

**Kelce College of Business  
Chairs Meeting Minutes  
September 22, 2010, 1:30 p.m.**

**Present:** Ms. Rebecca Casey, Dr. Bienvenido Cortes, Dean Richard Dearth, Dr. Eric Harris

**Guests Present:** Ms. Robyn Hess

Dean Dearth distributed the new issue of Ingram's that has the PSU-COB advertisement listing in it. We will try to get hard copies of the ad printed for distribution to interested individuals.

Robyn Hess attended the meeting to obtain information from departments about how they communicate with potential/newly admitted PSU business majors. She sends out a welcome letter and information about majors to these students. She also sends out information to students who have changed majors at PSU and wants to make sure information that goes out to the students isn't duplicated by the Office of Academic Advising and the Kelce Departments. Chairs were asked to give input to Ms. Hess.

**Updates:**

1. Presidents Council will meet this Thursday for a retreat with one of the Board of Regents members. Master Plan and Strategic Plan will be topics of discussion.
2. Pritchett Trust Board will meet on Sept. 30<sup>th</sup> to re-think the process of funding and grants.
3. Jim Johnson, new AD for PSU, attended the President's Council meeting. Saturday's game will be broadcast on channel 22.
4. Rumble in the Jungle (1 week from Saturday) day also includes the dedication for the Crimson Commons and tour.
5. Nov. 26 computers will be down from 5:00 pm to 5:00 am (Friday after Thanksgiving). A "splash page" will be available for access to Angel. There could be problems with getting the computers re-started because of various issues with old computer systems, etc.
6. Two billboards have been identified in NW Arkansas to advertise for Gorilla Advantage and Pitt State. Chairs have been asked to provide names of business alums who could market the COB in an ad (w/picture included).
7. FERPA training will take place on Sept. 28 (Jamie Brooksher). Chairs are urged to attend the training (see recent e-mail sent out by Jamie Brooksher).
8. Unit letters have been sent to faculty recalculating salaries.
9. Performance Agreement has been submitted to the Board of Regents.
10. 2<sup>nd</sup> Degree Concept – Faculty Senate Executive Committee has been working on this issue. There are some serious concerns and questions.
11. First High School Counselors meeting will take place in Arkansas – will be handled by Admissions and Dr. Scott.
12. 20<sup>th</sup> day count (Sept. 20, 2010)
  - a. 7,131 is official enrollment for WF 10 semester (2<sup>nd</sup> highest enrollment at PSU)
    - i. Increase in zero hour freshmen and the graduate school.
    - ii. Enrollment decrease from last year is said to be because of the record # of degrees granted last year.

- iii. PSU is down in transfer student enrollments (could be because students are staying at community colleges longer).
  - iv. FTE and credit hour production (.3 %) have both increased.
- 13. University Strategic Plan
  - a. By Oct. 1 Academic Affairs Strategic Plan will be ready
  - b. Enrollment Management plan has already been devised
  - c. Colleges are to align their Strategic Plans to the University Plan, Provost Plan and the Enrollment Management Plan, and then the departments are to align their plans accordingly.
  - d. A Strategic Planning meeting will be called soon after October 1 so that department plans can be completed.
- 14. Distributed and discussed the “Use of Campus Facilities” Board of Regents Policy, Section 5.14.
- 15. Tentative schedule of classes for SP 11 was distributed and discussed.
- 16. Departments
  - a. Accounting and Computer Information Systems
    - i. Opportunities in Business Day
      - 1. Discussed having the COB pay for pizza lunch rather than subsidizing and having the students pay a fee
      - 2. Minimum GPA was discussed – should students have 2.5 or increase it to 3.0 GPA to be allowed to come?
      - 3. Discussed eliminating the Community Colleges attending the fall Opportunities in Business day and schedule a day for them in the spring.
      - 4. Discussed including invitations to high schools in NW Arkansas.
  - b. Economics – none
    - i. Dr. Cortes will be gone from next Tuesday until the following week to Korea.
  - c. Management & Marketing
    - i. Dr. Harris will be attending an AACSB conference in Houston next week.

September 22, 2010

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Richard C. Dearth, Dean  
Kelce College of Business