



## MINUTES

Kelce Advisory Board Meeting  
9:00 a.m. October 19, 2012  
121 Kelce Hall

**Present:** Paul Bergant, Ken Brock, Terry Calloway, Nancy George, Paul Grimes, June Harryman, Holly Kent, Charles Myers, Jeff Ney, Terry Puett, Steve Thompson, Rachel Vanzant, Mike Veteto

**Absent:** Doug Ball, Doug Eaton, Daniel Kjergaard, John Lowe, Bill Neighbors, Mark Paden, Jerry Ross, H. Lee Scott

9:00 a.m.      **Welcome and Introductions**

Nancy George, Vice Chair, introduced new members on the Board and all board members introduced themselves.

- A. New Members - John Lowe, Jeff Ney, Terry Puett
- B. Departing Member - Julie Allman
- C. Approval of Minutes from last KBOA Meeting
  - a. Ken Brock made a motion to approve the minutes as written and Mike Veteto seconded the motion. The board approved the minutes with a unanimous vote.

9:15 a.m.      **Briefings to the Board**

- A. College Update – Paul Grimes
  - a. New Kelce logo – will be used as often as possible to market the college
  - b. Princeton Review has named PSU College of Business MBA Program among its top 296 colleges in the nation – compiled based on surveys of students.
    - i. PSU Kelce College of Business is named in the list of the top 5 “Most Family Friendly” colleges in the nation. Should help with recruiting.
  - c. Engagement Activities
    - i. Partnership with WSU Center for Management Development; 2 workshops this fall – professional development workshops to help employees further their careers.
      - 1. 35 attendees at the first workshop – Managing Time & Multiple Priorities
      - 2. 2<sup>nd</sup> workshop will be held next week – Improving Supervisory Skills
      - 3. Would like to plan to have Kelce offer these types of workshops in the future.
    - ii. Economic Outlook Conference; partnered with WSU CEDBR

1. Conference was held in Pittsburg on Monday, October 15 at Memorial Auditorium.
2. Mr. Mike McKinnis, instructor of Economics at PSU, provided an economic forecast about southeast Kansas to the conference.
3.
  - a. Briefly discussed the southeast Kansas economic forecast based on Mr. McKinnis' presentation.
  - b. Dr. Grimes also relayed information about the impact of the economy on the College of Business in comparison to other universities in the state.
- iii. Faculty in the College of Business are continuing to make article contributions to the *Southeast Kansas Business Journal*
- d. College Update
  - i. Curriculum Initiative
    1. Innovation Engineering; collaboration with College of Technology (pioneered by the University of Maine)
      - a. Course proposals have been submitted for legislation.
      - b. Minor proposal has been submitted for legislation – will be available to any major at PSU.
    2. Faculty members in the KCOB would receive training and then offer classes at PSU – this will be a bridge between the College of Technology and the College of Business.
    3. Program will be a shared program between the COT and COB – not housed in one college.
  - ii. College Image and Allegiance
    1. Roll out of new college logo
    2. 35<sup>th</sup> Birthday Celebrations
      - a. Thanks to board members/organizations that have financed hospitality tents and welcome back picnic.
    3. Ongoing development efforts
      - a. Dr. Grimes and Holly have made several visits to constituents and alums.
  - iii. Personnel
    1. Four new faculty members this year
      - a. Steve Horner, Management; Steve DelVecchio, Accounting, Steve Haenchen, IS/Accounting; Jae Choi, IS
      - b. Would like to have more interaction between the board and Kelce faculty.
    2. Two open faculty positions to fill next year – Economics (Smith), Management (Box)
  - iv. Governance
    1. New College Bylaws have been developed.
    2. Development of new departmental Promotion and Tenure documents.

- v. The Building
  - 1. External renovations
    - a. Approximately \$400K work completed last summer - basement still leaks.
    - b. Engineering study of drainage system will be conducted because the basement still leaks.
    - c. New east exit landing to be replaced next week
  - 2. The Band
    - a. Some movement on possible relocation of the band.
      - i. Plan is to move some of the music groups into the old Student Health Center.
      - ii. Larger groups would move to the new Fine & Performing Arts building when it is completed
- vi. Accreditation
  - 1. New Proposed Standards
    - a. KLT attended AACSB conference in Atlanta where new accreditation standards were introduced.
    - b. New standards provide for more flexibility – consolidated from 21 to 15 standards.
    - c. BIG decision – Do we go up for review under the current standards or under the new standards?
      - i. Discussion followed on whether the new standards or the old standards should be used for this accreditation effort.
    - d. Dr. Grimes has concerns with current Kelce AQ/PQ policy.
- vii. Visitation Process
  - a. Report will be submitted to AACSB by December 2013.
  - b. Campus Visitation Team will be at PSU February 2014 (Ron Berry- University of Louisiana-Monroe, Debra Kerby-Truman State University, and Tom Ereksen-Western Illinois University).
- viii. AACSB Issues – 4 major points of concern (from spring):
  - 1. Mission & Vision: what distinguishes us from other business schools? We cannot afford to be vanilla, need to identify a way to make Kelce distinct.
  - 2. AQ/PQ : we haven't kept annual tables; not sure where we are relative to required ratios; need to cleanup and simply the policy statements.
  - 3. Assessment: have we met the last visitation team's request that we "simplify" the process? Are we adequately "closing the loops"?

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?
  5. Discussion:
    - a. In good shape if using the new standards.
    - b. Need to simplify assessment.
- B. Development Update – Holly Kent
- a. Pathways campaign – scholarship campaign
    - i. Half way through campaign and are currently more than half way to the funds goal.
  - b. Endowment reports (scholarships) – trying to speed up this process so that scholarship donors can have access to their account listings.
  - c. Eight businesses helped sponsor Kelce Hospitality tents.
  - d. Golf Tournament – Jeff Ney organizes and reaches out to businesses to be sponsors, etc.
    - i. 3<sup>rd</sup> year for tournament
    - ii. 19 teams this year
  - e. Direct mail piece – Holly distributed copies for the board to review.
  - f. Travel – Holly and Dr. Grimes have done quite a lot of travel to visit potential donors.
  - g. Working on a new scholarship – Endowment
    - i. Plan is to build it up to a \$100,000 endowment for the department of Accounting.
    - ii. The donor wishes to make PSU a beneficiary of his life insurance policy (premium payments will be tax deductible).

10:00 a.m.

**Debriefing of dinner with College of Technology**

- A. Nancy thanked everyone who attended the dinner at Crestwood Country club on Thursday evening.
- a. Discussed the possibility of holding conference call for those who are unable to attend board meetings.
  - b. COT and COB could add a lot to what each college is already doing.
  - c. Need to make it reasonable to students (curriculum-wise) to be able to get one degree in Technology or Business and a minor in the opposite. Might work to get a Master's degree in complimentary program from COT or COB.
  - d. COT board has an enrichment program for top students who will visit with board members at their place of employment (competitive for top students).

10:15 a.m.

**Break**

10:30 a.m.

**Committee Breakout Sessions**

- A. Executive Committee
- B. Membership/Nominating Committee
- C. Student Activities/Careers
- D. Development/Endowment

11:15 a.m.

**Committee Reports**

- A. Membership /Nominating Committee
- a. There are 19 current members on the board and can have up to 30 members.
  - b. Committee agreed that the board should be expanded.

- c. Committee suggests that 3-4 members could be added from the regional area (NW Arkansas/Kansas City).
  - d. Discussed needing representation on the board from WATCO, Millers, Crossland, Presbyterian Village (Ft. Scott), junior colleges, etc.
  - e. Dr. Grimes will work with the committee to narrow the list down for new representatives to the board.
  - f. Discussed length of service on the board. Might want to create rotation of board members. Could set up a minimum anticipated tenure on the board.
  - g. Executive committee will look at these issues and bring some recommendations forward.
- B. Development/Endowment Committee
- a. Participation – need more communication in terms of what we are actually trying to achieve, and what participation should look like.
    - i. Giving of time or monetarily.
  - b. Board Endowment - \$10,000 minimum (will change to \$25,000 soon)
    - i. Good opportunity for board members to participate in planned giving.
  - c. Need to recognize individuals who are currently giving and continue to identify graduates of PSU who are targets for making donations to PSU and the COB.
    - i. Might ask Board members to assist in introductions to potential donors.
- C. Student Activities/Careers
- a. Engagement – need to try to emulate the program at COT. Key is getting good mentors and students who are willing to participate. (Need a contact from COT).
    - i. Give intern/student a mini-project
    - ii. Mentoring opportunities – develop an on-line forum using social media for alumni and students to interact.
    - iii. Dr. Grimes talked about the new pittstatenetworker.com – which would be a controlled/mediated list. Info will be sent out to all board members to have access to pittsatenetworker.com.
    - iv. Like the idea of getting involved in more college-wide events – might do a Lunch and Learn, panel, recruiting. Try to do something quarterly.
- D. Executive Committee
- a. Discussed scheduling/location of meetings/more interaction with faculty
    - i. Suggested that there be 3 meetings per year
      1. first meeting in February – could make this an inter-distance meeting – would need to be very focused/targeted and have a particular outcome.
      2. next meeting would be in April/May – could do something the evening before and invite faculty (mixer), or could possibly do a lunch with faculty.
      3. Third meeting of the year would be in Oct/Nov and would coincide with Homecoming.
    - ii. Discussed having afternoon meetings.
    - iii. Suggested having meetings on Fridays rather than Mondays.
    - iv. Fall meeting would like to schedule with Homecoming again. Might explore of Tech Board having a dinner. Tickets for football game.
    - v. Meeting off-site will be optional
    - vi. Encourage committees to meet with times that don't coincide with board meetings. Give Mimi copies of committee minutes.

- 11:30 a.m. Old Business / New Business
- 11:45 a.m. Walk over to Student Center – Balkans Room
- Noon Lunch with 2012 College of Business Ken Bateman Outstanding Alumni Award Honoree – Matt Kaminsky, BBA '99 – Balkans Room, Overman Student Center
- 1:00 p.m. Adjournment