



MINUTES

Kelce Board of Advisors Meeting
Noon CDT, April 16, 2021
Virtual via Zoom

Board Members Present: Doug Ball, Jeff Beasley, Ben Burns, Tommy Elms, Brenda Flood, Michael Foster, Nancy George, Brandee Johnson, John Lowe, Charlie Myers, Neff Ney, Timon Oujiri, Terry Puett

PSU Members Present: Bienvenido Cortes, Paul Grimes, David Hogard, Steve Horner, Holly Kent

Board Members Absent: Paul Bergant, Ken Brock, Terry Calloway, Susan Cook, Doug Eaton, John Ison, Daniel Kjergaard, Mark Paden, Randy Piccini, Jerry Ross, Lee Scott, Cheryl Sullivan, Steve Thompson, Rachel Vanzant

- I. Welcome and Opening of the Meeting – Chair Nancy George
 - Nancy welcomed all to the Zoom meeting.
 - Discussed virtual vs. in person meetings.
 - Decided that July meeting will be virtual and fall meeting will be hybrid or in person.
 - John Lowe is attending a variety of corporate meetings and will provide KBOA with input on what seems to work best.
 - Nancy explained her participation in the Pitt State “Women at Work” event hosted by Kelce this semester and organized by Dr. Murray. It included local business women, Kelce alumni and current students. The event will be expanded in the future to include recruiting opportunities with high school students.
- II. Development Update – Holly Kent, Director of Development for KCOB
 - The current community campaign will be completed by June 30th
 - It is a 100-million-dollar campaign focused on different student scholarships, academic program support, faculty support and facilities.
 - Notable recent significant gifts for the Kelce building included 2-\$100,000, and 1-\$300,000 pledge, plus many additional smaller gifts
 - The recognition/donor program is being discussed for renovated building
 - A “donor cloud” will be placed inside the front door of the building for those who have named a space
 - Currently discussing adding space for other types of donors (i.e.: tiled split face mosaic in the Grand Hall). Donations for these tiles will probably be \$1000/tile. KBOA discussed and liked idea, with the possibility of adding funding tiers.
- III. College Updates and Business – Paul Grimes, Dean
 - A. Personnel News – retirements and new hires
 - a. Kevin Bracker & June Freund retiring/leaving PSU at the end of the semester
 - b. Finance Professor has been hired – Justin Lallemand will begin fall 2021
 - c. Economics position will stay vacant for now because of declining enrollment
 - d. Academic Program Coordinator has been hired – Chelsey Decker – will begin on May 3
 - B. New AACSB Standards
 - a. Application for next Continuous Improvement Review (CIR) due 07/01/2021

- b. 2021-2022 preparation year and 2022-2023 Year of Record – our activities during this year will be included in CIR and evaluated by visitation team
 - c. CIR visit in 2023-2024 (most likely fall of 2023)
- C. Strategic Planning
- a. Updated annotated Strategic Plan (distributed as an attachment)
 - b. Considering extension through FY 2023 – discussion
 - i. Would include year of record If extended through 2023
 - ii. Likely that the university strategic plan will be extended an additional year because of potential administrative leadership changes at university level
 - 1. Discussion – better to align with and connect to university plan; how much additional would need to be added to the plan if extending a year?
 - 2. Mike Foster motioned to support extending the Kelce Strategic Plan until 2023, Jeff Beasley seconded, motion passed unanimously
 - c. Need to integrate “risk management” and “social impact” strategies – discussion
 - i. Social impact strategies include positive changes for force in business & society – things that have an impact on the local community. Examples are Business & Economic Resource Center, economic development efforts in the county, things that show we are good social citizens.
 - ii. A Faculty Social Impact Task force has been charged with taking an inventory of what is currently being done and to see what can be added. Will give preliminary results at end of semester faculty meeting. Should have good ideas by the first of the fall semester.
- D. Proposed Student Honor Pledge
- a. From Strategic Plan 1.5.2; Kelce Student Leadership Council (Presidents of Kelce Student Organizations) proposes:

I affirm to uphold the values of honesty and integrity in all my actions as a student in the Kelce College of Business. I will neither give nor receive any unauthorized aid in the completion of my work as this undermines our community of trust, of which we are all stewards.

KCOB Student Oath

- b. Faculty approval and implementation – discussion
 - i. Pledge will be posted in each classroom
 - ii. Board members expressed appreciation that this is something that students put together; need to provide feedback to students; does this work well for faculty; discussed that it covers the major bases and covers the spirit of what the students wanted to do; suggestion to change “my” to “academic”; is their value in including some reference to expectations in the world of work? To help lead them into a successful business career.
 - iii. University has its own “Student Code of Conduct” for academic behavior that appears in the Syllabus Supplement in Canvas for all courses
 - iv. Ben Burns motioned to support the student efforts in preparing this oath, seconded by Tommy Elms. In discussion: suggested to consider reversing the two sentences. Approved unanimously.
- E. Generalist BBA Degree – previously discussed as Applied Business Administration major
- a. KLT Retreat – developing with new working title: “Business Studies”
 - b. Format – use existing minors and certificates to create customized major – reviewed proposed curriculum as distributed
 - c. Major would be earned by completing “at least two” minors and/or certificates
 - i. Between 21 and 30 hours in program of study
 - d. Allow for secondary teacher certification; need to add minor in management

- e. Need to legislate through university and up to KBOR as it is a new program
 - i. Discussion by board members:
 - 1. Good for the students as far as flexibility, but would employers understand the degree the student possesses? May need to market this type of degree a bit differently. Wish for it to be viewed favorably, and not a watered-down version of another degree; would be good for some of the more non-traditional types of degrees – entrepreneurs, family businesses, etc.; could be a good recruiting tool; student advising is going to be critical for this major; “Small Business” and “Entrepreneurial” studies could be good draws for this major; any other major that uses the word “studies” in its title? Exploratory Studies, Integrated Studies (program names on our campus). Talked about using “Applied Business”. Board Members were asked to think about titles for the degree and send suggestions to Dr. Grimes.
 - f. To be presented at the next faculty meeting. Will ask faculty to move proposal forward. Reviewed in the fall, then would go in to the legislative process.

IV. Old Business – next meeting target date? Possible date, July 12, 19, 26

V. Adjourn – 1:30 p.m.