

**Gordon Ford College of Business**  
**Strategic Planning Council**  
**April 26, 2016**  
**Minutes**

Attendance included Mark Ciampa, Stacey Gish, Kirk Atkinson, Melloney Simmerly, Kristina Harvey, Evelyn Thrasher, Monica Duvall, Jeff Katz, Michelle Trawick, Masood Jabarnejad, Jim Lindsey, Ismail Civelek, Bethany Smith, Sebastian Leguizamon, Ron Rhoades, and Paula Potter.

Dr. Ciampa welcomed everyone and asked Dr. Atkinson to give a report from the DBA Action Team. Dr. Atkinson said the team is headed by Dr. Randy Capps and they have begun investigating benchmark schools and data collection. They are meeting with Dr. Sylvia Gaiko about CPE requirements. Any thoughts or ideas can be shared with any of the team members.

Dr. Ciampa asked for approval of the February 19, 2016 minutes. Dr. Trawick made a motion to approve and Dr. Evelyn Thrasher made a second motion to approve the minutes. They were approved without changes.

Dr. Ciampa asked Dr. Thrasher to give a PEAK update. She said they've had a very successful year and employer comments indicate an improvement. They are accepting donations for the career clothes closet. Dr. Thrasher said the PEAK trip to St. Louis was a huge success and they visited 7 companies.

Ms. Monica Duvall, the new internship coordinator, gave a report. She is helping students secure internships for the summer and fall. She has been meeting with employers to get as many internships as possible lined up for the fall semester. Ms. Duvall explained the internship process and her plans for implementation and marketing.

Ms. Stacey Gish announced she has been included retired faculty members in her weekly newsletters. The annual report is out.

Dr. Thrasher commented on how successful the GFCB Career Fair was this semester. She has heard positive comments from employers. Over 200 students attended the fair.

Dr. Atkinson noted the center directors have not continued to meet informally. Dr. Katz suggested some ways to make that happen and Dr. Ciampa is going to follow up with Dr. Bolton about helping coordinate.

Dr. Ron Rhoades shared a proposal for "Smile, Greet, & Engage Day." This effort would encourage faculty, staff, and students smile at all times, greet each other, and meet someone new. Dr. Atkinson said Delta Sigma Pi would be willing to help. Dr. Katz suggested using the day of the Backyard BBQ and present it to the Student Advisory Council for endorsement. Ms. Bethany Smith suggested ordering the smiley face stress balls and put PEAK information on them.

Dr. Ciampa announced an action team has been updating the Strategic Plan and shared the changes. He noted the strategic objectives were condensed. Dr. Katz mentioned the Annual Report is structured around the four strategic objectives. Dr. Ciampa asked for feedback and changes. Dr. Katz asked about page 8 that includes a table for operational plans for action teams to implement strategic objectives. It was determined there will be time at the fall college meeting to discuss the action teams. Dr. Trawick suggested having it by table and faculty and staff can pick which action team to participate. Dr. Ciampa asked for

approval of the updated strategic plan. Dr. Trawick made a motion to approve and Dr. Stacey Gish made a second motion to approve the strategic plan. It was approved without changes.

Dr. Ciampa asked for other business items. Dr. Ron Rhoades suggested a one day conference at the Knicely Center featuring business and economics speakers with some breakout sessions. He explained what he has learned from other universities that run a successful conference and what is expected. He will continue to investigate it and bring more of an outline to the next SPC meeting. Dr. Katz suggested looking at combining with the Hays Watkins lecture and the centers offering one hour sessions.

Dr. Trawick gave an update that Ms. Martina Gibson has not been able to find a vendor to put microwaves in the lobbies. The shadow boxes on the first floor have been addressed. She said the sign in the elevator has been replaced and is already broken again. She will continue to make suggestions about how to change them.

The meeting ended at 9:00 a.m.