

Gordon Ford College of Business
Strategic Planning Council
January 31, 2017
Minutes

Attendance included Kirk Atkinson, Mark Ciampa, Phillip Coleman, Minh Dao, Monica Duvall, Stacey Gish, Sebastian Leguizamon, Jeff Katz, Ron Rhoades, Melloney Simerley, Evelyn Thrasher, and Michelle Trawick.

Dr. Ciampa welcomed everyone and asked for approval of the minutes from November 15, 2016. Dr. Philip Coleman made a motion to approve the minutes and Dr. Melloney Simerley made a second motion. The minutes were approved by the SPC without changes.

Dr. Ciampa asked Dr. Katz to share information about the upcoming AACSB visit. The peer review team chair will make a visit in early May. In mid-April, an advisor for the Accounting Department will visit. Dr. Katz encouraged the SPC to focus on page 7 of the Strategic Plan. He shared that when the chair meets with SPC, she will be interested in hearing about processes. Dr. Spiller will discuss her May visit more in depth with the SPC at the April meeting.

Dr. Rhoades announced February 14th and 15th will be the “Smile and Greet” days for the college. Healthy snacks and smiley face stickers will be distributed.

Dr. Ciampa distributed a table with the operational plans for action teams to implement the GFCB strategic objectives. He began by sharing information from the Facilities Action Team. Dr. Ciampa polled departments about needs they see for facility improvement. He has collected 32 suggestions and plans to prioritize the list with Dr. Katz, Dr. Trawick, and the action team. They will then present the list to the SPC.

Dr. Rhoades shared the Student Retention and Recruitment action team plans to meet soon. Dr. Coleman said the Faculty and Staff Success team is looking for members. He asked the Dean’s office about sending out a survey and Dr. Trawick said she would be happy to help. Dr. Coleman also suggested an exit interview for when faculty or staff leave the college. Dr. Atkinson and Ms. Monica Duvall are working on the Student Success action team and plan to hold focus groups with students to gather information. Ms. Monica Duvall shared the names of the members of the external engagement. They are focusing on high school engagement, continuing education, and engagement with alumni and donors. Ms. Stacey Gish is working on forming the marketing and public relations action team. The first meeting of the action team will focus on branding.

Dr. Ciampa plans to refresh the SPC website this Spring. He will work with Mr. Jesse Willcut to make it more up to date. Please share any suggestions with Dr. Ciampa. Dr. Leguizamon suggested adding an anonymous suggestion box to the SPC website.

Dr. Thrasher mentioned the Career Trek this semester is taking place in Nashville. She is considering publishing the itinerary and inviting any faculty member that are interested to join them for parts of the trip.

It was decided the table distributed by Dr. Ciampa should be completed and shared with the SPC before April 1st so that it may be discussed at the April 18th meeting. Dr. Ciampa announced the next meeting is scheduled for Tuesday, April 18th with a breakfast beginning at 7:45 a.m. The meeting ended at 8:45 a.m.