

Kelce Advisory Board Meeting
8:30 a.m. May 18, 2012
121 Kelce Hall

Present: Doug Ball, Paul Bergant, Ken Brock, Nancy George, Paul Grimes, June Harryman, Holly Kent, Charles Myers, Bill Neighbors, Jerry Ross, Steve Thompson

Guests Present: Kristen Maceli, Eric Meredith, Lynn Murray, Johnna Schremmer, Alexia Walker

Absent: Julie Allman, Terry Calloway, Doug Eaton, Daniel Kjergaard, Lee Scott, Rachel Vanzant, Mike Veteto

8:30 a.m. Welcome and Introductions by Dean Grimes

8:35 a.m. Dean's Briefing to the Board – Dean Grimes

A. College Update (Dean Grimes)

- a. Southeast Kansas Business Journal – regular Kelce-authored articles/prominently featured Kelce advertisements
 - i. Have gone to an all on-line format (sekbj.com)
 1. Kelce is prominently featured in advertising and also has its own link - “Kelce Connection” - will create a landing page in the future
 2. Faculty are becoming more involved in SE Kansas community
- b. Innovation Engineering – exploration initiative; partnering with City of Pittsburg; faculty/students to attend workshop in Wichita
 - i. City of Pittsburg is sending 4 faculty and 2 students to workshop in Wichita to learn more about this curriculum and to bring that content back to our students.
- c. Management Training Initiative – exploring partnership with Wichita State University's CMD to offer workshops in southeast Kansas; luncheon with area HR Director's on 5/24/12
 - i. Will try to determine what the professional development needs for PSU and the Kelce College and try to move forward with these issues.
 - ii. WSU has the entire infrastructure in place, and are willing to assist us in starting this venture.
- d. MBA – again recognized as one of the top programs by the Princeton Review.
- e. College Logo – ad hoc PR committee/ student-generated designs; University Marketing approved.
 - i. needed to create an identity for the college
 - ii. displayed a copy of the approved college logo for board members

- iii. discussed where funds came from to give the college the Kelce name
- f. Building issues
 - i. Space utilization consultants
 - 1. Faculty worked with consultants and report went to the administration of PSU
 - ii. Masonry and retaining wall work – summer - \$400,000 will be spent on the outside of the building/retaining wall
 - iii. Basement flooding
 - 1. Flooding is due to problems with the city sewer systems
 - 2. Need to develop a progressive plan for creating solutions to this problem

B. Reflections on Academic Year One

- a. Dean's campus tour – at the Provost's request the Dean visited with most major administrative and support offices on campus, met with key personnel; solicited opinions and perceptions of issues affecting PSU in general and the Kelce College specifically.
- b. Faculty visits – Dean met with each full-time faculty member in the college; had open and frank discussions; provided with an understanding of the context in which we work and an appreciation for the challenges ahead.
 - i. Highlights of faculty visits: major themes
 - 1. Student centered faculty – students come first
 - 2. Pride in being AACSB accredited – long struggle to reach the goal
 - 3. Enjoyment of being a PSU faculty member – long-term relationships with the university
 - 4. See opportunities for improvement – but no consensus on what or how to make improvements
 - 5. Big underlying issue that unites everyone in Kelce – the need to improve our physical resources
 - a. Band is a major distraction
 - b. We are at or beyond capacity
 - c. Faculty are scattered; many in adequate offices
 - d. Current spaces are not functional
 - e. Variety of classroom issues
 - f. No room for growth in size or scope of operations
 - 6. New building plans
 - a. Current master plan removed new building and replaced it with renovation and expansion of current building – but must wait until current initiatives across campus are complete

- b. What happened? - we lost out to other needs – business is not seen as a top priority by others on campus
 - 7. Campus perceptions of Kelce College
 - a. We have major PR issues with PSU colleagues and administrators across campus.
 - b. Kelce faculty are seen as “overpaid” (relatively high salaries) – national markets aren’t recognized locally.
 - c. Kelce faculty are seen as “underworked” (with relatively low teaching loads).
 - d. Kelce faculty are viewed as not being fully engaged in campus life (not viewed as active leaders or team players).
 - e. Use AACSB as an excuse – hide behind AACSB
 - ii. Clear need to change perceptions of Kelce
 - 1. Regardless of their accuracy, these views are the “reality for those who hold them.
 - 2. This is WHY we are not a priority for the campus and WHY our proposed building fell down the list during the last Campus Master Planning process.
 - iii. A New View
 - 1. Work on Major concerns: overpaid and underworked; need to lobby for salary and course load adjustments for campus colleagues; work to be viewed as advocates for improving situations outside of Kelce.
 - 2. Engagement and campus life; work to become involved and increase the number of faculty holding positions across campus.
 - iv. Accreditation
 - 1. Accreditation is Mission Driven and cannot afford to follow a Mission Statement that isolates the Kelce College from others on campus – Mission Statement needs to be re-vamped. All must take responsibility.
- c. AACSB
 - i. Must address accreditation swiftly and decisively. The next academic year (2012-2013) is the year of record with visitation in the spring of 2014
 - ii. The new paradigm is that accreditation is faculty driven
 - iii. Concerns:
 - 1. Mission and Vision – what distinguishes us from other business schools?
 - 2. AQ/PQ – (Academically/Professionally Qualified faculty) we haven’t kept annual tables; not sure where we are relative to required ratios; need to clean up and simplify policy statements.

3. Assessment; we have met the last visitation team's request that we simply the assessment process, and close the loops adequately.
 4. Scholarship – does the level and quality of our research rise to the level commensurate with the resources (course reduction and Youngman grants) we are devoting to it?
- iv. Spring 2012
1. Conducted self-assessment exercise – “Accreditation Maturity Model” (AMM) to determine where we stand relative to each of the 20 standards.
 - a. Faculty divided up into 8 teams, 2 or 3 standards each
 - b. Teams evaluated where we are with each standard on a 5-point scale
 - c. Presented and discussed results in college-wide meeting at the end of the spring semester
 - d. Results will be used to make a road-map for next year – year of record
 - d. Take steps to generate student and alumni allegiance to Kelce
 - i. implementation of logo
 - ii. Enhance engagement with business community
 - iii. Explore ways to leverage the Mini-MBA
 - iv. Pursue management training initiative
 - v. Explore possibility for outreach via the KC Metro Center
 - vi. Investigate the viability of Innovation Engineering curriculum with the COT
- C. Final Thoughts – long term picture and concerns:
- a. College culture; students, faculty, alumni, constituents
 - b. Faculty sufficiency and salaries
 - c. Building and physical facilities
 - d. Accreditations

D. Advisory Board Organization and Engagement

9:30 a.m. Kelce College 35th Birthday Celebration

- Johnna Schremmer, Director, Alumni & Constituent Relations
- Lynn Murray & Kristen Maceli, Faculty, Dept of Mgt & Mktg
- Eric Meredith and Alexia Walker, Kelce Students

- E. Dr. Murray introduced all who are involved with the 35th Birthday Celebration of the Kelce College and distributed a copy of survey that was taken by students in the fall.
 - i. Students in Dr. Murray's marketing capstone course semester project had the Kelce College of Business as their client this semester.
 - 1. Students developed 5 projects
 - 2. Eric Meredith, student in Dr. Murray's class summarized the Marketing Plan for the Capstone Marketing Competition. The Kelce College:
 - ii. Has maintained AACSB accreditation
 - iii. Best 294 business schools – Princeton Review
 - iv. Top 15 MBA Program – Entrepreneur Magazine
 - 1. Vision
 - a. Objectives
 - i. Identity
 - ii. Branding Kelce
 - iii. Strengthen emotional bond to Kelce
 - b. Common themes
 - i. Student involvement – co-production, willingness to participate, developing a “Kelce Culture”
 - ii. “Kelce Means Business” – resurrect slogan
 - iii. Mentorship – upper/lower and alumni/student; cohorts
 - iv. Social Interaction
 - v. Merchandise for Kelce – mugs, cups, t-shirts, etc.
 - c. Recommendations
 - i. Implement Student Organization for Kelce Operations (SOKO)
 - 1. Responsibilities
 - a. Event Planning
 - b. Foster community support
 - 2. Survey – How often would you attend social events for Kelce students – at least 75%
 - 3. Suggested events
 - a. Welcome back bbq
 - b. Birthday bash
 - c. Senior pub crawl
 - d. Graduation celebration
 - e. Holiday dinner
 - f. Alumni directory – “constant contact”

- g. Mentorship dinners
- h. Kelce Business Review
 - i. Lecture series by SOKO – with alumni and successful business people
 - ii. Publishing – Kelce Business Review and alumni spotlight (in the Collegio)
- d. Results
 - i. Increased funding
 - ii. Enhanced reputation
 - iii. More vocal advocacy from students and faculty on behalf of Kelce
 - iv. Loyal graduates
 - v. Better able to ‘catch the eye’ of prospective students
 - vi. Current students have a sense of community, bond between students & faculty, confidence
 - vii. Alumni – will continue pride in the college; allegiance to Kelce, financial support for Kelce and Pitt State
 - viii. Visibility of Kelce
 - ix. Enhance perceptions of Kelce
 - x. Promote that we are worthy of being a part of PSU
- 2. Questions/Discussions
 - a. Need to strengthen relationships between advisors and students? Discussed current student relationships with faculty. None of the groups identified advising as an issue to them.
 - b. Discussed that we might want to consider students as the “customer” – faculty are clearly student-centered
 - c. being treated as a valued customer and with respect
 - d. building personal relationships with faculty & staff
 - e. Need to have a placement event
 - f. Need to be more specific about the target/need so that we can have specific solutions – might compare it to what the football program does
 - g. Suggestion to bring alumni back to talk to classes, etc.

F. 35th Birthday celebration, Johnna Schremmer – Director for Alumni & Constituent Relations

- a. Distributed rough draft of ideas to celebrate the 35th anniversary – focus on Homecoming events
- b. Probably call it the 35th Anniversary and Reunion
- c. Incorporate Kelce into events that are already scheduled
 - i. Faculty meet and greet
 - ii. Department Open Houses
 - iii. Break out sessions with faculty and & students, and perhaps alumni making presentations
 - iv. Student organization get-togethers
 - v. Presentation by university archivist
 - vi. Kelce update
 - vii. After hours events
 - viii. Lunch – alumni & students – casual bbq or give out a scholarship to make it a binding event, or do something more formal with a presentation by an alum, etc.
 - ix. Be included with parade event itself
 - x. Tailgate party for Kelce (family oriented)
- d. Input from the KBOA
 - i. Have faculty walk with car in parade – wear shirts, etc. with Kelce logo and throw candy to crowd – focus externally on what we can give – starting point for becoming more well accepted
 - ii. Present scholarship at event
 - iii. Become a contributor to campus instead of asking for contributions
 - iv. Should take a more informal approach/family friendly
 - v. Include a good live band
 - vi. Prizes or gifts (pens, t-shirts, etc.)
 - vii. Drawing at half-time or during time out at the game for Kelce item
 - viii. Need to try to engage the faculty
 - ix. Promote from within – talk to other colleges about continuing this type of event
 - x. Invite back previous deans to give an oral history of what happened within the last 35 years (featuring Dean’s might not be the best route to go according to the KBOA)
 1. Feature Dean’s in a brochure
 - xi. Alexia Walker will help with a display in the College of history

10:45 a.m. Break and Photo Session
Group Walk to Whitesitt Hall

11:30 a.m. Development Update – Holly Kent

- G. Holly summarized her first year as the Development Officer in the College of Business
- i. PSU has a centralized Development Office – priorities are assigned by central administration – all development staff work together
 - ii. Current Priorities for PSU
 1. Performing Arts Center funding (\$3 million still needed)
 2. Expansion and renovation of the Weede
 - a. Information on projects available to board members if needed
 3. Pathways to PSU scholarship campaign – booklet distributed
 - a. goal is to double the amount of scholarships from the endowment
 - b. discussed different types of scholarships
 - c. Almost to the 6 million dollar mark in the first year of the campaign
 - d. Discussed estate planning (Heritage Society)
 - e. 8 new COB scholarships have started within the last year – 3 are endowed
 4. Endowed professorships - discussed
 - a. Kansas Faculty of Distinction Program (matching with the state of Kansas)
 - b. Working on the importance of this project – will be sold as a way of giving back to the students by funding faculty salaries
 5. How do we begin to engage current students? How private support helps - discussion.
 6. Annual gifts discussion
 7. COB Golf Tournament in Kansas City each year – October 1, 2012 – to raise funds for scholarships
 8. Discussion
 - a. Order of priorities for projects at PSU
 - b. Need a picture of what renovation and expansion would look like in order to market a new or renovated building
 - c. Encouraged board to be more involved in developing contacts and to further support the COB

11:40 a.m. Officer Selections/Committee Assignments

- H. Articles of Organization/Bylaws for the Kelce Board of Advisors
- a. Board members are appointed to 3 year terms

- i. Officers: Chairperson & Vice Chairperson shall be elected annually by the Board.
- ii. Dr. Grimes turned the meeting over to Charlie Myers and nominations were taken for the Chairperson of the Kelce Board of Advisors.
 - 1. Bill Neighbors was nominated and approved as the new Chair of the board by all members present.
 - 2. Nancy George was nominated and approved as the new Vice Chair of the board by all members present.
- iii. Committees: are asked to organize themselves and elect a point person
 - 1. Executive Committee: Dean, Chair, Vice Chair, previous Chair and previous Vice-Chair (Paul Grimes, Bill Neighbors, Nancy George, Mike Veteto & Charlie Myers)
 - 2. Membership/Nominating Committee: Paul Bergant, Ken Brock & Jerry Ross
 - 3. Development Committee – Doug Ball & June Harryman
 - 4. Student Activities Committee – Steve Thompson & Nancy George
- iv. The board authorized Dean Grimes to make changes and circulate revised by-laws to all members for a vote in order to have changes in place in time for the next board meeting.

Noon **Old Business / New Business / Lunch**

1:00 p.m. **Adjournment**