

## MINUTES

Kelce Board of Advisors Meeting  
1:00 p.m., November 6, 2020  
Virtual via Zoom

**Members Present:** Doug Ball, Paul Bergant, Ken Brock, Ben Burns, Terry Calloway, Susan Cook, Tommy Elms, Mike Foster, Nancy George, Brandee Johnson, John Lowe, Jeff Ney, Timon Oujiri, Terry Puett, Rachel Vanzant

**PSU Members Present:** Din Cortes, Paul Grimes, David Hogard, Steve Horner, Holly Kent, Lynn Murray

**Guest Present:** Steve Scott

**Members Absent:** Jeff Beasley, Doug Eaton, Brenda Flood, John Ison, Daniel Kjergaard, Charlie Myers, Mark Paden, Randy Piccini, Jerry Ross, Lee Scott, Cheryl Sullivan, Steve Thompson

### I. Special Presentation

- President Steven A. Scott – University Update
  - Dr. Scott welcomed all to Pitt State
  - Updates:
    - Covid pandemic:
      - There has been great unit leadership and adaption by students, faculty and staff during the pandemic.
      - All are learning to co-exist with the virus.
      - Face-to-face classes will dismiss before Thanksgiving - dead week and finals will occur online.
      - Have worked very hard to achieve normalcy throughout the semester.
      - Pitt State was able to coordinate an at-home football game last Saturday at 25% capacity – will play at Missouri Western this week.
      - Much tension this semester with navigating through the pandemic, elections, economy, and other crises.
    - Kansas Legislature elections have finalized – both bodies will be more conservative containing more Republicans than Democrats
      - State has a large budget short-fall
      - State asking all agencies, including KBOR institutions to make plans for a 10% cut – if implemented, this would mean a \$5 million-dollar reduction next year for Pitt State
      - Cutting taxes again is a threat to higher education funding
      - Federal level – have received grant funding for nursing, plastics – we will be looking for federal relief funding to back-fill loss of funds from the state
        - Deadline to spend stimulus funds received to date is 12/31 – asking for an extension so that better decisions can be made for funds.
      - Pitt State is hoping for best-case scenario from federal and state governments. Our reserves could help.

- FY22 consensus revenue forecast looks significantly better than previously expected. If it comes to pass, it may be possible that reserve funds could be used for Kelce building project.
  - Recommendation from architects is to finish plans for building and take it to bid. Appears that project costs are decreasing – could be a good opportunity for Kelce and the university
- Question about enrollment
  - Normally in a recession, there are record enrollments, but that is not occurring during the pandemic at most universities and community colleges. Pitt State was down 3.7% for the fall semester, which was better than most other regional universities. Spring semester enrollment is very uncertain, as different groups have been impacted by the pandemic.
  - Dr. Grimes added that enrollment for Kelce the last six years has been relatively flat but with a different mix of students. Increase in PMBA program has aided our graduate enrollment numbers even as undergraduate numbers have fallen.

II. Welcome and Opening of the Meeting – Chair Nancy George

III. Development Update – Holly Kent, Director of Development for KCOB –

- Development is 85% complete with current university capital campaign
- Have not been meeting with prospective donors face-to-face because of Covid. Most donor visits have been electronic or on the phone. Traveling is considered case by case.
- 2020 Annual Golf Tournament
  - Jeff Ney, coordinator of the golf tournament gave an update. Both the turnout and number of sponsors were a bit smaller this year than last, but everyone is very happy with this year's tournament results.
- KBOA Endowment Update
  - The KBOA Endowment is doing well with \$26,500 in account. The expendable side has just under \$2,000. Funds have been expedited to assist with Business Professionalism course and to aid a student organizations participating in academic competitions
- Building Fundraising Update. See Dr. Scott's comments above.

IV. College Update

- Update from Steve Horner, Associate Dean and Faculty Chair
  - Three new faculty this semester. Ashlee Phillips and David Weaver in Accounting and Dr. Matthew Lunde in Marketing/Sustainability
  - Response to pandemic
    - We vacated campus on 3/20 and returned on 7/20 spring classes were completed online and summer courses were all conducted online.
    - Reopening task forces coordinated actions at both the college and university levels
      - College level committee was Din Cortes, Steve Horner, Lynn Murray and program chairs. Worked on traffic flow through the building, installing signage in the building, reduced classroom capacities to nearly one-half, re-opened the Kelce auditorium for classes, and, trained faculty on appropriate pedagogies for conducting classes during the pandemic – face-to-face and online.
      - Fall courses included hyflex, hybrid, totally online and face-to-face class offerings.

- Discussion followed about how to measure success of having students back on campus this semester. We are still here 13 weeks into the term!
- Professional MBA Update – Din Cortes, Associate Dean for Graduate Studies
  - Success of the PMBA program is due to leadership in Kelce, the University and KBOA. Appreciation was expressed to board members for their encouragement of pursuing and introducing this program.
  - PMBA was launched two years ago with 40 students enrolled. Enrollment is now up to 313 students.
  - All students in the program are domestic, but there has been interest from other countries.
  - Many instructors and academic coaches have taught courses.
  - Program has been a financial success – making money for the college, the university, and the faculty choosing to teach in the program.
  - 13 students graduated from the program after the first year. Twelve additional students graduated spring 2020 and there were 20 graduates in the summer. There are possibly 40+ students graduating this semester.
  - Traditional MBA program enrollment is relatively flat at this point, but there is still much interest in the program. Student losses in the traditional MBA are due to inability to recruit and enroll international students. Visas are not be granted due to Covid.
  - Due to administrative reorganization we no longer have a graduate dean since Dr. Pawan Kahol retired. Many additional administrative duties have fallen to the college level for the Dean and Associate Dean.
- Advising and Career Readiness Update – David Hogard, Director
  - Most early enrollment for the fall semester was conducted via Zoom during the spring and summer. Kelce Advising Center remained open throughout the shut-down to ensure our students could enroll.
  - Kansas Insurance Certificate
    - First class for the certificate was offered in 2018.
    - Goal for Kansas Insurance Education Foundation (KIEF) is to generate trained personnel for financial services employers. Shortages currently exist for talent in this industry.
    - The program adds credentials to student resumes and courses are very popular among business majors.
    - Currently 13-16 students are enrolled in the program.
  - Phi Beta Lambda
    - PBL is a newly organized student group on campus. It is a continuation of high school FBLA.
    - Advised by David Hogard and Scott Donaldson, Director of Admission.
    - Organization has already participated in many activities and were allowed to virtually compete in national meet held in Salt Lake City. The organization did very well with several students winning awards.
  - Career Services – Mindy Cloninger and Heather Busch
    - Mindy Cloninger, Career Services Director
      - PSU’s Career Services transitioned all services to virtual when the campus community closed in March.
      - Spring Career Day occurred on March 12 before the height of the pandemic and was successful.
      - Fall Career Fair was offered virtually and was a success with over 100 companies and many students participating.
      - Virtual Meet the Firms Day was conducted in September for KCOB students.

- Outreach and Business Engagement – Lynn Murray, Director
  - Professional Sales Center & Certificates have been approved at the university and Kansas Board of Regents levels.
    - Certificate program will begin fall 2020 and is open to any Pitt State student.
    - Program ties in well with some technology and communication degrees.
    - Professional Sales Center has been approved. Working on space requirements for the program.
      - Goals for the Sales Center are education, community engagement, and research.
  - 3 Day Start Up & Professional Development Seminars w/WSU – postponed in the spring
    - Planning to host 3DS virtually in May intercession – between spring and summer semesters.
    - WSU professional development event will be hosted in April or May. This is not a full certificate program.
  - Women in Business Initiative – in the planning stage
    - This opportunity will include introducing women in to the business profession – all age groups will be represented.
    - A multi-generational workshop/ luncheon is planned.
  - Young Alumni Board for Kelce
    - Dr. Murray stated that this planned new board has not gained traction.
      - Goal is to create a bridge between recent graduates and those who have graduated and are working.
      - Brainstorming will continue, and assistance from KBOA will be sought.
      - Recommended creating positions on KBOA specifically for young alumni members. Idea referred to the KBOA Bylaws working group.

#### V. Curriculum and Enrollment Updates

- Business Professionalism Course Update – Holly Kent and David Hogard
  - Both Holly & David are teaching this required course which focuses on soft skill development.
  - They collaborated and reviewed objectives for the course. Included working closely with Career Services; working on basic business skills, like etiquette (hand shaking, introductions) and practicing these skills.
  - David compared the course to a business communications course. Work conducted in course on how to send professional emails, proposals, reports, how to dress professionally.
  - Asked for input from the board on topics to include, or if anyone is willing to come talk to classes as a guest speaker.
- Data Analytics Certificate Initiative Postponed – Paul Grimes
  - Courses were legislated and approved, but have not been able to finalize a contract with the Data Analytics.

#### VI. New Business – Paul Grimes:

- College Enrollments – see handout
  - Pitt State and Kelce enrollments have been declining over the past 6 years. Exasperated this past year due to Covid.
  - On-Line PMBA has increased graduate enrollment exponentially.
  - Enrollment for the college is relatively flat when graduate and undergraduate enrollments are considered together – mix of students has changed dramatically. The new mix is negatively impacting

university finances as full-time undergraduate students are being replaced with part-time graduate students.

- Major and minor enrollments were reviewed – most concerning programs are accounting major, minor and certificate areas.
- International student enrollment has almost completely evaporated because student visas are not being granted.
- Plan to expand PMBA program to include Healthcare Administration and Construction Management concentrations. Will work with nursing school and construction management programs to create and staff the needed new courses.
- Discussed adding online undergraduate degree completion program with the board and asked for input:
  - Discussion ensued and John Lowe asked if benefits of obtaining an accounting degree are discussed with students. Many accounting firms/companies offer full-time employment before graduation to accounting majors.
  - Ben Burns added that Kelce could work as a partner with CPA firms to increase numbers in the accounting program. Discussed the new MPAcc program and the need for recruiting students earlier and for more scholarships.
- AACSB New Standards
  - Input and help from KBOA – watch for email from Dr. Grimes for opportunities to assist in these areas regarding the new accreditation standards:
    - Vision/Mission Statement – update and revise
    - Strategic Plan – update and ensure alignment with university planning
    - New Social Responsibility Standard – how to meet and document
    - Faculty Research Quality – ensure relevance and alignment
  - Discussion on these items included the suggestion that Kelce may be better served getting assistance from outside sources regarding the social responsibility standard.

#### VII. Old Business:

- KBOA Bylaws Revisions – working group update – Nancy George
  - Reactivation of the working group needs to happen in order to review several areas of concern within the bylaws. This process will begin soon.
- Committee Memberships – see handout
  - All were asked to review their committee status. Nancy stated some committees may require reorganization.
- Other business – suggestion was made to change the format for board meetings. Board members asked for more frequent opportunities to contribute. Future meetings could be shorter by scheduling four per year with a couple of those being online via Zoom or another platform. Bylaws working group asked to consider including quarterly meetings in its proposal.
- Dr. Grimes thanked the board for its input and service to Kelce. He invited all to contact him with suggestions and advice at any time – no need to wait until next meeting.

#### VIII. Adjourn – 3:30 pm