



PSI CHI THE INTERNATIONAL HONOR SOCIETY IN PSYCHOLOGY

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Recognizing excellence in psychology involves presenting opportunities for Psi Chi members to celebrate their academic achievement through graduation regalia and to affirm their affiliation with apparel, such as hats and hoodies. Psi Chi is committed to offering high-quality products at fair prices while providing reliable and responsive customer service. I would like to share some steps Psi Chi has taken in the past year to strengthen our commitment to our members.

Merchandise Operations

The global pandemic necessitated changes to Psi Chi's merchandise operations and we partnered with a third-party vendor who fulfilled orders through our Store. Unfortunately, customers experienced longer wait times and more order errors. On July 1, we moved merchandise operations back in-house and are exploring options to ensure that we consistently provide the reliability and responsiveness our members have come to expect.

In spring 2024, our credit-card processing partner instituted a fraud-protection measure requiring validation of a customer's billing address to process payment. While the additional security was well-intended, several members experienced significant difficulty placing orders. Psi Chi Headquarters Staff spent admirable time and effort resolving these challenges. We are delighted to announce that validation is now restricted to the customer's billing zip code, balancing the need for consumer protection and ease of checkout.

We recognize that these improvements primarily benefit our members in North America – particularly in the United States – and we are examining ways to better serve our global membership.

Merchandise Cost

In addition to shifts in operations, Psi Chi Headquarters also launched a discovery initiative to learn more about members' wants and pain points regarding Psi Chi merchandise. Perhaps not surprisingly, cost was a recurring theme.

Double-stranded graduation cords are our most popular regalia item. From now until December 31, 2024, we will sell **cords at a 30% discount** (from \$17.25 to \$12.08). We will continue to offer our **commencement bundle, a 20% discount** on the stole, pin, and cord. Further, we will offer **platinum medallions at a 10% discount** November 1 – December 31, 2024. These discounts will be announced in upcoming student digests and publicized on our social media and website.

As a non-profit organization, we cannot compete in price with for-profit online retailers. We can ensure quality and we can assert that merchandise revenue directly supports Psi Chi's mission-focused programming. Nevertheless, for some of our members, regalia remains financially out of reach.

We are beginning to look more holistically at our merchandise program so that we can eventually increase access to regalia that recognizes and celebrates our members' academic achievements. If you are invited to participate in an interview or focus group this Fall, I hope that you would agree to share your experience and perspective with us.

Please feel free to contact me with any questions or concerns. Thank you for all you are doing as a Psi Chi chapter advisor. I have said this before, and it bears repeating: Psi Chi could not exist without your support and commitment.

With gratitude,

A handwritten signature in black ink that reads "Marianne Fallon". The signature is written in a cursive, flowing style.

Marianne Fallon, PhD

Psi Chi Executive Director

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