

Gordon Ford College of Business
Strategic Planning Council
February 19, 2016
Minutes

Attendance included Shane Spiller, Ismail Civelek, Whitney Peake, Michelle Trawick, Rick Shannon, George Rasmussen, Sebastian Leguizamon, Dawn Bolton, and Mark Ciampa presiding. Students included Troy Bernier and Jessica Canada.

Dr. Ciampa welcomed everyone and asked for approval of the minutes. Dr. Trawick made a motion and Dr. Spiller made a second motion to approve the minutes from November 13, 2015. The minutes were approved without changes.

Dr. Ciampa distributed the SPC Fall 2015 list of accomplishments and gave an update on the initiatives. He also shared reports from members not present. Dr. Ciampa read an email from Dr. Thrasher about PEAK initiatives, including an update on the recent Career Fair and upcoming Career Trek. PEAK is continuing to accept donations for the clothes closet. He asked for updates from the SPC. There was discussion about a request for a microwave for students. Dr. Trawick will ask Martina to check with vendors to see if they would be willing to supply a microwave and offer microwavable foods in the vending machine. There was discussion about business communication and the efforts the college is making to improve student's professional communication. Concern was expressed about the shadow boxes on the first floor and Dr. Trawick will reiterate to the student organizations that they need to keep them neat. She will also look into the sign in the elevator being replaced.

Dr. Ciampa announced he recently met with GFAC and Dean Katz and solicited their help on expanding the SPC. He asked SPC for their feedback on increasing the membership and participation of the SPC. He distributed the most recent bylaws and pointed out the areas lacking representation. Dr. Civelek suggested each department have at least one representative. Dr. Spiller suggested recruiting members by sharing action team initiatives that are being developed based on strategic plan goals. Dr. Spiller also suggested the SPC interact with the Business Executive Advisory Council.

Dr. Ciampa distributed the SWOT analysis worksheets from the Student Advisory Council, Business Executive Advisory Council, and the Faculty and Staff of GFCB. He announced an action team needs to be formed for the Doctorate of Business Administration and one for the next Strategic Plan for the next five years. Dr. Trawick suggested Dr. Hatfield should serve on the DBA action team. Drs. Spiller and Bolton will be on it, along with Dr. Randy Capps. For the strategic plan action team, Dr. Ciampa will serve, along with Dr. Trawick and Dr. Spiller. More members will be recruited for each action team. Dr. Ciampa will send an email to all faculty about the strategic plan action team.

There was discussion about the Dean's Student Advisory Council's idea for a coffee cart. Dr. Ciampa will include in his email to faculty the information about the initiative and see if any faculty members are interested in helping the students.

Dr. Spiller distributed information for three college awards: Prida, Greenwell, and Vitale. Dr. Spiller made a few changes to the wording of the award descriptions and asked SPC for their feedback. Dr. Trawick will share the changes with GFAC.

The meeting ended at 3:20 p.m.