



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

MINUTES

Kelce Leadership Council
Room #121
August 29, 2023

In Attendance: Binder, Cortes, Decker, Goedeke, Grimes, Lal, Lee, Murray, Sha, Woodward

Absent: Kent, Morrison, Nance

- I. Administrative
 - a. Academic Affairs/Governance
 1. President has rethought the composition of the University Leadership Team. With all of the recent reorganization, he wants a larger “forum” with approximately 40 persons to meet once a month. The Presidential Cabinet (primarily VPs) will then meet weekly.
 2. New VP Stumo starting search for a new Director of Admissions. Fall enrollment down again – see attachment for details. There will be stronger emphasis placed on retention efforts.
 3. Non-renewal letters for contracts to now come from supervisor instead of the president’s office. However, letters will reflect presidential approval of termination.
 4. Push for greater adoption of OER – discussion of feasibility to move all Gen Ed to OER; discussion of academic freedom versus common adoption of textbook/instructional materials in courses with multiple sections – will need broad campus discussion.
 - b. Campus
 1. Issue of pay structure for various types of graduate assistants discussed again. Provost designating a smaller group to meet with HR to understand why pay/tuition waiver schemes cannot be standardized across the three categories of grad assistants (GTA, GRA, & GAA).
 2. Property
 - i. Parcel of university-owned land east of Tyler Research Center and adjacent to Silverback Landing to be brought into the city limits – currently in the county.
 - ii. Property immediately north of Kelce, across Williams, is for sell at \$600K. Includes apartment building and parking lot.
 3. Partnership with KBI moving forward. Will likely relocate third floor labs in Yates to accommodate in short-run. Long-run is to seek federal funding for new facility.
 - c. College
 1. Strategic Initiatives for the university’s “Gorilla Plan” – see attachment of results from last week’s retreat. Added a second alternate initiative – artist in residence faculty position to leverage the Fox Theater and our new location in the Downtown Arts District.
 2. Provost requests all units to post their regular meeting schedule to Outlook Calendar. Expectation of open and vigorous discussion and conversations – “meeting by email unacceptable”
 3. Entrepreneurship Program Development Task Force; charge distributed to group – see memo attached; initial meeting held this morning.
- II. Program Coordinators Updates
 - a. Accounting – Mary Jo Goedeke – preparing for Theresa Presley’s retirement; working on two searches, one tenure earning to replace Theresa and one non-tenure earning to be shared with Finance; Gen Ed issues for Accounting BBA appear to be resolved by Registrar who has requested waivers to keep the program at 120 hours, we’ll know soon
 - b. Business Studies – Holly Kent – absent due to class rescheduling
 - c. Computer Information Systems – Wei Sha – CIS faculty met to discuss course responsibilities, David Sikolia will now take lead for programming courses; faculty interested in developing an AI elective

- d. Economics and International Business – Anil Lal – working on finding the best way to promote the Business Economics STEM designation; designing a flyer to be used for international recruiting
 - e. Finance – Larry Woodward – Finance Club will raise funds through running athletic concession stands during football games again this year; Finance faculty in need of stock data for classroom teaching; discussion about how to obtain access to Value Line or S&P databases through the library; the financial modeling course will be taught in the spring
 - f. Management – Sang Lee – provided update on Young Nae; expecting visitors from Pacific States University President Mathew Shin in the spring who will bring a student group
 - g. Marketing – Mary Judene Nance – absent, report provided by Lynn Murray – reviving the Marketing Student Association this fall with the plan that Phillip Frank will be the advisor beginning in the Spring
- III. Building Items
- a. Still waiting on signs ordered from university printing office
 - b. Remediation of Classroom #224 – Dean Grimes met with Tim Senecaut – plan to take all chairs outside for a day in the sun, then steam clean chairs, carpet, and acoustic panels.
 - c. Hallway door to CIS Classroom Lab #103; due to its narrowness, we can use it as a primary entry only if we also keep access available through the common #103/#105 doorway; will need a doorknob and removal of alarm (including signage).
- IV. Kelce Personnel –
- a. Updates on positions approved to fill:
 1. Accounting (TE) – update from Dr. Binder; have reached the ad placement stage
 2. Management (TE) – quantitative/mathematics/analytics; update from Dr. Binder – *extensive* discussion about potential paths to reimagine the quantitative course sequence within the Kelce Core Curriculum; debated how to best incorporate needed Business Analytics content along with Data Visualization skills demanded by employers; general agreement that linear programming no longer needs to be a major focal point; we are behind the curve on adopting a Business Analytics approach; not clear consensus on how to reform courses; Dr. Binder will bring recommendations forward based on the results of faculty survey and discussion with the KBOA and other employers; a decision will be needed before we go on the market to hire for this position
 3. Executive in Residence (NTE) – update from Dr. Murray; ads will appear this week in the Pittsburg Morning Sun and the Joplin Globe; first consideration date in early September
 4. Accounting/Finance (NTE) – update from Dr. Binder; ads being developed for placement
 - b. Updates on positions in funding collaboration with Division of Economic Development and Community Engagement – Paul Grimes
 1. Entrepreneurship (NTE) – position description being reviewed by VP Naccarato
 2. Associate Director for Forecasting and Special Projects (BERC) – position description under review by VP Naccarato
 3. Director of BERC – formalization of position description; under review by VP Naccarato
- V. AACSB Accreditation Checklist
- a. Hard copies of CIR being distributed to VPs this week
 - b. PRT agenda – awaiting response from PRT on proposed agenda
 - c. Faculty Qualifications Profile Summary sheets and 5-Year Kelce Curriculum Vitae for each instructor posted to a webpage: <https://pittstate.edu/business/faculty/faculty-qualifications.html>
 - d. Need to complete refreshment of all displays in the building; in progress
 - e. Need to prepare documentation of evidence for PRT's work room; in progress
 - f. Hotel rooms and conference room reserved at LaQuinta / provide projection and printing capability
 - g. Peer Review Team visit date, **November 5th throughout 7th**
- VI. Administrative Updates
- a. ADGSB – Chelsey visiting with Freeman Health tomorrow, expecting 200+ in attendance; MBAA working on a social impact project
 - b. ADMIN – Mimi absent

- c. ADUSB – Beta Gamma Sigma not listed as an official campus group, registration and paperwork needed; Majors Fair is coming up in September, will need volunteers; Rumble in the Jungle will be in October, will again need volunteers
- d. DGBP – left early
- e. DSRE – absent due to class
- f. FC – Course prerequisite changes due to Alex, will begin paperwork; Supply Chain course working its way through the process; will be meeting to finalize spring schedule later this week

VII. Adjourn – 3:45 p.m.

Fall Dates to Remember:

- September 4 – Labor Day Holiday
- September 5 – Kelce Fall Picnic
- October 16 – Midterm grades due
- October 28 – Homecoming
- November 5 to 7 – AACSB Reaccreditation Visit
- November 6 – Final drop day
- November 18 – Thanksgiving Break Begins
- November 30 – Last Day to Withdraw
- December 5 to 9 – Dead Week
- December 11 to 15 – Finals Week
- December 15 – Commencements Begin
- December 19 – Final Grades Due

Pittsburg State University
Fall 2023 Enrollment Comparison Report
8-25-23 compared to 8-26-22 and 8-20-21 (comparable days to 1st day of class)

	2021	2022	2023	Change	% change	2022-20th day
Undergraduate	4444	4469	4363	-106	-2.4%	4489
Graduate	1474	1384	1291	-93	-6.7%	1369
Total Enrollment	5918	5853	5654	-199	-3.4%	5858
Undergraduate						
ZH freshman	865	899	921	22	2.4%	880
New Transfer	387	403	381	-22	-5.5%	385
Guest (HS concurrent)	12	120	96	-24	-20.0%	213
Readmission	77	69	80	11	15.9%	68
Returning	3073	2937	2845	-92	-3.1%	2898
FR - Weekly comparison		198	192	-6	-3.0%	
SO - Weekly comparison		626	629	3	.5%	
JR - Weekly comparison		721	720	-1	-.1%	
SR - Weekly comparison		1292	1295	3	.2%	
New IEP	4	6	5	-1	-16.7%	6
New International ZH	9	16	9	-7	-43.8%	13
New International TR	3	6	8	2	33.3%	11
New Exchange	14	13	18	5	38.5%	15
Total Undergraduate	4444	4469	4363	-106	-2.4%	4489
Graduate						
New	309	362	367	5	1.4%	375
Readmission	4	5	10	5	100.0%	4
Returning	1161	1017	914	-103	-10.1%	990
Total Graduate	1474	1384	1291	-93	-6.7%	1369
International						
Undergraduate - New	9	16	9	-7	-43.8%	13
Undergraduate - Transfer	3	6	8	2	33.3%	11
Undergraduate - Returning	53	52	44	-8	-15.4%	53
Graduate - New	47	68	103	35	51.5%	67
Graduate - Returning	66	82	142	60	73.2%	81
Undergraduate Exchange	16	22	23	1	4.5%	22
Graduate Exchange	2	3	7	4	133.3%	3
IEP - New	4	6	5	-1	-16.7%	6
IEP - Returning	1	1	1	0	0.0%	1
International Total	201	256	342	86	33.6%	257
Continuing Studies						
Undergraduate	282	319	283	-36	-11.3%	459
Graduate	714	617	390	-227	-36.8%	604
CS Total	996	936	673	-263	-28.1%	1063
Undergraduate by Residency/Tuition Rate						
Kansas	2994	2929	2798	-131	-4.5%	2967
Gorilla Advantage	1328	1366	1337	-29	-2.1%	1346
Gorilla Edge	1	0	0	0	0.0%	0
Legacy	2	2	3	1	50.0%	2
MSEP	0	0	0	0	0.0%	0
Domestic Nonresident	33	16	16	0	0.0%	12
Online/Con Ed		54	120	66	122.2%	57
International	86	102	89	-13	-12.7%	105
Total Undergraduate	4444	4469	4363	-106	-2.4%	4489
Graduate by Residency/Tuition Rate						
Kansas	743	619	259	-360	-58.2%	614
Gorilla Advantage	236	213	101	-112	-52.6%	206
Gorilla Edge	2	0	0	0	0.0%	0
Domestic Nonresident	378	17	9	-8	-47.1%	15
Online/Con Ed		115	415	300	260.9%	107
Online MBA		222	221	-1	-0.5%	232
DNP		47	40	-7	-14.9%	46
International	115	151	246	95	62.9%	149
Total Graduate	1474	1384	1291	-93	-6.7%	1369



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To: Lynn Murray, Dacia Clark, Melissa Weed, and Stephen Zornes
From: Paul W. Grimes, Dean, Gladys A. Kelce College of Business
Re: Entrepreneurship Program Development Task Force
Date: August 23, 2023

Thank you for agreeing to serve on the Entrepreneurship Program Development Task Force for the Kelce College of Business. This memo serves as your group charge.

The importance of entrepreneurship to the development and history of Pittsburg and Southeast Kansas is self-evident. However, Pittsburg State University has never offered a formal degree in entrepreneurship to grow and develop the next generation of entrepreneurs. As the Kelce College of Business plans to relocate to downtown Pittsburg as the centerpiece of the Gorilla Rising Project, this hole in our curriculum must be filled to properly leverage the existing resources of Block 22 and the synergies provided by our new location. The overall goal of the Entrepreneurship Program Development Task Force is to develop a plan to build and offer a BBA in Entrepreneurship within the context of our existing programs and within the constraints of our available resources. To accomplish this, please take the following steps:

1. Review existing undergraduate entrepreneurship programs at our peer and competitive universities to benchmark curricular requirements and identify best practices. Identify any possible niches or specializations where we might develop a comparative advantage in the marketplace.
2. Review our existing Introduction to Entrepreneurship course description and determine if the current class is adequate for preparing students for a longer course of study in entrepreneurship. If necessary, rewrite the course description and prepare a sample syllabus.
3. Propose two or three new entrepreneurship courses that build upon the introductory course and comprise a logical sequence that provides the foundational knowledge and necessary skill development for aspiring entrepreneurs. Write course descriptions and prepare sample syllabi.
4. Using the proposed new courses and existing courses within the Kelce Curriculum, develop programs of study for an Entrepreneurship Certificate and a minor in Entrepreneurship. Optimally, both the certificate and the minor should be designed such that they are available and easily accessible for all undergraduate majors across campus.
5. Propose two or three new advanced entrepreneurship courses that build upon the courses described above and provide broader and deeper understanding of the business principles and practices of successful start-ups. These courses should be envisioned such that they are appropriate for dual-numbering for graduate credit. Write course descriptions and prepare sample syllabi.
6. Build a program of study for a BBA Entrepreneurship major based on the sequence of proposed new entrepreneurship courses.
7. Offer a proposed timeline for implementing the rollout of the new courses, certificate, minor, and major.

Please organize and begin your work early this fall. Following the university's new strategic planning process, quarterly updates are expected. Be prepared to provide an update to the college faculty at the conclusion of the Fall 2023 semester. A final report with each of the deliverables described above should be presented at the closing faculty meeting at the end of the Spring 2024 semester.

College Level Strategic Initiatives 2023-2024

#1 Reaffirm AACSB Accreditation

Goal 8: Continuous Improvement

Advance a culture of continuous improvement that values transparency, strategic planning and evaluation, effective communication, shared governance, and creative problem solving.

Strategies

8.2 Review curricular and co-curricular program offerings and pathways to ensure Pitt State offers students relevant, accessible, and high-quality educational experiences that are in demand and in alignment with state-wide and regional workforce goals.

Initiative

Before the conclusion of the 23-24 academic year, secure extension of AACSB accreditation for all undergraduate and graduate degree programs offered by the Kelce College of Business.

Accountable VP

Howard Smith

Accountable Dean

Paul Grimes*

Key Collaborators

Alex Binder

Din Cortes

Chelsey Decker

Holly Kent

Mimi Morrison

Lynn Murray

#2 Phase out of International Business BBA

Goal 1: Valuable Education Experience

Develop the region's most valuable learner-centered higher education experience for students.

Strategies

1.1 Ensure academic programs and learning experiences are responsive to student and employer demand by creating and monitoring an academic program plan for the institution.

Initiative

Develop and implement a plan to maintain a globalized undergraduate business curriculum while phasing out the standalone BBA major in International Business.

Accountable VP

Howard Smith

Accountable Dean

Paul Grimes

Key Collaborators

Alex Binder*

Din Cortes

Chelsey Decker

Holly Kent

Lynn Murray

#3 Develop Entrepreneurship Programs

Goal 1: Valuable Education Experience

Develop the region's most valuable learner-centered higher education experience for students.

Strategies

1.1 Ensure academic programs and learning experiences are responsive to student and employer demand by creating and monitoring an academic program plan for the institution.

Initiative

Prior to the start of the 24-25 academic year, develop and begin implementation of a plan to offer new courses and curricular programs in the field of entrepreneurship (including a certificate, a minor, and ultimately a major).

Accountable VP

Howard Smith

Accountable Dean

Paul Grimes

Key Collaborators

Alex Binder

Din Cortes

Chelsey Decker

Holly Kent

Lynn Murray*

#4 Create a Micropolitan Institute

Goal 6: Economic Development

Drive regional economic prosperity and strengthen state-wide competitiveness through education, research, and community engagement programs and initiatives.

Strategies

6.1 Work with public and private partners to diversify and strengthen the State-wide and regional economies.

Initiative

In collaboration with the Division of Economic Development and Community Engagement, develop and begin implementation of a plan to expand the work of the Business and Economic Research Center into an institute that provides research, economic forecasting, and outreach services to all micropolitan cities in the state of Kansas and their surrounding rural communities.

Accountable VP

Shawn Naccarato

Howard Smith

Accountable Dean

Paul Grimes*

Key Collaborators

Michael Davidsson

#5 Explore Masters of Micropolitan Studies Degree

Goal 6: Economic Development

Drive regional economic prosperity and strengthen state-wide competitiveness through education, research, and community engagement programs and initiatives.

Strategies

6.1 Work with public and private partners to diversify and strengthen the State-wide and regional economies.

Initiative

Conduct a feasibility study examining the opportunity to offer a multidisciplinary graduate program in rural and micropolitan economic development.

Accountable VPs

Howard Smith

Shawn Naccarato

Accountable Deans

Paul Grimes*

Mary Carol Pomatto

Judy Smetana

Jim Truelove

Key Collaborators

Michael Davidsson

Chris Childers

#6 Enhance College Culture and Collegiality

Goal 4: Organizational Culture

Strengthen student, faculty, and staff satisfaction with their living, learning, and work environments as a clear institutional priority.

Strategies

4.1 Make Pitt State the preferred learning and working environment in the four-state region by developing and implementing professional and career development programs, reviewing and organizing job categories and career ladders, evaluating job performance, coaching and developing individuals and teams, investing in initiatives focused on inclusion and belonging, and routinely recognizing/celebrating individual and team successes.

Initiative

Create a program of special events that bring faculty and staff together in social and academic settings to instill a greater sense of collegiality within the Kelce College and improve organizational culture.

Accountable VP

Howard Smith

Accountable Deans

Paul Grimes

Key Collaborators

Alex Binder*

Din Cortes

Chelsey Decker

Holly Kent*

Mimi Morrison

Lynn Murray

#7 Reinvigorate Undergraduate Recruiting

Goal 2: Student Achievement

Remove barriers and commit to student success as a shared imperative to assist students to achieve their personal and professional educational goals.

Strategies

2.4 Strengthen Pitt State's recruitment outreach and connection to urban and rural communities throughout the four-state region and beyond.

2.5 Strengthen and focus the institution's financial support and scholarship strategy for current and future students.

Initiative

Explore the feasibility of creating recruiting scholarships for visiting prospective KCOB students and reviving an on-campus Business Day event for high school students.

Accountable VP

Howard Smith

Accountable Dean

Paul Grimes

Key Collaborators

Alex Binder*

Din Cortes

Chelsey Decker

Holly Kent

Mimi Morrison

Lynn Murray

#8 Modernize Undergraduate Quantitative Courses

Goal 1: Valuable Education Experience

Develop the region's most valuable learner-centered higher education experience for students.

Strategies

1.1 Ensure academic programs and learning experiences are responsive to student and employer demand by creating and monitoring an academic program plan for the institution.

Initiative

Review and modify the math-based undergraduate courses in the Kelce Core to align with employer expectations and the curricula of peer business schools.

Accountable VP

Howard Smith

Accountable Dean

Paul Grimes

Key Collaborators

Alex Binder*

Lynn Murray

Undergraduate Curriculum Management and Assurance of Learning Committee

#9 Strengthen Professional Sales Center

Goal 1: Valuable Education Experience

Develop the region's most valuable learner-centered higher education experience for students.

Goal 6: Economic Development

Drive regional economic prosperity and strengthen state-wide competitiveness through education, research, and community engagement programs and initiatives.

Goal 7: Community Engagement and Partnerships

Partner with other organizations, alumni, and donors to advance shared educational, athletic, artistic, cultural, economic, environmental, and social priorities.

Strategies

1.1 Ensure academic programs and learning experiences are responsive to student and employer demand by creating and monitoring an academic program plan for the institution.

6.1 Work with public and private partners to diversify and strengthen the State-wide and regional economies.

7.6 Strengthen and develop community engagement connections for students, faculty, and staff that create partnerships with local and regional organizations to provide ongoing support and service to communities throughout Southeast Kansas.

Initiative

Acquire membership in the University Sales Center Alliance and expand the number of certificates offered to enhance the academic and outreach services of the Professional Sales Center.

Accountable VP

Howard Smith

Accountable Dean

Paul Grimes

Key Collaborators

Lynn Murray*

Holly Kent

Mary Judene Nance

#10 Grow MBA Programs

Goal 1: Valuable Education Experience

Develop the region's most valuable learner-centered higher education experience for students.

Strategies

1.1 Ensure academic programs and learning experiences are responsive to student and employer demand by creating and monitoring an academic program plan for the institution.

Initiative

Expand curricular offerings in the MBA programs to grow recruitment opportunities and increase enrollment.

Accountable VP

Howard Smith

Accountable Dean

Paul Grimes

Key Collaborators

Din Cortes*

Chelsey Decker*

#11 Move Masters of Professional Accountancy Program Online

Goal 1: Valuable Education Experience

Develop the region's most valuable learner-centered higher education experience for students.

Strategies

1.1 Ensure academic programs and learning experiences are responsive to student and employer demand by creating and monitoring an academic program plan for the institution.

Initiative

Develop a plan to convert the MPAcc to an online program and drop the 4+1-only admissions criteria to grow enrollments and meet market demand.

Accountable VP

Howard Smith

Accountable Dean

Paul Grimes

Key Collaborators

Din Cortes*

Chelsey Decker*

Mary Jo Goedeke

David O'Bryan

Gail Yarick

David Weaver

Stephen Zornes

#12 Build a Strong Internship Program

Goal 1: Valuable Education Experience

Develop the region's most valuable learner-centered higher education experience for students.

Goal 7: Community Engagement and Partnerships

Partner with other organizations, alumni, and donors to advance shared educational, athletic, artistic, cultural, economic, environmental, and social priorities.

Strategies

1.1 Ensure academic programs and learning experiences are responsive to student and employer demand by creating and monitoring an academic program plan for the institution.

7.6 Strengthen and develop community engagement connections for students, faculty, and staff that create partnerships with local and regional organizations to provide ongoing support and service to communities throughout Southeast Kansas.

Initiative

Increase the number and quality of internship opportunities for KCOB students and create a more structured and rewarding process for students pursuing experiential learning opportunities.

Accountable VP

Howard Smith

Accountable Dean

Paul Grimes

Key Collaborators

Melissa Weed*

Holly Kent*

Lynn Murray

David O'Bryan

Alternate 1: Develop Supply Chain and Logistics Program

Goal 1: Valuable Education Experience

Develop the region's most valuable learner-centered higher education experience for students.

Strategies

1.1 Ensure academic programs and learning experiences are responsive to student and employer demand by creating and monitoring an academic program plan for the institution.

Initiative

Develop a roadmap and timeline to offer new courses and curricular programs in the field of supply chain management and logistics. Explore opportunities to partner with the College of Technology.

Accountable Deans

*Paul Grimes**

Judy Smetana

Key Collaborators

Sang Lee

Alex Binder

Din Cortes

Lynn Murray

COT Administrators and Faculty TBD

Alternate 2: Develop an Entrepreneurship and Small Business for Artists Academic Program

Goal 1: Valuable Education Experience

Develop the region's most valuable learner-centered higher education experience for students.

Strategies

1.1 Ensure academic programs and learning experiences are responsive to student and employer demand by creating and monitoring an academic program plan for the institution.

1.2 Work with local and regional partners to improve education, health, and economic outcomes for individuals, families, neighborhoods, and communities.

Initiative

Prior to opening our downtown location, develop a roadmap and timeline to create an Artist in Residence faculty position and to offer new courses and curricular programs (including a certificate and a minor) to support the entrepreneurial and small business careers of local artists.

Accountable VP

Howard Smith

Accountable Dean

Paul Grimes

Key Collaborators

Lynn Murray

Alex Binder

Melissa Weed

Jamie Oliver

Susan Merchant