

Gordon Ford College of Business
Strategic Planning Council
November 15, 2016
Minutes

Attendance included Francisco Arcos, Kirk Atkinson, Mark Ciampa, Phillip Coleman, Minh Dao, Monica Duvall, Stacey Gish, Jim Lindsey, Jeff Katz, Ron Rhoades, Melloney Simerley, Shane Spiller, Evelyn Thrasher, and Michelle Trawick.

Dr. Ciampa welcomed everyone and asked for approval of the minutes from September 29, 2016. Dr. Ron Rhoades made a motion to approve the minutes and Dr. Phillip Coleman made a second motion. The minutes were approved by the SPC without changes.

Dr. Ciampa asked SPC to review the input into faculty and staff goals received from the Business Executive Advisory Council. There was discussion about the bullet points that stood out to the SPC. Members were interested in the comments about recruiting at high schools and renovating Grise Hall. One bullet point mentioned field trips for faculty to companies to learn about the workplace and share with students. Based on discussion regarding internships, Dr. Trawick suggested requiring a workshop before students can apply or participate in an internship.

Dr. Atkinson gave an update from the student success action team. The action team is focusing on internships and he shared the current initiatives Ms. Duvall is working on. He shared three goals: faculty involvement (share contacts with Ms. Duvall), student awareness (student-led internship forum and speaking to organizations), and constituent engagement (advisory councils, alumni engagement, and media outreach.)

Dr. Rhoades is leading the student retention and recruitment action team. He distributed a report from the team and shared concern that students are having trouble registering for classes they need because classes are full to capacity. He also said they are interested in revamping BA 175 and focusing on sophomore retention. Dr. Rhoades shared an idea to host a camp for high school students that would get students on campus between the junior and senior year. Dr. Trawick shared the University's plans to host a summer term of 6 hours for incoming freshman.

The External Engagement Action Team and Marketing/Public Relations Action Team are in need of chairs and recommendations can be shared with Dr. Ciampa.

The meeting ended at 9:10 a.m.