

Gordon Ford College of Business
Strategic Planning Council
May 1, 2015
Minutes

Members present included Evelyn Thrasher, Jeff Katz, Amy Miller, Shane Spiller, Michelle Trawick, Stacey Gish, Cody Turner, and Mark Ciampa presiding.

Dr. Ciampa welcomed everyone and asked for approval of the February 13, 2015 minutes. Dr. Trawick made a motion, Dr. Thrasher made a second, and the SPC approved the minutes without changes.

Dr. Ciampa asked for action team updates. Dr. Thrasher gave an update from PEAK and said they are working on programs to target sophomores. Dr. Trawick announced the GFCB will begin a search for an internship coordinator and expect to have it filled before July 1. She also announced that the GFCB advising office has met with the transfer center to enhance the advising network for transfer students. There was discussion about the need for the awards and incentives action team continuing. Dr. Katz suggested reframing the committee to look at ways of rewarding faculty and staff for activities that support the strategic plan, college goals, and outcomes. Ms. Gish said the Marketing and Public Relations action team met and are considering ideas to introduce faculty and encourage sharing between departments. She also mentioned starting a weekly email of announcements, such as upcoming events and speakers. This group would especially like to focus on internal communications.

Dr. Ciampa asked for feedback from SPC about working on the descriptions of the action teams in order to distribute them at the August college meeting for recruitment of new members. The SPC worked on matching the GFCB strategic objectives to the current SPC action teams. It was determined that the Internship/ Placement action team should be renamed to Student Success and it applies to all four strategic objectives. The Student Retention and Recruitment action team aligns with strategic objectives 1 and 2. It was decided that the Awards & Incentives action team will be renamed to Faculty & Staff Success. It is linked to the first and third strategic objectives. The Infrastructure action team will be renamed Facilities. It will be engaged in the new building and maintaining current space and it is linked to all four strategic objectives. The Marketing and Public Relations action team is also linked to all four strategic objectives. The Outreach action team will be renamed to External Engagement and supports all four objectives. Dr. Trawick made a motion to approve the name changes and descriptions of the action teams. Ms. Stacey Gish made a second and the SPC approved the changes.

The meeting ended at 3:25 p.m.