

## MINUTES

Kelce Board of Advisors Meeting  
12:00 Noon, October 17, 2016  
Kelce Hall Room #121

**Note: Upon arrival, the university photographer will be taking formal individual portrait pictures of each KBOA member for possible use with marketing materials being developed for the building campaign.**

**Board Members Present:** Doug Ball, Ken Brock, Susan Cook, Tad Dunham, Tommy Elms, Nancy George, June Harryman, Vince Horton, John Ison, Charlie Myers, Jeff Ney, Randy Piccini, Steve Thompson, Rachel Vanzant

**Board Members Absent:** Jeff Beasley, Paul Bergant, Terry Calloway, Daniel Kjergaard, John Lowe, Terry Puett, Lee Scott, Cheryl Sullivan

**Kelce/PSU Faculty Present:** Kevin Bracker, Din Cortes, Paul Grimes, Becky May, Lynn Murray, Peter Rosen

- I. Welcome and Introduction of New Members
  - a. Chairperson Nancy George opened the meeting and introduced and welcomed two new board members:
    - i. Susan Cook
    - ii. Randy Piccini
  - b. All other board members and Kelce Leadership Team introduced themselves.
- II. Welcome and Start of Lunch – Dean Paul Grimes
- III. Development Update – Becky May, University Development (filling in for Holly Kent)
  - a. Becky gave some information to the board about the “Proven. Promise. Pitt State.” capital campaign that began last year. A campaign booklet published by the Development office was distributed.
    - i. The College of Business Renovation and Expansion project campaign will be included with the current capital campaign.
  - b. Becky thanked Jeff Ney for his work in planning, organizing and facilitating the annual Kelce Golf Tournament which is in its 7<sup>th</sup> year. Jeff thanked Tommy Elms and Holly and added:
    - i. They were able to give their first golf tournament scholarship this academic year and will plan on providing support for two scholarships next year.
    - ii. There were over 90 golfers and 11 corporate sponsors at this year’s tournament.

- iii. The next golf tournament will be the first Monday in October 2017. Plans are to have the tournament at the same golf course.
      - iv. Dr. Grimes thanked Jeff for his efforts and everyone gave him a round of applause.
    - c. Becky thanked all board members for their efforts and support of the college, especially with their support of the Kelce Board of Advisors endowment fund.
      - i. Dr. Grimes stated that the KBOA endowment fund has reached the \$10,000 level, but future contributions would be welcomed. He thanked all for their continued support.
- IV. Renovation/Expansion of Facilities Update – Paul Grimes
- a. Presentation of Latest Proposed Design Alternatives and discussion
    - i. Dr. Grimes shared the current floor plans/renderings for the planned building renovation and expansion project.
      1. Timeline for project – we will have a better idea after fund raising begins.
      2. There may be funds available from the state for repair and renovation that can be applied to instructional spaces.
      3. Student technology fee funds have been carried forward from FY 16 and there is hope that will continue into additional years – the Kelce Leadership Team has decided to roll forward savings that may contribute to the building project.
      4. Estimates are that the project will cost close to \$18 million -- includes \$3 million already donated.
      5. The college will relocate offices and classrooms during the renovation to open areas on campus.
- V. Update and Discussion on Proposed Curriculum Revisions
- a. ACIS – Peter Rosen, Chair
    - i. All Kelce departments have been charged with updating course descriptions.
    - ii. ACIS degree proposal – Master of Professional Accountancy (MPAC). This is a proposed accelerated degree for continuing accounting undergraduates.
  - b. EF&B – Kevin Bracker, Chair
    - i. Enrollment for Economics majors has declined. Their curriculum committee is proposing changes to the Kelce core courses.
    - ii. EFB will participate in a consortium of state universities to offer an Insurance Certificate program. This effort is still in the development stages.
      1. The certificate program will be comprised of online courses offered by participating universities – no one school will offer the full certificate curriculum.
      2. PSU has submitted a proposal for funds from the Kansas Insurance Education Foundation to support development and delivery of new online courses for the certificate program.
    - iii. Discussed the possibility of adding an area to the new building to provide community members with estate planning training/financial planning.

- c. MGMKT – Lynn Murray, Chair
  - i. MGMKT is working on changes to the Kelce core with their proposals:
    1. Mandate that Introduction to Business is taken by all COB students.
    2. Reactivating the Business Communications courses that will be renamed as Business Professionalism.
    3. They plan to combining Retail Management and Marketing Channel Management courses into one course, and will be adding a Services Marketing course.
    4. Exploring adding an additional track to the International Business major.
    5. Operations course to be moved from Kelce Core to a major course for Management and International Business. Elective for others.
    6. Additional undergraduate elective courses will be cross-listed as MBA courses to give MBA students more course options.
    7. MGMKT is currently working on an Arts Management certificate.
- d. MBA – Din Cortes, Associate Dean/MBA Director
  - i. Faculty have been driving the effort toward curriculum changes. New faculty members in EFB & ACIS (Goedeke, Binder, Presley).
  - ii. The MBA program enrollment has gone down over the last several years but we are turning the corner.
    1. Last year there were only 15 students in the MBA Experience class, and there were 50 students this year.
      - a. There are currently 82 MBA students enrolled in the MBA program.
      - b. There are more domestic students, and international students are down to only 20% of students (from a high of 50%).
      - c. Many MBA students have undergraduate degrees from PSU.
      - d. There are more female students in the MBA program than males.
  - iii. Will be looking into making MBA curriculum changes in the near future.
  - iv. Currently working on strengthening admission requirements.
  - v. On-line MBA will be offered with half of MBA core courses on-line each semester.

VI. Review of Committee Charges – Dr. Grimes/Nancy George

- a. Current Committees – There are currently 4 standing Kelce Board of Advisors committees. Board President, Nancy George, will distribute a current list of committee assignments.
  - i. Executive Committee
  - ii. Membership/Nominating Committee
  - iii. Development/Endowment Committee
  - iv. Student Activities/Careers Committee
- b. Discussion followed on committee structures being more “mission-driven”. Dr. Grimes presented an example of committee structures from Georgia College.
- c. Breakout Committee Sessions- Development of formal missions and charges
  - i. Individual committees broke out to review their committee descriptions and structures.

- ii. Committee chairs reviewed their discussions
  - 1. Development/Endowment (Jeff Ney)
    - a. Define growth goals – specific giving for board members
    - b. Find out what Development office needs are
    - c. Participate in the building project fundraising
    - d. Continue supporting the Kelce Golf tournament and scholarships that are provided.
  - 2. Student Activities/Careers (Tommy Elms)
    - a. The committee needs to add soft skills to their list of responsibilities. This should include personal skills, interview skills, etiquette and other programs that could supplement what other groups are doing on campus.
    - b. They would like to get Career Services to come and talk to their committee.
    - c. Committee will meet soon via a conference call.
    - d. They may try to meet/talk to student organizations or classes and talked about developing a speaker's bureau from the Kelce advisory board members.
- C. Membership/Nominating – no report

VII. New Business

- a. The tentative date for the next Kelce Board of Advisors meeting is the first Monday after spring commencement – May 15, 2017. All board members were encouraged to add this date to their calendars.

VIII. Adjourn – 3:00 pm