



KELCE
COLLEGE OF BUSINESS
Pittsburg State University

MINUTES

Kelce Board of Advisors Meeting
Noon CDT, October 18, 2024
Kelce Room #121

Present: Todd Allison, Jeff Beasley, Alex Binder, Ben Burns, Chelsey Decker, Doug Eaton, Tommy Elms, Mike Foster, Nancy George, Paul Grimes, Jenni Hall, John Ison, Brandee Johnson, Mimi Morrison, Lynn Murray, Jeff Ney, Terry Puett, Ross Turney, Rachel Vanzant

Present Via Zoom: Brenda Flood

Guests Present: Susan Bon, Executive Vice President and Provost

Absent: Doug Ball, Paul Bergant, Terry Calloway, Joe Harris, Holly Kent, Daniel Kjergaard, John Lowe, Timon Oujiri, Mark Paden, Shelly Schorer, Lee Scott, Cheryl Sullivan, Steve Thompson

- I. Lunch served for those in attendance
 - A. Welcome by Dean Paul Grimes
 - B. Special Guest: Dr. Susan Bon, Executive Vice President and Provost
 - i. Dr. Bon introduced herself to the board and gave the board her educational and career background information. Provided brief update on university initiatives.
- II. Opening of the Meeting – Chair Nancy George; asked board members to introduce themselves to everyone present
- III. Internship Initiative – Melissa Weed
 - A. Center/Program update – explained the new program and ongoing work on additional opportunities for employers and students; micro-internships are internships that are between 20-40 hours total – several completed with funding through a statewide grant
 - B. Intern and Host Reception – November 4th at 2:30 p.m. in the Bicknell lobby – working with Chamber of Commerce to celebrate kicking off the program over the last year
 - C. New Initiative - Volunteers needed to mentor undergraduate students enrolled in our Professionalism course – Holly will be reaching out to KBOA members to volunteer minimal hours to the program
- IV. Update on Gorilla Rising Project
 - A. Contractor: Crossland Construction; Architects: Tessere – bidding process closed a few weeks ago; design/build project; KLT met with Crossland and Tessere last week; timeline to complete building by July 2026; using previously developed renovation plans as basis for designing the layout of rooms and spaces for the new building; ample parking space available on new lot; old Kelce building will come down except for IT area; freshman and sophomore courses will be taught on campus and upper division courses will be taught in the new downtown building; Gus Bus should be available to transport students back and forth; Crossland has placed a banner on the construction site announcing the project is beginning
 - B. Design discussions started last week with architects; reviewing needed space requirements; all private pledges made to the renovation project will be honored

- V. Development Update – Jenni Hall; just finished first year at Pitt State; as plans become available, will be talking to lots of donors about the new building; continuing to support scholarships; President Shipp desires that new scholarships are less restrictive and easier to award; new scholarship recently given by Eric Harris; looking to engage new donors; \$12 million fundraising goal set for this year
 - A. 15th Annual Golf Tournament – Jeff Ney; annual Golf Tournament was on October 15; 26 teams and 15 corporate sponsors – largest number of sponsors to date; had lots of support from faculty and students; estimate of making close to \$14,000 which will go toward student scholarships; next year’s tourney will again be first Monday in October
 - B. Board member Todd Allison donated a portable stage to Pitt State with a banner package – plan is to sell advertisement space to raise funds for MBA scholarships; stage is named “Kelce MBA Stage”; will be used this evening at the homecoming concert and tomorrow at the football game (in Gorilla Village)
 - C. Discussed Kelce Board of Advisors endowment fund – used primarily to support sending student organizations to competitions; encouraged all KBOA members to make an annual donation to the fund

- VI. KCOB Strategic Planning
 - A. Progress on current strategic initiatives for university’s Gorilla Plan – see handout; brief discussion followed about FY25 Quarter 1 updates
 - B. Finalized new mission statement:
Educating future business professionals today to build stronger communities tomorrow.
 - C. Board members complementary of final wording and work to date on initiatives

- VII. Curriculum Initiatives Update
 - ☆A. Human Resource Development; faculty and programs relocating from College of Technology to KCOB; three faculty members and two degrees (one bachelor and one master); faculty will move to Kelce in January; discussion ensued about converting tech degrees to business degrees and the online format of both HRD programs
 - B. Supply Chain Management; BBA degree proposal submitted for legislative and KBOR approval; cooperative program with College of Technology (see handout); discussed adding sustainability components to this program (suggested by board member Ben Burns based on experiences at Leggett & Platt)
 - C. Entrepreneurship; new courses (see handout); Lynn Murray presented new courses and discussed minor under development; Entrepreneurship Coordinator search underway in cooperation with Economic Development and Community Engagement (Block 22)
 - D. Business Education; pathway for secondary teacher licensure by creating an option under the Business Studies BBA; two new certificates are being developed in cooperation with College of Education; will add student teaching observation course and a new internship course code
 - E. Regional Economic Development; new emphasis for MBA; being developed in cooperation with Political Science faculty in College of Arts and Sciences (goal to test market for a micropolitan studies degree)
 - F. Data Science and Information Systems (DSIS); emphasis for the online MBA – targeting launch in fall 2025; will eventually be offered in the traditional MBA; Chelsey Decker presented the proposed descriptions for the new graduate courses

- VIII. New Business
 - A. Quick personnel update – due to retirements, separations, and expansion, seven searches underway in addition to the transfer of HRD faculty – Marketing (Non-tenure earning), Accounting & Finance (Non-tenure earning), Economics (Tenure earning), Entrepreneurship Coordinator (Non-tenure earning), Assessment & Accreditation Coordinator (staff), Forecasting Director (BERC staff), Data Analyst (BERC staff)

- B. March 1 – KCOB to sponsor the last home basketball games of the season; everyone invited to attend; will serve lunch in the Champions Room overlooking the arena; will again have drawing for scholarships
- IX. Old Business - none
- X. Adjournment – 2:30 p.m.



KEYS SUMMIT

MEET OUR PANELIST: MARCUS HUNTLEY

I am Marcus Huntley, and my journey began in Haiti, where I was born before being adopted to the United States at 28 months old. I was raised in Cothage, Missouri, and completed my high school education in Bentonville, Arkansas. I hold a bachelor's degree in accounting and finance and am proud to be a member of the Institute of Management Accountants (IMA), the Institute of Internal Auditors (IIA), and Omicron Delta Epsilon, the international honor society for economics.

Currently, I am pursuing an MBA with an emphasis in accounting to further refine my skills and knowledge in the field. Next September, I am excited to begin my professional career with Deloitte & Touche, where I look forward to making a meaningful impact through Audit & Assurance.



KEYS SUMMIT

MEET OUR PANELIST: SETH HARTMAN

My name is Seth Hartman, a current MBA student at Pittsburg State Kelce College of Business. I am passionate about outdoor activities/ exercise (especially running!) and love spending time with friends and family. My educational journey has been focused on business with an emphasis in Marketing, and I take great pride in being a lifelong Gorilla! I had the incredible opportunity to attend at the university's Research, Economic, and Community Development Division, which enriched my learning experience and allowed me to contribute to meaningful projects such as the Love Kansas campaign and other University focused events. Whether it's hiking, playing sports, or just enjoying a barbecue, I cherish every moment spent with the people who matter most to me.



MEET OUR PANELISTS:



MARCUS HUNTLEY



SETH HARTMAN



EMERY KAFKA



MORGAN HASTINGS



CHIARA SBRAVATTI COTRIM

KEYS SUMMIT

MEET OUR PANELIST: MORGAN HASTINGS

My name is Morgan Hastings, and I'm majoring in Mechanical Engineering and Technology with an emphasis in Automotive Technology at Pittsburg State University. I'm currently working as a Mechanical Engineering Intern and expect to graduate in May 2025.

I love working on hands-on projects, especially those involving sustainable vehicles. I'm an active member of the Society of Women Engineers, Women of Work, and serve as an executive member of United Women. I enjoy expressing my creativity through painting, sculpting, and cooking. I also value an organized space and take pride in my extensive collection of indoor plants.



KEYS SUMMIT

MEET OUR PANELIST: CHIARA SBRAVATTI COTRIM

Chiara Sbravatti Cotrim is attending PSU pursuing her MBA. She is an international student from Brazil. She participated in an internship for credit through the Kelce College of Business during the Spring of 2024 at eSolutions based out of Joplin, MO.



KEYS SUMMIT

MEET OUR PANELIST: EMERY KAFKA

Hi, I am Emery Kafka. I am currently getting my degree in Business Management and Marketing at Pittsburg State University, where I also plan to get my Master of Business Administration as well. I had the opportunity to do a management internship with QuikTrip this last spring and am now the store manager. In the future, I hope to start a business of my own.



Program of Study for a BBA in Business Studies - Business Education Option

General Education (34 Hours)				BBA in Business Studies - Business Education
6 hours English	ENGL	101	English Composition	3
	ENGL	299	Introduction to Research Writing	3
3 hours Communications	COMM	207	Speech Communication	3
3 hours Mathematics	MATH	113	College Algebra, or	3
	MATH	143	Elementary Statistics, or	
	MATH	XXX	Higher level course	
4 hours Science	TBD	XXX	Restricted Student Choice	4
6 hours Social & Behavior Science	TBD	XXX	Restricted Student Choice	3
	TBD	XXX	Restricted Student Choice	3
	PSYCH	155	General Psychology (Recommended) - 3 hrs.	
	ECON	200	Principles of Microeconomics (Recommended) - 3 hrs.	
6 hours Arts & Humanities	TBD	XXX	Restricted Student Choice	3
	TBD	XXX	Restricted Student Choice	3
6 hours University-designated	TBD	XXX	Restricted Student Choice	3
	TBD	XXX	Restricted Student Choice	3
	UGS	150	Gorilla Gateway (Recommended) - 2 hrs.	
	HHP	150	Lifetime Fitness (Recommended) - 1 hr.	
	MGT	101	Introduction to Business (Recommended) - 3 hrs.	
Kelce Core Prerequisites (9 Hours)				
	DSIS	130	Computer Information Systems	3
	ECON	200	Principles of Microeconomics	3
	ECON	201	Principles of Macroeconomics	3
Kelce Core (42 Hours)				
	ACCT	201	Financial Accounting	3
	ACCT	202	Managerial Accounting	3
	DSIS	420	Management Information Systems	3
	ECON	XXX	Restricted Student Choice	3
	ECON	440	International Economics (Recommended)	
	FIN	326	Business Finance	3
	MGT	101	Introduction to Business	3
	MGT	210	Business Professionalism	3
	MGT	330	Management and Organizational Behavior	3
	MGT	430	Legal and Social Environment of Business	3
	MGT	680	Business Strategy	3
	MKTG	330	Principles of Marketing	3
	QBA	210	Business Statistics	3
	QBA	310	Business Analytics I	3
	QBA	410	Business Analytics II	3
Professional Education for Secondary School Business Teachers Certificate (18 Hours)				
	EDUC	261	Explorations in Education	3
	EDUC	520	Methods and Materials for Academic Literacy	3
	SPED	510	Overview of Special Education	3
	PSYCH	263	Developmental Psychology	3
	PSYCH	357	Educational Psychology	3
	EDUC	479	Effective Teaching Strategies for Middle and Secondary	3
Teaching High School Business Certificate (17 Hours)				
	EDUC	307	Clinical Experience	1
	EDUC	458	Methods and Curriculum	3
	EDUC	464	Measurement and Evaluation	2
	EDUC	475	Supervised Teaching in the School	9
New	BUS	579	Supervised Student Teaching and Follow-up of Teachers	2
Optional and Recommended Electives (Not Required)*				
	EDUC	370	Organization and Mgt. of the Middle and Secondary Classroom	3
	EDTH	330	Technology for the Classroom	3
	TTED	445	Development of a Unit Study Guide	3
New	BUS	470	Internship in Business Education	3
Minimum Total Hours				120

*Note: If student follows recommendations for General Education, all Optional and Recommended Electives may be taken without adding any additional hours to total program of study.

Supply Chain and Industrial Distribution - Programs of Study

				Hrs.	BBA Supply Chain	BST Industrial Distribution
General Education (34 Hours)						
6 hours English	ENGL	101	English Composition	3	3	3
	ENGL	299	Introduction to Research Writing	3	3	3
3 hours Communications	COMM	207	Speech Communication	3	3	3
3 hours Mathematics	MATH	113	College Algebra, or	3	3	3
	MATH	143	Elementary Statistics, (Recommended) or			
	MATH	XXX	Higher level course			
4 hours Science	TBD	XXX	Restricted Student Choice	4	4	4
6 hours Social & Behavior Science	TBD	XXX	Restricted Student Choice (ECON 200 recommended)*	3	3	3
	TBD	XXX	Restricted Student Choice	3	3	3
6 hours Arts & Humanities	TBD	XXX	Restricted Student Choice	3	3	3
	TBD	XXX	Restricted Student Choice	3	3	3
6 hours University-designated	UGS	150	Gorilla Gateway	2	2	2
	TBD	XXX	Restricted Student Choice	1	1	1
	TBD	XXX	Restricted Student Choice (MECET 121, GT 210 or MGT 101 recommended)**	3	3	3
Kelce Core Prerequisites (9 Hours)						
	DSIS	130	Computer Information Systems	3	3	
	ECON	200	Principles of Microeconomics*	3	3	
	ECON	201	Principles of Macroeconomics	3	3	
Kelce Core (42 Hours)						
	ACCTG	201	Financial Accounting	3	3	
	ACCTG	202	Managerial Accounting	3	3	
	DSIS	420	Management Information Systems	3	3	
	ECON	XXX	Restricted Student Choice	3	3	
	FIN	326	Business Finance	3	3	
	BUS	101	Introduction to Business**	3	3	
	BUS	210	Business Professionalism	3	3	
	MGT	330	Management and Organizational Behavior	3	3	3
	MGT	430	Legal and Social Environment of Business	3	3	3
	MGT	690	Business Strategy	3	3	
	MKTG	330	Principles of Marketing	3	3	3
	QBA	210	Business Statistics	3	3	3
	QBA	310	Business Analytics I	3	3	3
	QBA	410	Business Analytics II	3	3	3
COT Prerequisites (3 Hours)						
	GT	210	Survey of Technological Systems**	3	3	3
COT BST Support Courses (30 Hours)						
	MECET	121	Engineering Graphics** (or CMCET 133 Construction Graphics)	3		3
	EET	141	Introduction to Electronics	3		3
	EST	293	Introduction to Industrial Safety (or EST 296 Intro. Construction Safety)	3		3
	GT	320	Communication Systems	3		3
	GT	350	Fundamentals of Coding and Robotics	3		3
	GT	360	Computer Aided Drafting for Automated Manufacturing	3		3
	AT	399	Professional Development in the Transportation Industry	3		3
	AT	400	Fluid Power	3		3
	TM	606	Industrial Supervision	3		3
Supply Chain & Industrial Distribution Major (27 Hours)						
	ID	210	Industrial Distribution Fundamentals	3	3	3
	GT	300	Engineering Design and Problem Solving	3	3	3
	GT	340	Power/Energy/Transportation Systems	3	3	3
	GT	380	Manufacturing Enterprise	3	3	3
	MGT	510	Operations Management	3	3	3
	MGT	520	Quality Management	3	3	3
	MGT	550	Supply Chain Management	3	3	3
	MKTG	430	Retail and Channels Management	3	3	3
	MGT	671	Internship in Supply Chain Management	3	3	
	ID	400	Internship for Industrial Distribution	3		3
Elective Courses (5 to 11 Hours minimum)						
	TBD	XXX	Approved Student Choices (minimum) (Total number of elective hours dependent upon Gen Ed choices.)		5	11
Total Hours					120	120



KELCE
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Pittsburg State University

Program: Online MBA

Emphasis: Data Science and Information Systems (DSIS)

Emphasis Description/Rationale:

The new Data Science and Information Systems concentration is designed for those seeking a career in data science or current data science professionals who want to expand and formalize their business of data science skillset to take on leadership roles within their organization.

DSIS Emphasis Courses (9 hours required):

DSIS 811: Data Visualization (3 credits)

Techniques for transforming data into visual information. Enterprise data analytics applications and various data visualization programming libraries will be covered. The course will provide students with opportunities to learn through hands-on activities and projects.

DSIS 812: Database Management (3 credits)

Analysis and design of large integrated databases. Logical and physical representation of data. Storage and retrieval mechanisms and languages. Survey of existing systems. Roles of the Database Manager and Analyst.

DSIS 813: Predictive Analytics (3 credits)

This course focuses on the predictive modeling process for prediction, classification, and clustering. Hands-on introduction to data preparation, model identification and validation, model documentation, and interpretation of model results.

Entrepreneurship Certificate Program

Total: 12 credit hours

ENTR 201 Foundations of Entrepreneurship (3 credit hours): Provides insights into the various facets of entrepreneurship including opportunity recognition, idea generation, business planning and strategy, innovation and creativity, along with other general insights to the entrepreneurial ecosystem.

Learning Objectives

- Define entrepreneurship and what entrepreneurs do and define small business.
- Identify primary business plan contents and be able to use them to create a business plan.
- Explain marketing mix and be able to figure out the pricing for your business.
- Assess the costs of starting a business.
- Explain what shows up on each of the 4 financial documents used to assess business health.
- Understand the importance of cash flow management.
- Analyze the different types of financing for a business.
- Define the different types of legal structures for a business.
- Explain the types of licenses, permits, and certificates required to start your business.
- Examine options for harvesting and exiting a business.

ENTR 320 Entrepreneurial Marketing (3 credit hours): Explores the process of pursuing opportunities and launching and growing ventures that create perceived customer value. Particular focus is paid to innovativeness, creativity, selling, market immersion, networking, especially in circumstances of limited resources. Prerequisite: Bus 2xx Foundations of Entrepreneurship.

Learning Objectives

- Deploy appropriate customer discovery tools to identify customer and market needs, problems, and entrepreneurial opportunities.
- Define customer profiles and create personas to align customer outreach methods and messaging with identified behaviors, interests, and attitudes.
- Identify evolving unmet customer needs.
- Develop, manage, and measure the success of an omnichannel marketing campaign that creates traction and engagement for entrepreneurial organizations.
- Develop content that directly addresses consumer needs and creates brand engagement.
- Analyze various market opportunities and assess risks with the focus on meeting customer needs.
- Develop (and adjust when necessary) key performance indicators (KPIs), metrics, and milestones for their campaign and evaluate their success based on achieving these metrics.
- Effectively allocate limited resources and budgets

ENTR 310 Entrepreneurial Finance (3 credit hours). Provides an overview of the financial concepts, tools and principles utilized by the entrepreneur to initiate, build, and develop a successful entrepreneurial venture. This course distinguishes entrepreneurial finance from corporate finance in terms of the sources of financing available to initiate and develop the venture. Additional topics include, but are not limited to, proforma financial statement development; business valuation models; cash flow analysis; monitoring of key metrics; the use of incubators or accelerators; provisioning for taxes, and raising capital from private investors, venture capitalists, crowd funding, and banks. Prerequisite: Bus 2xx Foundations of Entrepreneurship.

Learning Objectives:

- Describe the typical life cycle that a successful venture goes through.
- Identify the various avenues of fund raising for a new, young, or private venture.
- Formulate or evaluate a business plan as an entrepreneur or an investor.
- Explain the requirements, investment terms and conditions of a typical professional venture capital fund. 5. Illustrate how private ventures may be valued by the professional venture capital funds.
- Calculate the shareholding of various shareholders after different rounds of funding received by a venture.
- Negotiate the investment terms with the entrepreneur or with the professional venture capital fund.
- Employ different risk-mitigating investment terms to formulate an Investment Terms Sheet for the purpose of discussion and negotiation (between the entrepreneur and the professional venture capital fund).
- Demonstrate the importance of group work as co-founders of young ventures, and as members of the investment team in a professional venture capital firm.

Experiential Component

ENTR 670 Internship in Entrepreneurship (1-3 credit hours): An approved, supervised professional work experience in an appropriate field. May be completed at for-profit companies, non-profit organizations, government agencies, and schools. One credit hour is earned for every forty work-hours completed. Students must enroll in the course during the same semester in which the internship occurs. The internship must have an entrepreneurial focus for the internship.

Prerequisites: Bus 2xx Foundations of Entrepreneurship and Permission of instructor required.

AND/OR

ENTR 510 Gorilla Consulting (1 credit hour, may be repeated up to three times): Working with the area Small Business Development Center, students will provide consulting services to area small businesses. Prerequisites: ENTR 201 Foundations of Entrepreneurship and permission of instructor required.

Learning Objectives (for Internship & Gorilla Consulting):

- Gain insight into the challenges and risks of starting a business.
- Experience the startup environment
- Enhance entrepreneurial skills
- Explore entrepreneurial resources
- Develop leadership and management skills

Entrepreneurship Minor Program Total 18 Credit Hours

ENTR 201 Foundations of Entrepreneurship (3 credit hours)

ENTR 320 Entrepreneurial Marketing (3 credit hours):

ENTR 310 Entrepreneurial Finance (3 credit hours)

ENTR 410 Entrepreneurial Leadership/Management (3 credit hours) – explores the challenges and complexities of leadership in an entrepreneurial environment, specifically startups, family businesses, traditional small-to-mid-sized businesses and franchises. Prerequisite Entr 201 Foundations of Entrepreneurship.

ENTR 670 Internship in Entrepreneurship (1-3 credit hours) *AND/OR* ENTR 510 Gorilla Consulting (1 credit hour – three required)

ENTR 690 Business Generation (3 credit hours). This capstone course ties earlier coursework together. An experiential course that explores and uses various frameworks of new venture development; provides a step-by-step guide to launching new ventures or new products. Culminates in a pitch competition. Prerequisites: ENTR 201, ENTR 310, ENTR 320 and either ENTR 670 OR ENTR 510

Learning Objectives

- Experience the entrepreneurial process:
 - Learn about ideation, market research, business planning, and launching a new venture.
 - Gain insights into the challenges and risks of starting a business.
- Develop business acumen:
 - Learn how to identify market opportunities and assess business ideas.
 - Understand financial management, budgeting, and fundraising for startups.
 - Explore different business models and revenue streams.
- Experience the startup environment:
 - Work in a fast-paced, dynamic, and often resource-constrained environment.
 - Develop adaptability, problem-solving, and critical thinking skills.
 - Understand the importance of teamwork, collaboration, and communication.
- Enhance entrepreneurial skills:
 - Practice pitching ideas and communicating value propositions effectively.
 - Develop negotiation, networking, and relationship-building abilities.
- Cultivate creativity, innovation, and an entrepreneurial mindset.

Questions, comments, or suggestions: Lynn Murray – lmurray@pittstate.edu



KELCE
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Kelce College of Business Strategic Plan FY24 through FY27 As Incorporated into the Pittsburg State University Gorilla Plan

Vision Statement:

The Gladys A. Kelce College of Business will be *the* premier regional public business college in Pittsburg State University's primary service area.

Mission Statement:

Educating future business professionals today to build stronger communities tomorrow.

Guiding Values:

We believe in the pursuit of learning, teaching, scholarship, and public service conducted with honesty and high ethical standards.

We believe in fostering a college environment that empowers people to succeed.

We believe in working together as a learning community based on mutual respect, trust, inclusion, and academic freedom.

We believe in innovation and continuous improvement in teaching, scholarship, and community engagement.

We believe in responsibility, accountability, and transparency in all of our academic and operational procedures.

Kelce College of Business Strategic Plan FY24 through FY27: Last Update: Q1 FY25

Initiatives for FY24 & FY25:	Pitt State Goal / Strategy	College Lead	Responsible Parties	Notes on Progress to Date
<p>#1. Reaffirm AACSB Accreditation: <i>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.</i></p> <p>Cumulative Progress: 100%</p>	<p>#8: Continuous Improvement / 8.2</p>	<p>Dean</p>	<p>KLT, All College Faculty and Staff</p>	<p>FY24 Q1: Continuous Improvement Review (CIR) report completed and delivered to AACSB Peer Review Team (PRT) prior to start of academic year and submitted to myAccreditation portal. Campus visit scheduled for early November. Faculty, staff and students preparing for visit. Final schedule developed.</p> <p>FY24 Q2: Campus visit held in November. Received recommendation for extension of accreditation along with items for continuous improvement over the next accreditation cycle. Team's report submitted to the AACSB Reaccreditation Committee for final decision. Committee will meet and vote at end of January. Final decision will be announced immediately thereafter.</p> <p>FY24 Q3: Reaffirmation of accreditation received on February 8, 2024. Next five-year review will occur in AY28-29.</p> <p>FY24 Q4: AACSB rules changed for accredited members. Accreditation cycle extended from five to six years. Next review will occur in AY29-30.</p>

<p>#2. Phase out of International Business BBA: Develop and implement a plan to maintain a globalized undergraduate business curriculum while phasing out the standalone BBA major in International Business.</p> <p>Cumulative Progress: 90%</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>Dean</p>	<p>KLT, IB Program Coordinator</p>	<p>FY24 Q1: College faculty reaffirmed previous recommendation by the Kelce Leadership Team and voted to phase-out the International Business program at the opening Fall college-wide meeting. Paperwork started to discontinue admission of new students into the program.</p> <p>FY24 Q2: IB program was included on KBOR's list for Program Review. Provost reported to the Board that steps are already underway to phase-out the program. Course schedules for next year developed to reflect this decision. Enrollment stands at 18 students and options developed for them - including newly legislated and approved IB emphasis under the Business Economics BBA.</p> <p>FY24 Q3: Planned phase-out of IB program discussed to KBOR staff with respect to new Program Review Guidelines. Advising continued for remaining students in major - 17 at last count.</p> <p>FY24 Q4: Phase out continuing by teaching out the remaining IB majors. Latest report shows only 11 IB students enrolled for WF24 semester - at least 3 are seniors.</p> <p>FY25 Q1: Number of current IB Majors is now ten: 3 sophomores, 3 juniors, and 3 seniors. One student listed as a zero-hour freshman - working to determine how student was allowed by the system to declare IB major; will work with student to find alternative.</p>
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<p>#3. Develop Entrepreneurship Programs: <i>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).</i></p> <p>Cumulative Progress: 75%</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>KUSB Associate Dean</p>	<p>KLT</p>	<p>FY24 Q1: Appointed, organized, and charged a faculty task force to build an entrepreneurship program for the college that includes a certificate, minor, and a major.</p> <p>FY24 Q2: Task force met regularly and began work reforming current Intro to Entrepreneurship course. Revisions to course description entered into the legislative process. Task force continuing to work on designing new curricular offerings at the undergraduate level.</p> <p>FY24 Q3: Entrepreneurship Task Force continued work revising Intro course description and developing plan for advanced courses. Legislation submitted. The task force will serve as core of the search committee to fill the Entrepreneurship Coordinator position that will be shared with the EDCE Division. Search beginning in April '24.</p> <p>FY24 Q4: Search approved and opened for Entrepreneurship Coordinator position shared with EDCE. Advertisements to be placed in July with final timeline for hiring dependent upon the number of initial applicants.</p> <p>FY25 Q1: Task force has submitted seven new course proposals for legislative approval to form basis of new certificate and minor. Coordinator position posted and applications being accepted.</p>
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<p>#4. Create a Micropolitan Institute: <i>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.</i></p> <p>Cumulative Progress: 60%</p>	<p>Goal 6: Economic Development / 6.1</p>	<p>Dean</p>	<p>Dean, BERC Director</p>	<p>FY24 Q1: Initial discussions held between Division of Economic Development and Community Engagement and the Kelce College of Business on how to leverage existing resources to serve all micropolitan communities across Kansas using the Business and Economic Research Center as a model.</p> <p>FY24 Q2: Identified existing faculty line resources in KCOB and portion of EDCE resources from state appropriations to move BEREC director to 12-month contract and create 3 new support positions (Forecasting/Entrepreneurship/Data Analyst). All four position descriptions written and submitted for approval. Under review by HRS at end of quarter.</p> <p>FY24 Q3: Position descriptions approved by Pitt State administration. BEREC director approved to move to 12-month contract at start of FY25. Entrepreneurship Coordinator search approved with goal to hire prior to start of next academic year. Forecasting/Special Projects economist search pending. Support staff position will then follow.</p> <p>FY24 Q4: BEREC Director position successfully transitioned to 12-month contract. Entrepreneurship Coordinator search approved and opened. Econometrician search still pending. Discussions ongoing concerning steps needed to formalize the Institute designation.</p>
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FY25 Q1: Collaboration initiated with Interim Dean of CAS and HPASS faculty to develop courses to support a regional economic development emphasis for the online MBA program. Poli Sci to create a "State and Local Government" course. Econ to create a "Regional Economics" course. Third course to be determined.

<p>#5. Explore Masters of Micropolitan Studies Degree: Conduct a feasibility study examining the opportunity to offer a multidisciplinary graduate program in rural and micropolitan economic development.</p> <p>Cumulative Progress: 35%</p>	<p>Goal 6: Economic Development / 6.1</p>	<p>Dean</p>	<p>Dean, VP for EDCE, Dean A&S</p>	<p>FY 24 Q1: Initiative generated after conversations between Lt. Gov. Toland and VP Naccarato. Possible state funding available to support exploration of a "micropolitan studies" credential. Further discussions conducted between VP Naccarato and Dean Grimes about how to proceed.</p> <p>FY 24 Q2: Dean Grimes oversaw preliminary research of the higher education landscape for economic development masters degrees. Review of degree offerings revealed that very few such programs currently exist across the country. Closest competitors are part of a multi-university consortium which includes K-State - however, the courses for this program are primarily offered by UN-Lincoln and Univ. of North Dakota. Grimes also initiated a formal review of opportunities by Academic Partners to determine the opportunities for offering such a degree. Their recommendations were to start with an emphasis in the existing PMBA program and if successful to consider developing an interdisciplinary degree in "micropolitan studies" - offered online. This would give Pitt State a unique niche.</p> <p>FY24 Q3: Discussions continued with AP about offering an MBA emphasis in Micropolitan Studies - concerns over how to label and market the emphasis - would a "Regional Economic Development" label be more attractive? Preliminary</p>
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discussions held on what courses would be most appropriate.

FY24 Q4: Discussions ongoing regarding the recommendations provided by AP concerning an MBA emphasis vs. a standalone degree. Faculty considering what key courses could serve as a basis for an MBA emphasis and who could teach these courses. Need to determine how best to market this option to specific target of potential students.

FY25 Q1: Collaboration initiated with Interim Dean of CAS and HPASS faculty to develop courses to support a regional economic development emphasis for the online MBA program. Poli Sci to create a "State and Local Government" course. Econ to create a "Regional Economics" course. Third course to be determined.

<p>#6. Enhance College Culture and Collegiality: <i>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.</i></p> <p>Cumulative Progress: 40%</p>	<p>Goal 4: Organizational Culture / 4.1</p>	<p>Faculty Chair, KUSB Associate Dean</p>	<p>KLT, All College Faculty and Staff</p>	<p>FY24 Q1: Idea discussed and debated by KLT. Decision made to include it in our list of important initiatives.</p> <p>FY24 Q2: To set a benchmark for future planning, a happy hour social was planned for immediately after the Fall '24 KBOA meeting. All faculty invited to participate at the 5th Street Bar and Grill located directly behind the proposed site for our downtown building. Several KBOA board members attended and were joined by the KLT and a few faculty. Consensus was that this "was a start" but we can do better. More planning forthcoming.</p> <p>FY24 Q3: MBA Association hosted several informal events to engage faculty with graduate students - including "Souper Bowl" cooking competition. Faculty participation was light but better than for previous gatherings. Annual receptions for faculty awards and retirements will occur at end of spring semester.</p> <p>FY24 Q4: Planning undertaken to produce and hold a college-wide professional development workshop during the week prior to the start of the WF24 semester. Workshop will include sharing of teaching best practices and an exercise to finalize the college's new mission statement and strategic plan (as developed and proposed by the KCOB Strategic Planning Committee during the Spring 24 semester). The workshop is being developed by Faculty Chair Alex Binder with support of the KLT.</p>
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<p>FY25 Q1: College-wide workshop held at Bicknell Center during opening week with focus on teaching. Nearly 100% faculty participation. Social gathering held after the program. Evaluations revealed the event was well received by the faculty.</p>				
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<p>#7. Reinvalidate Undergraduate Recruiting: <i>Explore the feasibility of creating recruiting scholarships for visiting prospective KCOB students and reviving an on-campus Business Day event for high school students.</i></p> <p>Cumulative Progress: 30%</p>	<p>Goal 2: Student Achievement / 2.4, 2.5</p>	<p>Faculty Chair, KUSB Associate Dean</p>	<p>KLT</p>	<p>FY24 Q1: College recruiting needs discussed by KLT. Decision that the Associate Dean for the Undergraduate School of Business and the Director of Student Engagement and Support would coordinate efforts.</p> <p>FY24 Q2: Hosted high school business classes from KC Metro area and SEK for campus visits and introduction to the KCOB. Began initial preparations for work with hosting regional FBLA student organizations for competitions in the Spring. Also began planning Friday recruitment events for next semester.</p> <p>FY24 Q3: FBLA regional competition held on campus. About 300 high school students were registered to participate - actual turnout a bit lower due to weather that closed some schools which were not able to attend.</p> <p>FY24 Q4: Continued hosting prospective undergraduate student visits to Kelce - the need for greater faculty involvement remains evident. Again, the college sponsored recruitment tables staffed by current KCOB students at state-wide FBLA competitions. With start of new fiscal year, the KLT will explore budget options for supporting recruitment scholarships for incoming first-year students.</p> <p>FY25 Q1: Work initiated on developing new "view book" for the college's</p>
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				majors. Normal recruitment efforts continue. No movement on developing recruitment scholarships
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<p>#8. Modernize Undergraduate Quantitative Courses: <i>Review and modify the math-based undergraduate courses in the Kelce Core to align with employer expectations and the curricula of peer business schools.</i></p> <p>Cumulative Progress: 100%</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>Faculty Chair, Faculty Task Force</p>	<p>KLT, College Faculty</p>	<p>FY24 Q1: College leadership and the faculty's Business Analytics Task Force continued discussions and study of our out-dated quantitative curriculum. Kelce Board of Advisors discussed content of current courses versus what is being used in businesses today. Employers interviewed at Meet the Firms career fair to determine demand for specific skill sets. Surveys conducted of peer and competitive business schools to benchmark where we stand in terms of both course content and number of required credit hours in math-based courses.</p> <p>FY24 Q2: New courses developed to create a Data Analytics sequence for the BBA required core. New curricular content designed to meet current business needs and demands. Course proposals written and legislated that incorporate a new BQA (Business Quantitative Analysis) prefix. Faculty Senate approved in late Fall 2023. Courses will appear in the next University Catalog in Fall 2024.</p> <p>FY24 Q3: First time offering of new Business Analytics sequence scheduled for WF24. All BBA programs of study updated to reflect new course requirements. Search conducted and a new Assistant Instructional Professor hired to teach the quantitative courses. University Catalog copy updated to</p>
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reflect revisions. Advising Center staff briefed on changes.

FY24 Q4: The new BQA courses were incorporated into the class schedule for WF24 and students. Multiple meetings with the Advising Center staff were held to ensure that students are aware of how the new courses and curriculum requirements affect their plans of study. Student began pre-enrolling in the courses during the Spring semester. All classes are staffed and when they are taught for the first time in the fall, this initiative will be completed.

FY25 Q1: New BQA courses taught for the first time during the Fall 2024 semester. Roll-out of new courses and Kelce Core curriculum requirements is now complete.

<p>#9. Strengthen Professional Sales Center: <i>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.</i></p> <p>Cumulative Progress: 20%</p>	<p>Goal 1: Valuable Education Experience / 1.1 Goal 6: Economic Development / 6.1 Goal 7: Community Engagement and Partnerships / 7.6</p>	<p>KUSB Associate Dean</p>	<p>KLT, Marketing Faculty</p>	<p>FY24 Q1: KLT reaffirmed commitment to growing the Professional Sales Center. Reviewed national affiliation requirements.</p> <p>FY24 Q2: Established the need to identify specific spaces for center activity to meet affiliation requirements. Began planning to visit peer institutions with existing successful centers.</p> <p>FY24 Q3: Associate Dean Lynn Murray began planning visit to existing Sales Center(s) to determine best practices and begin application for affiliation with national organization.</p> <p>FY24 Q4: With phased retirement of long-time faculty member, permission was granted to hire a temporary instructor for course coverage. The position was advertised to attract candidates with professional sales expertise and interest in helping lead the sales center initiative. Unable to attract top candidate for the position due to salary constraint. Currently rethinking approach to attracting a viable candidate to meet our sales center needs.</p> <p>FY25 Q1: Search for a visiting marketing instructor remains open. Will focus on candidates with strong sales background to help move the Professional Sales Center initiative forward.</p>
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<p>#10. Grow MBA Programs: <i>Expand curricular offerings in the MBA programs to grow recruitment opportunities and increase enrollment.</i></p> <p>Cumulative Progress: 100%</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>KGSB Associate Dean, Director of Graduate Programs</p>	<p>KL.T, Graduate Faculty</p>	<p>FY24 Q1: Work continued on adding new emphases to both the traditional and online MBA modalities. Courses developed for the new Health Care Administration emphasis - began process of identifying and securing instructors for first offering in Spring 2024.</p> <p>FY24 Q2: Identified instructors to teach first course offerings of the health care administration emphasis. Secured graduate service instructor status through Graduate Council.</p> <p>FY24 Q3: Enrolled first students in health care administration emphasis. First courses offered in for PMBA students in Spring semester.</p> <p>FY24 Q4: The first Health Care Administration courses successfully taught as part of the online MBA program. This new emphasis currently has 29 declared students. Overall MBA enrollment stands at 329 students - including both online (273) and on-campus (56). Data taken from Gus Classic degree count on 06/26/24. This enrollment count surpasses the target of 325 students and therefore this initiative is completed. However, as enrollment tends to fluctuate over time, we will revisit this initiative in the next planning cycle.</p>
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<p>#11. Move Masters of Professional Accountancy Program Online: 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.</p> <p>Cumulative Progress: 55%</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>KGSB Associate Dean</p>	<p>KLT, Director of Graduate Programs, Accounting Faculty,</p>	<p>FY24 Q1: Initiative generated after review of enrollment and graduation data for the MPAcc. KLT discussed possibilities of removing the 4+1 admissions structure and opening enrollment to grow the program. Also discussed pros and cons of moving the MPAcc online and partnering with AP. Decision was made to form a faculty task force to explore our options. Task force organized and issued a formal charge by the dean.</p> <p>FY24 Q2: Task force began discussions. AP contacted about possibility of adding our MPAcc under same terms of our PMBA - would require a new agreement, but AP optimistic on enrollment potential. Further discussions about new admissions format and curriculum revisions postponed until accounting faculty vacancies are filled. Two full-time searches underway.</p> <p>FY24 Q3: Both the TE Professorial faculty position and the NTE Instructional Professor position searches in Accounting were completed. First choice candidates hired for both slots with both starting in WF24. Accounting faculty will reconvene and beginning planning to revise the curriculum and course offering schedule for the MPAcc. Recruiting for the</p>
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current 4+1 format continues with new students being admitted.

FY24 Q4: When the new senior TE faculty hire comes on-board for the WF24 semester, the Accounting faculty will be charged with developing a detailed plan for conversion of the MPAcc curriculum and course offerings to accommodate online enrollment of placed-bound mid-career professionals. Work continues with our OMP to determine how to best market the proposed program to our intended target audience.

FY25 Q1: At the beginning of Fall 2024, the accounting faculty were charged with developing plan to initiate next steps in conversion of the MPAcc curriculum and course offerings. Discussions and debate now underway.

<p>#12. Build a Strong Internship Program: <i>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.</i></p> <p>Cumulative Progress: 75%</p>	<p>Goal 1: Valuable Education Experience / 1.1 Goal 7: Community Engagement and Partnerships / 7.6</p>	<p>Internships Coordinator, Director of Student Engagement</p>	<p>KL.T, Program Coordinators, Faculty</p>	<p>FY24 Q1: Successfully hired and on-boarded a full-time Coordinator for Internships and Career Readiness. Established a physical space for student internship center. Began planning for determining best practices for student internships at peer AACSB institutions.</p> <p>FY24 Q2: Internship Coordinator and Director for Student Engagement visited peer institution in Wisconsin to experience a mature internship program required of all business school majors. Determined aspirational characteristics and discovered ways to overcome specific hurdles - importantly, we learned that our work hours requirement was significantly out of line with our competitors. In reaction to this evidence, we researched current rules/constraints and established a new college-level policy (in place by December 2023).</p> <p>FY24 Q3: Reviewed all existing course descriptions for entrepreneurship courses across disciplinary areas. Currently rewriting to harmonize and standardize student expectations and experiences - determined that we will need to legislate new course descriptions for all disciplinary areas. Internship Coordinator and Director of Engagement prepared guideline documents for students seeking internships. Clear and consistent expectations being developed for</p>
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employers to follow to ensure professional and meaningful experiences.

FY24 Q4: Internship Coordinator and Director of Student Engagement and Support are completing work on the internship handbook and completing paperwork for legislating new internship course descriptions across all disciplinary areas. Student awareness and interest in internships continues to grow. Planning underway to develop a database for tracking key metrics in the placement of interns and employers.

FY25 Q1: Internship Handbook finalized. Will present certificates to all interns completing for course credit. Planning underway for inaugural Kelce College of Business Intern and Host Employer Reception in collaboration with Career Development. Internal student recruiting and recognition for interns underway.

<p>#13. Develop Supply Chain and Logistics Program: 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.</p> <p>Cumulative Progress: 85%</p>	<p>Goal 1: Valuable Education Experience / 1.1</p>	<p>Dean, KUSB Associate Dean, Management Program Coordinator</p>	<p>KLT, Faculty</p>	<p>FY 24 Q1: Initial meeting held to discuss the possibility of a joint program. Curriculum roadmap discussed between the two colleges.</p> <p>FY 24 Q2: Second meeting held to iron out details of the joint program curriculum. Next meeting pending.</p> <p>FY24 Q3: Dean Grimes along with Interim Associate COT Dean Smetana have finalized the curricular program of study for both degrees. One new course needs to be developed before legislation of the BBA and BST degrees in Supply Chain Management and Industrial Distribution can be legislated.</p> <p>FY24 Q4: Awaiting the development and legislation of the proposed new "Industrial Distribution" course in the COT before new degree program proposals can be written.</p> <p>FY25 Q1: Industrial Distribution course submitted by COT for legislative approval. Work beginning on developing paperwork for submission of new degree programs in KCOB and in COT.</p>
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<p>#14. Develop an Entrepreneurship and Small Business for Artists Academic Program: 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.</p> <p>Cumulative Progress: On hold</p>	<p>Goal 1: Valuable Education Experience / 1.1, 1.2</p>	<p>Dean, KUSB Associate Dean</p>	<p>KLT, Faculty</p>	<p>FY24 Q1: initiative developed as acquisition of the Colonial Fox Theater as part of the Gorilla Rising Project became likely.</p> <p>FY24 Q2: Opened discussions about this initiative with administration. Initiative approved as part of the new Gorilla Plan. KLT discussions began about possible ways to proceed. Idea presented to the faculty at the Fall college-wide faculty meetings.</p> <p>FY24 Q2: Opened discussions about this initiative with administration. Initiative approved as part of the new Gorilla Plan. KLT discussions began about possible ways to proceed. Idea presented to the faculty at the Fall college-wide faculty meetings.</p> <p>FY24 Q4: Inclusion of the Colonial Fox Theater as part of Gorilla Rising project is being reconsidered. How the facility will be related to the KCOB has not been determined by the university administration. This initiative is on hold until final decisions are made and the future is more clear.</p>
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Initiatives for FY26 & FY27:	Pitt State Goal / Strategy	College Lead	Responsible Parties	Notes on Progress to Date
<p>Initiative</p> <p>#15. Design and occupy the New Downtown Building: Realign the architectural building program with the uniqueness of the Gorilla Rising downtown location to reflect the needs of our current and foreseen curricular offerings and projected levels of enrollment and staffing.</p>	<p>Goal 6: Economic Development / 6.3, 6.5</p>	<p>Dean, KLT</p>	<p>All College Faculty and Staff</p>	
<p>#16. Create a College Handbook: Develop and maintain a "KCOB Operations Handbook" for faculty and staff that archives the organizational and operational guidelines that govern the responsibilities of the administration, faculty, staff, and students of the college.</p>	<p>Goal 4: Organizational Culture / 4.2</p>	<p>Dean</p>	<p>KLT, All College Faculty and Staff</p>	
<p>#17. Restructure College Salaries: Conduct a comparative analysis of the KCOB faculty and staff salary structure with our "AACSB Small School Peer Group." Based on the results, determine a benchmark target level of compensation and a plan to meet the target prior to the conclusion of the next accreditation cycle.</p>	<p>Goal 4: Organizational Culture / 4.1 Goal 10: Health, Wellness and Safety / 10.2</p>	<p>Dean</p>	<p>KLT</p>	
<p>#18. Incentivize Academic Research Productivity: Modify the Youngman Notable Scholars program to establish financial rewards for faculty members who publish research articles in academic journals ranked by the ABDC and ABS.</p>	<p>Goal 5: Scholarship, Research, and Creative Activity / 5.5, 5.6</p>	<p>Dean</p>	<p>KLT</p>	

<p>#19. Create a Student Service Corps: Develop and institute a Kelce Student Envoys program to assist in student recruiting and college-wide outreach functions.</p>	<p>Goal 2: Student Achievement / 2.4 Goal 1: Valuable Educational Experience / 1.4</p>	<p>KUSB Associate Dean, Director of Student Engagement</p>	<p>KLT</p>	
<p>#20. Professionalize Surveys of External Constituents: Formalize and implement a survey strategy of key external stakeholder groups to support the Assurance of Learning program and to maintain the relevance of our curriculum.</p>	<p>Goal 8: Continuous Improvement / 8.2, 8.4</p>	<p>Director of Student Engagement, Accreditation Coordinator</p>	<p>KLT, Program Coordinators</p>	
<p>#21. Institute a Program to Deliver Professional Development to Students: Create and implement a formal program for student professional development to strengthen career readiness across all undergraduate business disciplines.</p>	<p>Goal 1: Valuable Educational Experience / 1.3 Goal 2: Student Achievement / 2.1 Goal 8: Continuous Improvement / 8.2</p>	<p>Director of Student Engagement</p>	<p>KUSB Associate Dean, Faculty Chair, Program Coordinators</p>	
<p>#22. Foster Stronger Ties with External Stakeholders: Generate new and deeper relationships with employers and outside constituents to support student success.</p>	<p>Goal 7: Community Engagement and Partnerships / 7.6</p>	<p>Director of Student Engagement, KLT</p>	<p>KUSB Associate Dean, Faculty Chair, Program Coordinators</p>	