



**KELCE**  
**COLLEGE OF BUSINESS**  
Pittsburg State University

**MINUTES**

Kelce Board of Advisors Meeting  
Noon, May 16, 2014

**Board Members Present:** Doug Ball, Terry Calloway, Nancy George, June Harryman, Bill Neighbors, Jeff Ney, Terry Puett, Joe Stephens, Mike Veteto

**Kelce Faculty Present:** Becky Casey, Din Cortes, Paul Grimes, Eric Harris, Mike Muoghalu

- I. 12:00 p.m. – KBOA Lunch with Kelce chairs, faculty representatives, and special guests from Fastenal
- II. 12:30 p.m. – Dessert reception marking the opening of the Kelce Backstage Commons
- III. 1:00 p.m. – Dean’s Report on the State of the College
  - A. Recap of the academic year and reaccreditation visit
    - a. Accreditation – Dr. Grimes announced that he is very happy to acknowledge that the Kelce College is re-accredited by AACSB for the next five years and thanked the board for their support.
      - i. The five continuous improvement of quality programs in the letter from AACSB were reviewed, as well as the three items that the college is asked to incorporate into its continuing strategic planning initiatives.
      - ii. KBOA acknowledged their appreciation to the administration & staff in Kelce for all of the hard work put in toward re-accreditation.
    - b. The College is making progress in public relations outreach. The College has run several successful advertisements and sponsorships and got a lot of press for re-accreditation.
    - c. Discussed ENACTUS and the progress they made this year. PSU Enactus ended the season as one of the semi-finalists in the nation.
    - d. Quarterly Economic Micropolitan Report
      - i. This report is published through the Department of Economics, Finance & Banking and Dr. Michael Davidsson.
      - ii. The publication provides economic data and statistics for the Pittsburg and the surrounding area.
      - iii. The report is mailed out to everyone in Pittsburg who holds a business license.
      - iv. It is partially financed by the sale of ads in the publication.
      - v. The Chamber of Commerce in Pittsburg has provided financial support for this year’s report.
    - e. New chair for ACIS, Peter Rosen, will begin at PSU June 2. Dr. Grimes recognized the current chair, Becky Casey who will be returning to full-time teaching.
    - f. Mike Veteto will be resigning from the KBOA. This will be his last meeting. The college and the board thanked Mike for his service. Mike thanked everyone.
  - B. Questions and Discussion
    - a. Discussion on processes and improvements in the college.
- IV. 1:15 p.m. – Development Update – Holly Kent
  - A. KBOA Endowment
    - a. Update – campus-wide
      - i. There are several building projects going on on-campus – Student Center renovation, new Center for the Arts and the Plaster Center. Fundraising efforts continue for all projects.

- ii. Pathways scholarship campaign continues – goal of \$13 million has been reached, but will continue fundraising.
- iii. Banquet program – a list all scholarships that were given at Kelce Awards Banquet is listed in the program which was distributed to all board members. Kelce students received nearly \$250,000 in scholarships.
- iv. KBOA endowment –half way to minimum endowment of \$10,000. Board members are asked to contact Holly if more information is needed.
  - 1. Dr. Grimes asked what KBOA members thought about including past board members in the endowment campaign effort.
  - 2. Consensus among the board was that this avenue to generate funds for the KBOA endowment should be pursued.
  - 3. Dr. Grimes and Bill Neighbors will send out letters to previous board members.
- v. Holly continues to travel to seek donations for the college. She and Dr. Grimes will be going to Arkansas next week to speak to donors.

V. 1:30 p.m. – Strategic Planning Forum

- a. Pittsburg State University is undergoing a comprehensive strategic planning effort.
- b. KBOA has been represented in some of the focus groups (Nancy George & Bill Neighbors).
- c. Spring semester was filled with meetings of administrators and constituents on and off campus to gather information and areas have been identified to address.
- d. There has been some talk that the university student body needs to grow (if growth can be managed without jeopardizing the identity of the university).
  - i. Discussed followed on whether the COB is at an optimal size? There are currently about 900 undergraduate students and about 100 graduate students majoring in the College.  
Discussion points:
    - 1. it may not be good if it drains resources
    - 2. we get less funding because we are the smallest college
    - 3. model is not set up to reward growth
    - 4. no room in the building for additional faculty
    - 5. peer campuses have larger business schools with many more students
    - 6. larger schools are cutting back on out-of-state tuition waivers
  - ii. Discussed managing growth with differential tuition:
    - 1. MBA program could command significantly higher tuition.
    - 2. New markets could be opened up:
      - a. Dr. Grimes recently had a conversation with the Dean from the Business School at Missouri Southern. They will be abandoning their MBA program.
    - 3. Discussion followed on offering MBA courses in Joplin or other markets (Paraguay).
      - a. Consensus of the board is that the COB at PSU should pursue teaching courses in Joplin for the MBA. This would grow the program.
      - b. Programs in Joplin should be pursued over Paraguay.
      - c. Still need to find out the rules about teaching courses in Missouri as a Kansas university – Dr. Grimes will talk with the Provost about this. An option could be to teach courses in Galena rather than Joplin.
- e. College Strategic Plan – need to move forward with a new college strategic plan. Need to review the curriculum. What should a modern business core look like?
  - i. Business communications, interpersonal skills and written communications. Discussion followed that this should be a requirement.
  - ii. IT – this should be an important curriculum area that is covered.
  - iii. Might re-introduce a Business Communications course in with the Kelce core courses. Course should be offered to students early in their education.
- A. Review of new Mission, Vision, and Guiding Values
  - a. Dr. Grimes asked the KBOA to review these documents. Do we feel comfortable using these as our foundation to building our strategic plan? Consensus is that the documents look really good and reflect well on the college.

- i. We are a regional university with global impact. Discussed that 50% of our MBA students are international.

VI. Old Business

A. Committee Updates – no updates

- a. Need to nominate new members. Nominating committee is asked to look at potential nominees for the board before the next meeting.

B. Other

- a. Discussed the “impact” that the Kelce College and the university have on the local economy and how important this is to the mission of the college.

VII. New Business - none

VIII. Adjourn – Motion to adjourn made by Terry Puett and passed unanimously by the vote of all present board members. The meeting adjourned at 3:00 p.m.