



**KELCE**  
**COLLEGE OF BUSINESS**  
Pittsburg State University

**MINUTES**

**Kelce College General Faculty Meeting**  
**12:00 p.m., Friday January 31, 2020**

**Present:** Don Baack, Alex Binder, Kevin Bracker, Din Cortes, Maeve Cummings, Linden Dalecki, Michael Davidsson, Kylie Edgecomb, Chris Fogliasso, Mary Jo Goedeke, Paul Grimes, David Hogard, Steve Horner, John Kuefler, Anil Lal, Choong Lee, Sang-Heui Lee, Fang Lin, Kristen Maceli, Mike McKinnis, Mimi Morrison, Lynn Murray, Mary Judene Nance, Shipra Paul, Melissa Payne, Irene Robinson, Wei Sha, Mary Wachter, Gail Yarick;

**Absent:** Jae Choi, June Freund, Holly Kent, David O'Bryan, Theresa Presley, Connie Shum, Dwight Strong, Jay van Wyk

- I. Welcome and Opening Remarks
  - a. New Staff Member (Melissa Payne) - Dr. Grimes introduced Melissa Payne, the newly hired Administrative Associate in the 110 Faculty Suite
  - b. Recent Promotion/Tenure approvals were recognized
    - i. Kristen Maceli – promoted to Professor
    - ii. Fang Lin – promoted to Associate Professor
    - iii. Fang Lin – approved for Tenure
    - iv. Gail Yarick – approved for Tenure
- II. Operations Reminders – Mimi Morrison
  - a. Phone/Email List – current copy was distributed. Give changes/corrections to Mimi.
  - b. Utilize Course Syllabus Template – all faculty were reminded to use the course syllabus template. A copy of the template is available on the Kelce College of Business web page under “Official Documents”
  - c. Report Faculty Publications – submit all faculty publications to the Dean’s office for this AACSB reporting period.
  - d. Report Committee Assignments – updated College and University Committee assignments were distributed. Please give changes/corrections to Mimi.
- III. Development News/Building Project Update – Holly (absent)
  - a. Holly was unable to attend
  - b. Dr. Grimes stated that there is a significant potential gift from a foundation which is under review and we should be hearing about that soon.
  - c. Will be working on awarding scholarships for next year after interest is posted to those accounts.
- IV. Updates
  - a. College Standing Committees
    - i. Undergraduate Curricula Management and Assurance of Learning – Mary Jo Goedeke and Fang Lin
      1. The UCM and AOL committee met this week regarding several issues including redesigning AOL. A survey for faculty regarding learning objectives for courses will be distributed soon.
      2. If faculty have any questions or concerns, please address those to the committee.

- ii. Graduate Curricula Management and Assurance of Learning – Kevin Bracker
  - 1. The GCM and AOL committee is also working on AOL process for graduate courses.
  - 2. The committee has come up with 5 goals which they are in the process of mapping to align with courses.
    - a. Demonstrate the ability to both lead and work in diverse teams. (MKTG 839)
    - b. Apply critical thinking skills to solve problems across business disciplines. (MGT 826)
    - c. Demonstrate awareness of global business complexity. (MGT 830 or IB 831)
    - d. Recognize ethical standards in decision-making. (MGT 830)
    - e. Demonstrate professionalism. (MGT 828 or MGT 895)
  - 3. Questions or concerns should be addressed to the committee.
  - 4. Faculty Senate News
    - a. Have conducted much discussion of 1<sup>st</sup> and 2<sup>nd</sup> readings procedures
    - b. They are reviewing degree audit procedure with ITS
    - c. Faculty Senate has received a report from rpk which includes a new budget philosophy (tied to return on investment)
    - d. There is increased emphasis on Program Review (rpk report should help with process)
    - e. In the process of putting together at-large candidates for Faculty Senate for next academic year. Kelce faculty are highly encouraged to consider running as at-large senators as additional representation from KCOB is needed.
- iii. Strategic Planning – Paul Grimes
  - 1. The core Kelce Strategic Planning committee is comprised of all KLT members. The committee filed documents with the administration in the fall based on the College Strategic Plan.
- iv. Faculty Development and Instructional Resources – Sang-Heui Lee
  - 1. The Committee is planning 3 events for this semester
    - a. February 12 (Jason Kegler)
    - b. March 11 (research symposium with 4 speakers from Kelce)
    - c. April 8 (David Hogard)
  - 2. Input and suggestions for future faculty development events should be submitted to the committee
- v. Student Recruitment and Retention – Lynn Murray
  - 1. Upcoming Events
    - a. Rumble in the Jungle – all faculty are encouraged to sign up to assist
    - b. Brown bag visit for faculty re: prospective student visits
    - c. Working with Admissions to set up visits to community colleges for recruiting and enrollment of transfers
    - d. Will be visiting area high schools for recruiting including Joplin High School.
- vi. Student Reinstatement – Theresa Presley (absent)
  - 1. Don Baack stated that there were 2 requests for reinstatement this semester which were approved.
- vii. College Academic Honors – Connie Shum (absent)
  - 1. Linden Dalecki reported the deadline to apply is this coming Monday – February 3.
  - 2. Faculty were reminded to tell students applying for academic honors that the form needs to be properly completed, being specific about their request, and to use KUSB as the department on the request.
- viii. Economic Development Taskforce – Michael Davidsson
  - 1. He is working on the Economic Profile and Economic reports.
  - 2. They will be sending a survey to all major employers in the area regarding the occupational report.
  - 3. Working on a mock website to be used for grant applications.

4. No movement on the proposed Pitt State Impact study
  5. New economic development assistant and GA are on-board for this semester.
- b. Academic Advising and Career Readiness – David Hogard
- i. Thanked all of academic advisors in Kelce. Academic Advising will be sending new advisee lists to faculty soon.
  - ii. New degree audits will become available starting with Pitt CARES in June. The academic advising office has access to the new system now. Will discuss at Faculty Development event on April 8.
  - iii. Pitt CARES dates have been set – will need faculty assistance
- c. Outreach and Business Engagement – Lynn Murray
- i. Sales Center Initiative
    1. Courses are in the 10-day review period for legislation.
    2. A draft of the certificate has been prepared and waiting for legislative approval.
  - ii. 3 Day Start Up as an Intersession Course (SU20)
    1. Fall session of 3-Day Start Up went well
    2. Will offer an intersession elective between spring and summer which will include 40 hours of contact time (3 credit hours). Will be open to all students across campus. Faculty encouraged to recruit students.
  - iii. Professional Development Workshops –
    1. Supervisory Training in collaboration with WSU’s CMD (revenue split) to be held on Thursdays in April at Block 22. To be jointly sponsored with the Pittsburg Chamber of Commerce.
    2. She is currently working on sending out brochures with information about the workshops to potential participants.
    3. Marketing Faculty Search Committee is in the process of screening 19 applicants and will be scheduling phone/Zoom interviews.
- d. Graduate School of Business – Din Cortes
- i. Graduate Programs Update (see below)
    1. There are two programs within the college graduate program – MPAcc and traditional MBA
      - a. Enrollment in the traditional MBA program is around 60 for this semester.
      - b. Will be visiting with faculty to get suggestions on traditional MBA program. Will look at offering the MBA on-line in two different versions.
      - c. MPAcc – need more assistance from faculty to recruit students for this program.
    2. The PMBA program is offered in cooperation with Academic Partnerships
      - a. 13 students have completed the program through December
      - b. PMBA had 189 students enrolled during the fall semester
      - c. Feedback on the program has been very positive
      - d. Dr. Grimes and Dr. Cortes met with the new managing director for AP (Silas Bowler) this week and discussed growing pains and other issues associated with the program so far.
      - e. Applications for the program are over 400 with 344 of the applications being accepted. There are 246 total students enrolled this spring.
  - ii. International Student Programs with PSU
    1. PSU currently has an agreement with a Taiwanese University to come to PSU to take MBA courses and complete the program here. These students will pay full tuition.
    2. Dr. Dalecki discussed the program he is working on with University of Birmingham in England.
    3. Dr. Sang-Heui Lee works on bringing students from Korea to PSU who would also be paying full tuition.
- e. Undergraduate School of Business – Steve Horner
- i. Undergraduate Programs Update

1. Dr. Horner reminded faculty that Rachel is out on maternity leave. The baby (Samuel Thomas) arrived on January 10.
2. Working on summer and fall schedules
3. Working on faculty performance appraisals
4. Major Field Test (MFT) for the spring semester will be offered on March 9 for BBAs and March 10 for MBAs.
- ii. Four faculty searches underway – 2 Accounting Instructors searches and 1 CIS and 1 Marketing Assistant Professor searches
- f. *Journal of Managerial Issues* Update and Other Announcements – Sang-Heui Lee
  - i. *JMI* is going very well – special anniversary issue forthcoming.
    1. Dr. Lee recently attended a conference session for journal editors and distributed brochures about the journal.
    2. The spring issue of the journal should be out in March/April.
  - ii. Visit by John Endicott, President of Woosong University in Korea, April 23 & 24
    1. Dr. Endicott's father is Pitt State graduate from the 1920s – family homesteaded here in Crawford County
    2. Dr. Endicott will be visiting campus, speaking to classes and meeting with administrators.
  - iii. Book Drive for Africa - Collecting books for library at Africa University, where Dr. Lee spent his recent sabbatical. Donations should be taken to the 110 Faculty Suite

V. Dean's College Update – Paul Grimes

- a. AACSB Update on New Standards and Our Process
  - i. Dr. Grimes will be attending the AACSB Dean's Conference in Nashville from Feb. 1-4, where the "final" version of the proposed new standards will be presented.
  - ii. Vote on approval of the new standards will be held in late April at AACSB's International Conference and Meeting (ICAM) in Denver.
    1. If new standards are approved, we will need to decide whether our next reaffirmation review is based on the current standards or the new ones.
    2. The new standards will more than likely assist the Kelce College in making the case for reaffirmation (e.g., faculty qualifications ratios), but won't know the details until AACSB membership approves the final version.
    3. We will need to align our restructuring of AOL work with the new standards.
    4. The decision concerning when to adopt new standards is one that will be made as a faculty. Adopting the new standards will be voted on at the closing Kelce Faculty meeting in the spring.
- b. Information from Town Hall Meetings
  - i. State of the University
    1. Enrollment is still a major concern; particularly undergraduate (see handout for latest numbers).
      - a. Discussed current enrollment for this semester. Graduate enrollments are up because of the success of the PMBA program.
      - b. Core undergraduate enrollments down 3.7% as of today.
    2. Budget is increasingly dependent on enrollment.
    3. Prospects of significant increased funding from the state is very unlikely
    4. Mandated benefit expenses continue to rise, but at a lower rate than in the recent past
    5. Bottom line – another budget shortfall is likely.
  - ii. Academic Affairs
    1. Reviewing recommendations from rpk consultants
    2. Will examine portfolio of program offerings
      - a. How to balance those programs that earn positive financial ROI against those that are net costs to the institution?
      - b. Are there efficiencies available through reorganizations?
        - i. Including inter-college moves
      - c. What new programs can generate significant and sustainable increases in enrollment?

### iii. Initiatives and Strategic Actions

#### 1. College Programming

- a. All Kelce degree programs show positive net financial return to the university
- b. Recent strategic moves have placed us in a relatively strong position
  - i. Reorganization reduced administrative overhead and operating costs (over \$300,000 in operating funds rolled over)
  - ii. Implementation of the online PMBA is the primary driving force in increased graduate enrollment (over 300 new students admitted to date)
- c. Need to continue to stay ahead of the curve to determine our own destiny
- d. KLT is currently working on three programming initiatives:
  - i. Sales Center and Sales Certificate program as outlined by Dr. Murray earlier (see above)
  - ii. 3 Day Start Up as a credit course (intersession)
    1. Dr. Grimes has scheduled a meeting with Doug Ball and Howard Smith to discuss offering this as an intersession course summer
  - iii. Data Analytics Certificates
    1. Podium Education (OPM) – impetus from Cerner and Kauffman to meet demand in metro KC area
    2. Podium to provide online courses and instruction ; we provide students, credits, certification
    3. No agreement signed to date
    4. Provost supports program and would like to rollout in summer 2020
    5. Would be stand-alone courses and certificates outside of all degree programs (will use BUS course prefixes)
    6. Primary target audience is outside constituents
    7. Will need to legislate four undergraduate courses, four graduate courses, and 2 certificates
    8. Waiting on Podium to provide syllabi in Pitt State format
    9. If successful this program will generate revenue and may increase enrollments
    10. David Hogard to provide advising services for this program

#### 2. Our Undergraduate Degree Portfolio

- a. There are opportunities to enhance and refresh our undergraduate degree offerings
- b. Five programs have been identified by KLT for study
  - i. What is the future of the International Business major?
    1. No one has volunteered to serve as IB program coordinator
    2. The number of IB majors has declined over a period of time. Now our smallest BBA major.
    3. Could possibly offer IB a minor instead of a major; could integrate courses into the Kelce core or make it a certificate program
    4. Many options
  - ii. Business Economics as a STEM – discussions are on-going; could be very beneficial to potential international students
    1. STEM students and graduates receive different visa classification – includes increased opportunities to work in U.S. (up to 3 full years after graduation).
    2. May be a powerful recruiting tool.

3. Dean Grimes will examine options to change the Business Econ CIP code to a STEM designation.
  - iii. Entrepreneurship as a major – there is a huge need to add this program
    1. Opportunities to partner with COT and Block 22
    2. Many of our graduates take jobs in small businesses that require entrepreneurial skills/thinking.
  - iv. Business Education – have been asked to collaborate on this with the College of Education; might be able to offer as a graduate degree?
    1. Low hanging fruit but could require an entire new degree proposal (BSEd instead of a BBA)
    2. May be limited returns
  - v. General Business - as a degree completion program. Might be able to do this as an on-line program.
    1. Would require NO new courses or instructional personnel.
    2. Easy to implement but would require legislative work.
    3. Need to decide on advising.
3. How to proceed:
- a. Task force will be appointed to study IB options; any faculty interested in serving on task force should let Dr. Grimes know
  - b. Econ faculty as a whole are working on STEM degree proposal
  - c. KLT acting as a core group of the Strategic Planning Committee, will hold a retreat to investigate feasibility of the entrepreneurship, business education and general business options
  - d. Groups will report out at closing meeting in May; we will make decisions on degrees as a faculty

VI. Old Business - none

VII. New Business - none

VIII. Adjournment - 2:00 pm

**Dates to Remember:**

1. KCOB Opening Faculty Luncheon & Meeting – January 31
2. Final Drop Day – February 3
3. KCOB Visit from President & Provost – March 13
4. Mid-Semester Grades Due – March 16
5. Spring Break – March 21 through March 29
6. Rumble in the Jungle – April 2
7. KCOB Awards Ceremony – April 17
8. Dead Week – May 4 through May 8
9. Final Exam Week – May 11 through May 15
10. KCOB Commencement - May 16
11. Summer I Session Begins – June 1
12. Summer II Session Begins – June 29
13. Holiday - No Classes – July 3