

Gordon Ford College of Business
Strategic Planning Council
September 29, 2016
Minutes

Attendance included Francisco Arcos, Kirk Atkinson, Ray Blankenship, Randy Capps, Mark Ciampa, Ismail Civelek, Philip Coleman, Minh Dao, Cecile Garmon, Stacey Gish, Sebastian Leguizamon, Jim Lindsey, Jeff Katz, Ron Rhoades, Jean Snavely, Melloney Simerley, Shane Spiller, and Evelyn Thrasher,

Dr. Ciampa welcomed everyone and introduced a student representative, Francisco Arcos. He asked for approval of the minutes from April 26, 2016. Dr. Coleman made a motion to approve and Dr. Evelyn Thrasher made a second motion to approve the minutes. They were approved without changes.

Dr. Ron Rhoades gave a report from the “Smile, Greet, Engage Day” that took place in early September. He suggested anonymously surveying the faculty to see if there is support for hosting another day in the Spring semester. Dr. Simerley suggested each department should have a faculty representative to help with promotion and distribution of the materials. Dr. Ciampa mentioned that the Dean’s Student Advisory Council shared with him how much they liked Dr. Rhodes “Expand Your Comfort Zone” activities. Dr. Rhodes explained the assignments he gives in his class to encourage students to step out of their comfort zones. The SPC discussed the SGM Day and agreed polling the faculty was not necessary and the day should be repeated in the Spring semester.

Dr. Ciampa referred to the document about operational plans for action teams that was developed from the August GFCB Faculty and Staff meeting. SPC reviewed the goals for the action teams to implement the strategic objectives and discussed which ones to focus on. Regarding the first action team, student success, Francisco Arcos suggested as a college emphasizing applied business, an internship should be required for credit in order to graduate. Dr. Ciampa said the core curriculum is being reviewed and now might be a good time to consider adding an internship as a requirement. Dr. Spiller and Ms. Gish commented on what a great job Ms. Monica Duvall is doing to bring internship opportunities to the GFCB. She is developing relationships with businesses and implementing the plan the SPC discussed four years ago to put a concerted focus on internships. Along the lines of encouraging students to get experience, Dr. Thrasher mentioned the PEAK program offers a job shadow opportunity. Dr. Katz announced participants in internships will be recognized by him and Ms. Duvall with a certificate during one of their classes. There was discussion about the pros and cons of mandating an internship requirement in order to graduate. Dr. Rhodes suggested forming a subcommittee with a representative from each department that would establish goals for the percentage of internships. Dr. Ciampa suggested instead the student success action team focus on internships by working with Ms. Duvall on how they can help with her current efforts. Dr. Atkinson agreed to lead this action team.

Dr. Spiller commented that every action team should have specific goals and targets to focus on. For the Student Retention and Recruitment action team, Dr. Rhodes emphasized the importance for students to be involved in an organization. He also suggested more marketing promotional materials outside of the elevators and offering a summer camp. Another suggestion he made is Living and Learning communities or cohorts. Dr. Spiller suggested more poster to guidance offices in high schools. Dr. Atkinson suggested polling the Dean’s Student Advisory Council on how to best reach students to encourage participation in a student organization. Dr. Snavely said links for joining organizations should be posted on Blackboard. Dr. Katz suggested a handout with a list of all organizations available that can be distributed at orientation for GFCB students. It was decided the primary focus for the Student and Retention action team is increasing engagement and participation in student organizations. Dr. Rhoades agreed to lead this action team.

Dr. Coleman will lead the Faculty & Staff Success action team. Regarding the facilities action team, Dr. Ciampa agreed to lead and Dr. Katz shared the updates happening to the Grise Hall auditorium. Dr. Blankenship suggested finding a way to offer a healthy eating option on the first floor. Dr. Capps is chairing the external engagement action team and they are working on offering executive education. He invited SPC to the BG Chamber of Commerce Breakfast and suggested this is a good networking event for GFCB. Ms. Gish announced she will start adding Chamber events to the weekly emails sent to GFCB faculty and staff. Dr. Rhodes shared a proposal for a Personal Finance Conference. He asked SPC to review it for discussion at the next SPC meeting and Dr. Katz emphasized how important this program could be.

The meeting ended at 9:15 a.m.