



MINUTES

Kelce Leadership Team Meeting
2:30 p.m., September 22, 2015

Present: Dr. Kevin Bracker, Dr. Din Cortes, Dr. Paul Grimes, Dr. Lynn Murray

Guests Present: Dr. Lee Young

- I. Dr. Lee Young – Associate VP for Enrollment Management
 - a. Dr. Young stated that PSU will be working on increasing enrollment, which should be based on attracting new students for our current academic programs, and retaining those students through graduation. Will also be working on processes (ie: last minute enrollments); as well as the processes required for student payment of fees/tuition within the set timeline.
 - i. Asked that the KCOB work on increasing enrollment, and get a projection of how many students will be gone after graduation.
 - ii. State of Kansas has projected that Kansas universities will see increases in enrollment by 2020.
 - iii. Need to look at recruiting students from higher population areas. Discussed marketing of academic programs to recruit students to attend PSU/Kelce College of Business.
 - iv. Discussed what a new building would do to increase enrollment.
 - v. There are currently 4 recruiters in Admissions who recruit in 4 states.
 - vi. Discussed which business programs need to see an increase in enrollment (Econ, CIS, Acctg, IB, MBA).
 - vii. Focus on having more female friendly materials available since there is currently a 60-40 split – with having more males enrolled.
 - viii. Graduates from last few years would be excellent recruiters.
 1. Dr. Young stated that they are currently seeking graduates/alumni who were Student Ambassadors to participate in recruitment to sell the university and the programs.
 - ix. Discussed HBCU's and smaller liberal arts programs who don't have graduate programs with whom we could establish a relationship with to recruit students for MBA program.
 - x. Dr. Young asked how the KCOB sees on-line education as an option for recruiting students. This was discussed.
 1. Basic consensus was that there are problems with academic integrity and student trust.
 2. Schools are solving this issue by requiring on-campus exams, or proctored exams.
 3. It would be nice to have more on-line courses so the students have more options.
 - xi. Also discussed recruiting community college students with transferrable hours. Many of the hours that community college students take do not transfer to four year institutions.
 - xii. Discussed flat rate tuition and how it creates poor incentives for student behavior. Students sign up for more hours than they are actually going to take and then drop courses before the designated drop date. This keeps students who actually need the classes out of them. PSU is tuition driven. Discussed needing to have a drop fee for students who drop courses.
 - xiii. Discussed retention of students from Freshman year to graduation.
 - xiv. Talked about how important AACSB accreditation is in recruiting students, and # of text book authors who are on the faculty in the KCOB.

- xv. Need to have good, consistent recruiting materials. KCOB would like to see more support from across the campus with recruiting materials dedicated to just the College. There are budget restraints. Dr. Young stated that his enrollment management committee may be able to discuss and suggest a change so that there are budgets available for individual programs to prepare their own recruiting materials. Need to maintain enthusiasm and excitement of recruits.

- II. PLC Recap
 - a. Summer Hours Survey
 - i. Committee conducted a survey of the success of the change in summer hours.
 - ii. Overall, PSU employees gave positive comments about the flexibility of summer work hours.
 - iii. If KLT members have input on summer work hours, they are requested to give it to Dr. Grimes.
 - b. Health Premiums Going Up
 - i. Health premium for Plan C (High Deductible) is going up the most.
 - ii. Deductibles are changing for all of the plans.
 - iii. There will be informational meetings for PSU employees.
 - c. Salary Letters and Market Adjustments
 - i. KCOB faculty should have received their new salary letters. The letters reflect the negotiated agreement with KNEA – 1% for the fall semester and an additional 1% in the spring semester.

- III. AACSB Meeting Recap – Dr. Grimes attended, Chicago, September 20-21, 2015
 - a. There were 600 people in attendance at the conference.
 - b. Dr. Grimes' presentation was very well attended. Dr. Grimes presented information on Standard 2 and how the Kelce College completed it for the AACSB review.
 - c. Slides distributed.

- IV. Updates and Announcements
 - a. Cortes – MBA
 - i. Dr. Cortes asked Kelce Chairs to check their spring schedule of MBA classes for conflicts.
 - ii. Dr. Grimes reported that MBA enrollments appear to be down across the country (this info came from the recent AACSB meeting he attended).
 - b. Bracker – EFB
 - i. The Department has been looking at the possibility of restructuring the ECON minor so that it requires only 15 hours (down from 21 hours).
 - c. Murray – MGMKT
 - i. Working on the schedule for Outstanding Alum, Ronnie Chang. All Kelce faculty will be invited to a lunch, he will speak to a class, visit Krimson Kultuur, and a few other activities.
 - ii. Jim McGraw, retired executive from the Marion Ewing Kauffman foundation will be a speaker in several MGMKT classes. Dr. Murray has spoken with Chris Kelly about publicity for him.
 - iii. Chris Kelly will be teaching a Social Media Marketing class in the spring semester.
 - d. Rosen – ACIS – no report

- V. Old Business - none

- VI. New Business
 - a. Kelce Curriculum Committee meeting was held last Friday. Dr. Grimes attended and gave them an official charge. Revised core curriculum is due to KLT by the end of the year so that it can be voted on by the faculty.
 - b. Final committee assignments were distributed to KLT for Kelce faculty.
 - c. Talked about creating a college view book for the Kelce College.
 - d. Dr. Murray has volunteered to initiate marketing for the college starting in the spring – suggestions: videos, brochures, college view book, newsletter.
 - e. John Lowe will be visiting campus on October 30 with his wife, Susan.
 - f. Bill Lewis will be returning to campus on October 17. Need to find some classes for him to make presentations to on that Monday to Finance and Accounting classes.

VII. Adjourn – 4:11 p.m.

Dates to Remember:

1. Labor Day Holiday, no classes – Monday, September 7
2. Meet the Firms Day – Monday, September 14
3. Company Day at KTC – Wednesday, September 22
4. Outstanding Alumni Award Recipient – Friday, October 2
5. Kelce Golf Tournament in Johnson County – Monday, October 5
6. Fall Break , No Classes – Thursday and Friday, October 8-9
7. Career Expo at Student Center – Thursday, October 22
8. Majors Fair for Undeclared Students – Tuesday, October 27
9. Rumble in the Jungle Senior Saturday #1 – October 31
10. Rua Skybox Host – October 31 – vs. Missouri Southern (Hall of Fame)
11. Rumble in the Jungle Senior Saturday #2 – November 14
12. Thanksgiving Break, No Classes – November 25, 26, 27
13. Junior Jungle Day – Saturday, April 2
14. Kelce Dean/Chairs/Faculty Meetings with the President and Provost – Friday, March 25