

Strategic Planning Council

January 30, 2009

Members present included Thad Crews, Ron Milliman, Krist Schell, Dan Myers, Jennifer Taylor, Cody Turner, Bethany Smith, Matt Marvel, Bob Reber, Ann Puckett, Michelle Trawick, Bob Hatfield, Ray Blankenship and William Tallon.

The minutes from October 24 were approved.

Dr. Tallon asked for revisions/suggestions for the strategic plan. He asked the group to take a look at the current document and bring ideas to the next meeting.

The Dean distributed copies of the architect's schematic design for the new building and showed a powerpoint presentation of graphics. He explained the current idea for the new building is to be four levels and be located down from VanMeter (across College Heights Blvd.)

Dr. Trawick reported Dr. David Zimmer has joined the Honors program committee. There are new policies and procedures they are working on. There are approximately 80 business honors students.

Mr. Cody Turner reported for the Communications and Marketing action team. He said a photographer will be on campus the week of Feb. 9 to gather photos to use in future marketing efforts. He also announced that his is continuing to work on the new website. The Dean mentioned that Lynn is working on tri-fold brochures for each department.

Ms. Bethany Smith reported on the Living and Learning Community. They are still exploring options for next year. There are 24 students enrolled currently. Bethany asked for any suggestions for activities with the LLC.

Dr. Milliman passed out a report for the Student Quality action team with four recommendations. He commented on the writing deficiency among GFCB students. Dr. Phillip Coleman will be editing and updating a handbook to be given to students. The committee has expressed interest in moving the MGT-361 class to MGT-261 and making it a mandatory class. Discussion was held about the recommendations the committee brought forward. Dr. Reber is interested in the committee looking at core classes. Dr. Tallon would like the committee to do whatever they need to do to address the assurance of learning needs regarding written and oral requirements.

Dr. Reber gave an update for the assurance of learning team that will now become a permanent committee for the college. Current members are welcome to stay on the committee but it is open to new members. This committee is separate from the curriculum committee. AOL focuses on outcomes/competencies that need to be met regardless of major.

Dr. Myers said he is working on a Disney internship for International students. The trilateral MBA is going well. They are investigating a double degree with Coventry.

Dr. Tallon asked for suggestions for future action items and teams. He suggests a Student Recruiting and Retention team, Emergency Response team, Research Quality and Teaching Quality as new teams. For student recruiting and retention, Bethany Smith is working on a group of GFCB Ambassadors. Dr. Tallon announced the Business Careers Day planned for Wednesday, April 22. The Dean has asked each department to come up with one session for the conference. He also said a luau is planned for the sophomores this fall to help with retention.

The Dean announced he will be sending out an email next week regarding summer research grants and new policies regarding applying for GFCB money.

The next meeting is scheduled for Friday, March 20, 2009, at 2:00 p.m. in Grise Hall 441.