

**Gordon Ford College of Business**  
**Strategic Planning Council**  
**April 18, 2017**  
**Minutes**

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

Dr. Ciampa welcomed everyone, reviewed the agenda, and asked for approval of the minutes from January 31, 2017. Dr. Kirk Atkinson 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 distributed the operational plans for action teams to implement the GFCB strategic objectives. Each action team shared a brief report. Dr. Ciampa shared that the facilities action team polled faculty and staff and received 58 suggestions for changes to make to Grise Hall. The suggestions were categorized and prioritized into six areas. Dr. Rhoades shared the student retention & recruitment action team would like to redesign the BA 175 course, will continue the Smile, Greet, and Engage Day, and focus on financial literacy to share with freshman. There was discussion about integrating Smile, Greet, and Engage Day into PEAK events and holding a Professional Engagement event for freshmen and sophomores. Dr. Atkinson reported the student success action team is focusing on faculty involvement, student awareness, and constituent engagement. Dr. Coleman gave a report from the faculty and staff success action team. He suggested an exit interview for employees leaving and team building exercises for the college. Ms. Duvall shared a report for the external engagement action team. They plan to focus on increasing high school engagement, as well as engagement with existing employers, donors, and alumni, and promoting continuing education programs. Ms. Stacey Gish gave a report from the marketing and public relations action team. This team plans to focus on increasing faculty awareness of available student resources, increasing nighttime student awareness of student resources, increasing new student awareness of student resources, and promoting brand awareness visually. Dr. Ciampa asked for a motion to accept the document. Dr. Coleman made a motion, Dr. Simerly made a second motion, and the document was accepted to be implemented in the strategic plan.

Dr. Spiller shared information about the pre-visit scheduled for the AACSB peer review team on May 8<sup>th</sup>. Dr. Katz said the draft reports and strategic plan will be shared with Dr. Diane Hoadley (chair of the team) before the visit. He thanked everyone for their help with strategic planning.

Dr. Ciampa thanked everyone for their help on the SPC. The meeting ended at 9:15 a.m.