological Association
750 First Street, NE
Washington, DC 20002-4242
(202) 336-6067 phone
(202) 336-6063 fax
gmumford@apa.org

Human Factors Military Psychological Research Advocacy on Capitol Hill

By Jerry Krueger

The APA Public Policy Office held its 11th Science Advocacy Training Workshop, September 27-29th, 2003 in Washington, DC. Four APA Div. 21 members (Jim Callan, Bill Howell, Jerry Krueger, and Janis Cannon-Bowers) were four of the dozen or more APA members who participated in the training. The topics covered included: the operation of congressional S&T committees; inside views of the Congressional legislative process as it deals with science and technology issues; communicating effectively with Congress; pointers for defense science advocacy; and media training on do's and don'ts for science advocates interested in defense legislation and budgeting. Participants visited their own congresspersons or senators’ offices to advocate on behalf of military behavioral science research.

Bill Howell, Ph.D., moderated a special panel presentation entitled “Psychological Science in Support of the Soldier,” held for congressional staff members on the afternoon of September 29th. Senator John McCain’s staff arranged for the briefings to be conducted in the U.S. Senate Russell Office Building, Commerce Committee hearing room. The overriding message of the briefings pointed out why continued support for behavioral sciences research work is so important to our military forces; and that much of our work has spin-offs for homeland defense communities.

Topics covered in the briefings and the ensuing question-and-answer period touched on human factors psychology; ergonomics in design; physiological and psychological stressors; survival, escape and evasion training; recruitment for high stress jobs; quality of life for military members and their families; and retention of trained workers. The presentations were:

Gerald P. Krueger, Ph.D. (Colonel, retired) of the Wexford Group, Int’l spoke on, “Chemical-Biological Protective Clothing and Equipment Effects on Performance of Soldiers and First Responders.”

Colonel Robert Roland, Ph.D., of National Defense University spoke on “POWs: Psychological Science and Services,” and

Howard Weiss, Ph.D., of Purdue University’s Military Family Research Institute, spoke on: “Quality of Life, Retention, and Readiness.”

Jerry Krueger’s talk, which highlighted numerous human factors considerations of wearing chemical-biological protective clothing, was enlivened for the audience by a demonstrator wearing components of the Joint Services Light Integrated Suit Technology (JSLIST), the protective gear worn by soldiers and marines last March in Iraq.
Most of the technical points covered by Krueger are documented in the following two open literature reports. Jerry can respond to requests for reprints at: JerryKrueg@aol.com


Photos from the presentations at the US Senate Commerce Committee hearing room on September 29th can be viewed at: http://www.apa.org/ppo/issues/sciworkshoppic03.html

Service to Psychological Science

By Merry Bullock, Associate Director

Every summer at the APA convention, staff from the Science Directorate and Science Public Policy Office visit with Division executive committees to exchange updates on activities and to hear about concerns and current issues. A theme echoed at almost every meeting is that we would all like to work more closely on scientific issues. There are plenty of these – funding, IRB regulations, dissemination of research findings, public perception of science, attracting students, and so on.

The topic of this first column should be familiar to you: getting our colleagues and students to value and participate in service to psychological science – as reviewers for grants and manuscripts; as panelists for policy, funding and advocacy initiatives and programs; as spokespersons to policy makers and to the public; and as committee members, officers, and ad hoc participants in organized academic and professional activities. The Board of Scientific Affairs (BSA) began discussion of this issue at its last meeting. Their discussion was fueled by a concern that unless scientists actively engage in service to psychology as a discipline, policies, regulations, and the very future of the field will be determined without input from the scientific community.

Why is service by scientists an issue and why is this an opportune time to address it? There are many answers to this question, all of which boil down to the plain fact that it is devilishly hard to get psychological scientists to agree to serve on boards, committees, workgroups, and other bodies that address policy and action at a discipline or even sub-discipline-wide level. Such activities, as well as activities like sitting on departmental or university committees or on the university's IRB or other oversight group are typically not valued and not rewarded.

We all know why – in the life of an academic researcher, research and teaching are high on the list, and service to the discipline or to the institution takes time away from these more heavily rewarded activities. These priorities at the individual level are mirrored at the institutional level -- we frequently hear how little service activities are valued by those who hold salary, rank, and tenure decisions in their hands. Because of this seemingly rigid reward structure, we also hear that we are foolhardy to think that we can change the scientific community’s attitudes and commitment to service at the local and national level.

Well, foolhardy we may be, but we believe that the future of our science and discipline depends not only on producing good science but also on producing good leaders in our professional organizations and funding agencies. We need scientists who are willing to advocate for strong psychological science. We need scientists who are willing to take leadership roles in the institutions that regulate us, organize us and fund us. We need scientists who are willing to bring their expertise and perspectives to organizations like APA.

So what can you do? BSA and the Science Directorate intend to begin dialog at several levels – with department chairs, with university
administrators, and with individual scientists at all levels of seniority to explore opportunities for and barriers to service, and to explore strategies to create a culture in which service is more highly valued, especially among graduate students and new faculty. BSA also wants to have a dialog with you -- Division members and Division leaders. We know there is variability across institutions in the extent and ways that service is valued and rewarded, and we want your help in culling practices from those institutions that do manage to make service a feasible and valued part of the academic research life.

This initiative was first discussed at Convention at a breakfast meeting with BSA members and with several Division presidents. The discussion focused both on ways to encourage scientist/academic division leaders to pursue leadership positions in APA (committees, boards, Council of Representatives and APA Board of Directors), and ways to encourage division members to be more active in broader service to the scientific community. Those of you who do work with Division or APA governance or with Science Directorate or Public Policy Office staff on substantive issues know that this is not an idle request. When we develop activities around research regulation and IRBs, animal care, testing and assessment, advocacy for funding, new research niches for graduate students, or mechanisms for educating the public about science, it is your input, concerns, and activities that determine the content. This service occurs when you respond to our requests for comment or expertise; it also occurs when you serve in APA governance – on Boards, committees, or Council.

How can service be increased? One can imagine many mechanisms. Service to the psychological community could be inculcated into graduate education as part of what it means to become a psychologist - but this will only be successful when faculty are, themselves, good role models and good mentors, providing expertise and spending time on committee and other service work. Service to the psychological community can be encouraged if you, the members of divisions that care about research and science, help in identifying, recruiting, cultivating, and promoting prospective candidates for governance—at all levels, in APA and in other organizations. What many fail to realize is how important it is to be well represented throughout policy venues – where the actual decisions that affect research and researchers are forged. Becoming involved in this way is not a quick fix – it is a long-term project. For example, election to the APA Board of Directors, a group that is critical for charting APA’s future, requires serving on Council first (not to mention getting known and being active in this body). The reluctance of the science/academic community to recruit and groom candidates for Council and APA Boards and Committees means that science is always underrepresented in these bodies. The few scientists who do service often wind up doing far more than their fair share.

It’s not our intention to try to solve the problem in this column. We would like to alert you to the initiative, to get you to ask, “What have I done for psychology lately?” and to help BSA, the Science Directorate, the Science Public Policy Office, and the rest of the science community collectively to think about encouraging service to advance the field. Please send your comments and your feedback to us at science@apa.org.

Merry Bullock, Associate Director
Science Directorate
mbullock@apa.org
We Need to Grow

Please consider the following table.

Table 1
Demographic Characteristics of Division 21 Members by Membership Status, 2002

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We Need To Grow

Table 1 on page 13 is taken from a larger report that can be found by going to our Website, www.apa.org/divisions/div21, clicking on "Announcements," and then clicking on the "Division 21 Profile, 2002 [pdf]" [Editor's note: link is at bottom of Webpage]. This summary includes only those affiliated with the APA, excluding students. Let me first call your attention to the total number, 325. Although we are not the smallest division in APA, that distinction belongs to Division 23 (Society of Consumer Psychology), we are the second smallest. Given that we live in an era of technology and that we are the APA division most directly concerned with technology, I find this absolutely mind boggling.

Next I would like to direct your attention to the age summary. More than 50% of our members are 60 or older. Thirty-five percent are 70 or older. (Perhaps we can use this to attract members, "Join Division 21 and live longer!"). On the other hand, fewer than 5% of our members are under 40.

We need to grow. And we need to attract many, many more young professionals than we have been attracting. Please extend an extra effort to urge your colleagues and students to join Division 21. And please send me any ideas you have for making the Division more attractive.

Representative to APA Council Report

By Henry L. Taylor
Division 21 Council Representative

The APA Council of Representatives met August 6 and 10, 2003 at the APA Annual Convention, Toronto Canada. A number of financial items were discussed and approved, which will ensure an appropriate balance between fiscal responsibility and a focus on important programs.

2004-2006 Financial Forecast and Net Worth Allocation Plan

The Council approved the following Financial Forecast and Net Worth Allocation Plan for 2004-2006:

1. The goal for attainment of new worth as stated in Association Rule 210-3 is reaffirmed; namely, that the Association strives to maintain a net worth equal to at least one year's operating budget with the full recognition that 2002-2003 were transitional years and have temporarily interrupted the building of our net worth.

2. Consistent with accounting practices, conventional wisdom and comparable financial data from other organizations, the Association should not consider any portion of theoretical building equity toward attainment of the net worth goal mentioned in item 1 above.

3. Currently, rather than specifically set aside funds outside the normal budget process for development of programs deemed to be of high priority to the membership, the Association enthusiastically supports consideration of proposals (in the form of a business plan) for new revenue generating ideas.

4. The specific financial forecast for 2004-2006 is as follows:

   1) Strive to attain a net worth goal equal to at least one year's operating budget consistent with Association Rule 210-3;

   2) Include $2.5M net cash flow from building operations in the operating budget as a regular source of revenue);

   3) Include funding in the operating budget for the Public Education Campaign and the Academic Enhancement initiative through the forecast period (2004-2006);

   4) Restrict capital expenditures to no more than $8,000,000 over the forecast period;

   5) Continue to reinvest net gains/losses from our long-term portfolio activity;
6) Begin in 2004 to treat all interest and dividends generated on long-term investments as non-operating activity and reinvest; and,

7) Treat all real estate cash flow in excess of $2.5M annually from building operations as an increase to net worth and not available for operations or capital equipment, but rather as a reserve for financial investment and/or debt extinguishment.

5. Each year based on actual results and an analysis of our net worth, future financial forecasts and the net worth allocation plan will be adjusted accordingly.

6. Once the net worth goals are attained, any number of future actions can be taken, including the long-term stabilization of dues; the long-term availability of funds for the development of programs deemed to be of high priority to the membership; further apportionment of building and investment proceeds toward operational expenses, etc.

2004 Preliminary Budget

The Council approved the Preliminary Budget of $85,800,300 with a probable surplus of $399,700 for 2003 and a surplus of $439,700 for 2004. The 2004 Preliminary Budget shall serve as the framework for the 2004 Final Budget to be presented to Council in February 2004. The budget assumes inclusion of $2,500,000 cash flow from buildings and the annual inflationary dues increase of $6.00 supplemented by an additional $5.00 dues increase for 2004 as well as a $1.00 inflationary dues increase for the graduate student fee.

PsycEXTRA Proposal

The Council approved the establishment of and funding for a new APA electronic database, PsycEXTRA, covering material relevant to psychology that is not currently covered in PsycINFO or PsycARTICLES.

Annual Meeting in Toronto

APA is to be commended for the scheduling of the convention, as they managed to squeeze it successfully between the SARS outbreak and the power outage. Our program was outstanding! Scott Shappel, the Program Chair, put together a terrific program. Not only were the technical programs of outstanding caliber, but they also were not canceled! The SARS problem contributed to the cancellation problem. There was one session, to which we were a co-sponsor, that was canceled on "Supporting and Accommodating the Needs of Persons with Disabilities." This was unfortunate, as this is not only an important topic, but also an area that supports the Division's growth.

Of special note, were sessions put together by Henry Emurian on HCI, and a session for the next generation of applied experimental psychologists, put together by Haydee Cuevas. Again, these are areas critical for the growth of the Division. The two sessions put together by Henry Emurian were entitled, “The Many Faces of Human-Computer Interaction in Computer Systems,” and “Multidisciplinary Perspectives on Human-Computer Interaction.” The papers, along with a preface and commentary, will be published in a special issue of Computers in Human Behavior. They are also available on the Division 21 Website, www.apa.org/divisions/div21, by clicking on the "Members in Action" button.

The presentations by our award winners, Wendy Rogers (Franklin V. Taylor Award for Outstanding Contributions to the Field), Florian Jentsch (Earl Allusi Early Career Award), and Gary Olacsi (George E. Briggs Dissertation Award) were superb. Dave Schroeder’s Presidential address provided an informative review of the history of engineering and applied experimental psychology with emphasis on its influence of aviation. As for the Cluster Programming, Gary Klein gave a presentation on Naturalistic Decision-Making that nicely complemented a presentation by Nobel Prize Laureate Daniel Kahneman on Mapping Bounded Rationality.
2004 NOMINATION FORM
Earl Alluisi AWARD
FOR EARLY CAREER ACHIEVEMENT IN APPLIED EXPERIMENTAL/ENGINEERING PSYCHOLOGY

Early Career Achievement within **10 years** of the Ph.D.

Recipients of this award are expected to deliver an oral presentation of approximately 45 minutes as part of the Division 21 program at the next (2005) annual convention of the American Psychological Association. The presentation will address a scientific or technical topic that reflects the research contributions of the recipient.

From: _______________________________ (include e-mail address)

To: Division 21 Awards Committee

I nominate: ____________________________

Present Position: ______________________

Address: ______________________________

Please provide the following in support of the nomination.

1. A letter showing the outstanding contributions the nominee has made to the field of applied experimental/engineering psychology. The Awards Committee believes that potential recipients will have contributed by virtue of (1) research and publications, (2) special new contributions, e.g., equipment or techniques, or (3) theoretical advances. Please demonstrate how your candidate is outstanding with respect to one or more of these criteria.

2. Attach the candidate’s vita.

3. Previous nominations will be reconsidered by the Awards Committee. Please update the supporting material and include an updated vita.

Please send this form, a nominating letter, and supporting documentation by March 15, 2003 to:

David J. Schroeder
FAA Civil Aerospace Medical Institute
Aerospace Human Factors Research Division (AAM-500)
P.O. Box 25082
Oklahoma City, OK 73125
(405) 954-4846
E-Mail: David.Schroeder@faa.gov
Recipients of this award are expected to deliver an oral presentation of approximately 45 minutes as part of the Division 21 program at the next (2005) annual convention of the American Psychological Association. The presentation should address a scientific or technical topic, provide a historical review of the recipient’s area of expertise, or describe personal reflections on important events in the development of applied experimental or engineering psychology.

From: ______________________________ (include e-mail address)

To: Division 21 Awards Committee

I nominate: ____________________________

Present Position: ______________________

Address: ______________________________

Please provide the following in support of the nomination.

1. A letter showing the outstanding contributions the nominee has made to the field of applied experimental/engineering psychology. The Awards Committee believes that potential recipients will have contributed by virtue of (1) research and publications, (2) special new contributions, e.g., equipment or techniques, or (3) general leadership in the field, e.g., teacher, director of laboratory, officer in societies, etc. Please demonstrate how your candidate is outstanding with respect to one or more of these criteria.

2. Attach the candidate’s vita.

3. Previous nominations will be reconsidered by the Awards Committee. Please update the supporting material and include an updated vita.

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FAA Civil Aerospace Medical Institute  
Aerospace Human Factors Research Division (AAM-500)  
P.O. Box 25082  
Oklahoma City, OK 73125  
(405) 954-4846  
E-Mail: David.Schroeder@faa.gov
The dissertation must be completed in calendar year 2003.

Recipients of this award are expected to deliver an oral presentation of approximately 45 minutes as part of the Division 21 program at the next (2005) annual convention of the American Psychological Association. The presentation should be based on the dissertation research.

From: ______________________________ (include e-mail address)

To: Division 21 Awards Committee

I nominate: ______________________________

Present Position: ______________________________

Address: ______________________________

Name of Advisor or Chair: ______________________________

Please provide the following in support of the nomination.

1. A letter describing the contributions the dissertation has provided to the area of applied experimental/engineering psychology.

2. Three copies of the nominee’s dissertation.

Please send this form, a nominating letter, and three copies of the dissertation by March 15, 2003 to:

David J. Schroeder
FAA Civil Aerospace Medical Institute
Aerospace Human Factors Research Division (AAM-500)
P.O. Box 25082
Oklahoma City, OK 73125
(405) 954-4846
E-Mail: David.Schroeder@faa.gov
Can Applied Experimental and Engineering Psychology Be Found in Introductory Psychology Texts?

By Doug Griffith, Division 21 President

This is an important question. One of the primary objectives of an undergraduate curriculum should be to expand the student’s awareness of the rich diversity of disciplines and how they affect the student. An awareness of applied experimental and engineering psychology is especially important as it bears directly upon the lives of citizens and consumers. Citizens should demand the safeguarding of their being by carefully researched standards. Consumers should demand human factors engineering in the design and development of their products. But is this awareness being developed? How many introductory psychology texts include applied experimental and engineering psychology among their topics?

I would like to undertake a formal review of introductory psychology texts. Pending the results of that review an initiative could be started to demand that applied experimental and engineering psychology be included in all introductory psychology texts. Any ideas on how such a review might be accomplished would be much appreciated. In the meantime, reviews of any introductory psychology texts will suffice. Just indicate the title, date, and publisher of the text, and whether there is any mention of applied experimental and engineering psychology. If there is, please add a comment on the adequacy of the coverage. My contact information is:

Doug Griffith
General Dynamics Advanced Information Systems
14150 Newbrook Drive
Chantilly, VA 20151-2223
703 803 0100 x4120
703 803 8161 (fax)
douglas.griffith@gd-ais.com

Important

Continued from Page 1

A second key issue is whether members want to continue receiving The Journal of Experimental Psychology: Applied as a membership benefit. Division 21 will be paying $16.00 per subscription for 2004. The standard rate for APA members is $45.00. Although this represents a considerable discount, if members are not interested in receiving the journal, or would prefer an electronic edition, then would could discontinue our agreement with APA and cut our dues for the Division correspondingly.

There are also questions regarding Published Proceedings of Division 21 Papers at the Annual Meeting. There is some opinion that published proceedings would enhance the appeal of proposing and presenting a paper at the Annual APA Convention. The questions are whether you agree with this sentiment and whether you would purchase such proceedings (which would be reasonably priced, of course).

We are also interested in growing the Division. Please provide any ideas you have for improving the Division and making it more attractive for prospective members.

The Survey is on the last two pages of this Newsletter. It may be returned via mail or fax, per instructions at the end of the survey. Thank you!
Name________________________________

1. Please indicate your membership status:
   Fellow_____ Member_____ Associate_____ Affiliate_____ Student_____

2. Please indicate your primary type of employment:
   Academic_____ Government_____ Not-for-profit_____  
   Industry_____ Independent Consultant_____

3. Future editions of the Division 21 Newsletter should be
   Conventional Print_________ Electronic_________

4. In the event, we do move to an electronic newsletter, and you would like to continue receiving a print version via mail, please check here _____________

5. Please vote for only one of the following two options:
   1) Continue receiving the Journal of Experimental Psychology: Applied as a membership benefit_____________
   2) Discontinue receiving the Journal of Experimental Psychology: Applied as a membership benefit and reduce dues from $30 to $15__________

6. I would be interested in purchasing published proceedings of Division 21 papers from the Annual Meeting
   Yes_____  No_____  

7. Published Proceedings would increase the likelihood that I would submit a paper proposal for the annual meeting
   | | | | | | | |   | | | | | | | |   | | | | | | | |  
   Strongly Agree | Neither Agree nor Disagree | Strongly Disagree

8. The newsletter is
   | | | | | | | |   | | | | | | | |   | | | | | | | |  
   Of Low Importance | Neutral | Of High Importance

9. The *Journal of Experimental Psychology: Applied* is

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13. Please provide any ideas you have for improving Division 21 and making it more appealing to new members.

Surveys can be returned by either mail or fax to:
Doug Griffith  
General Dynamics Advanced Information Systems  
14150 Newbrook Drive  
Chantilly, VA 20151-2223  
Fax: 703 803 8461