

Gordon Ford College of Business
Strategic Planning Council
November 14, 2017
Minutes

Attendance included Kristine Barron, Mark Ciampa, Ismail Civelek, LeAnne Coder, Phillip Coleman, Aquesha Daniels, Monica Duvall, Stacey Gish, Kelsey Hughson, Jeff Katz, Sebastian Leguizamon, Ron Rhoades, Melloney Simerly, Shane Spiller, and Michelle Trawick

Dr. Ciampa welcomed everyone and thanked them for being present. Dr. Katz shared the recent announcement of receiving GFCB funds back from Academic Affairs. He said this is because of the progress we have experienced. We are able to continue supporting our student activities, which are important to the growth and development of our students.

The minutes from the September 19th meeting were distributed to the SPC. After a quick review by the SPC members, the minutes were approved with no corrections.

Dr. Ciampa welcomed the new SPC members: Ms. Kristine Barron, Dr. LeAnne Coder, Dr. Scott Cox, Ms. Kelsey Houghston, and Dr. Kay Meggers.

At the recent Business Executive Advisory Council meeting, the members had the opportunity to look at the SPC Action Teams and were asked if they wanted to participate. Ten BEAC members agreed to join an action team. (Faculty and Staff Success: Ms. Karen Pickerill; Student Retention & Recruitment: Mr. Keith McGregory; Student Success: Mr. Dick Gladden, Ms. Michelle Wells, Mr. David Laird, Mr. Don Vitale, Mr. Gary Broady; Facilities: Ms. Heather Rogers; Marketing/Public Relations: Mr. Scott Whitehouse, Mr. Jim Ising) Dr. Ciampa distributed and reviewed the input gathered from the BEAC meeting regarding the action teams. He requested the SPC members contact him or the action team leader if there were points that needed additional consideration.

Review and successes of PEAK Week were shared. Stacey Gish explained the week was redesigned from last year in response to student feedback. She requested suggestions for improvement be sent to Dr. Shane Spiller, Dr. Evelyn Thrasher, or herself. Dr. Spiller recommended making a poster of the PEAK Week follow up poster to be displayed in Grise Hall. Dr. Ismail Civelek proposed focusing certain events toward juniors and seniors. Dr. Coleman thought it would be beneficial to the PEAK Program if student testimonials were gathered.

Dr. Coder revealed what was discussed during the recent Student Advisory Council meeting on behalf of the Student Success Action Team. The SAC provided input on how we can better serve the students of GFCB. She distributed a "Sustaining Excellence" brochure. Dr. Coleman suggested the brochure be available in an App for students to utilize on their phones. It was agreed that both an app and hard copy would be helpful to the students. Dr. Katz mentioned that Dr. Thrasher brought up in a different meeting the concept of a 'passport' for students. The idea is that students would get 'stamps' as they go through the progress of the program. Dr. Katz suggested adding a study abroad component to the process.

Dr. Ciampa reviewed the Facilities Action Team's progress. The team discussed the deadbolts on classroom doors suggestion and recommended to change the suggestion to have an Automated External Defibrillator (AED) installed on each floor of Grise Hall. Currently, there is only one AED in the building. Ms. Hughson suggested reaching out to the Nursing Department for training. Dr. Spiller proposed reaching out to others

on campus for a cost-sharing partnership, possibly the Health and Wellness program. The SPC agreed to move forward with getting AEDs on each floor of Grise Hall.

Ms. Duvall shared an update on the External Engagement Action Team. She expressed how impressed BEAC was with all the activities going on in GFCB. They suggested getting involved with high school students through Junior Achievement.

Ms. Gish reviewed the Marketing/Public Relations Action Team update. It was suggested by one of the BEAC member to supply a GFCB Brag Sheet, a 10 – 15 bullet point of GFCB events and accomplishments, to our alumni.

Dr. Ciampa reminded SPC that a new chairperson would need to be selected in the spring. Dr. Katz congratulated Dr. Ciampa for doing a great job in leading the SPC for the past 2 ½ years.

Dr. Spiller gave an AACSB update and distributed the GFCB Mission Statement and Strategic Objective information. The AACSB Review Team wants to meet with the SPC Committee. Dr. Katz thanked Dr. Spiller, Dr. Wells, Dr. Trawick, and Ms. Gish for their efforts in getting the report ready to mail to the review team.

Dr. Ron Rhoades led a discussion covering Enhanced Student Success and Retention. Topics that were discussed include: Cohort scheduling, living and learning communities, cost involved, resources and updating BA 175. Dr. Trawick suggested Dr. Rhoades reach out to Bethany Smith for her input. Dr. Katz thanked Dr. Rhoades for his input and effort in this report. A motion for the SPC to support for the proposal was made by Dr. Coleman, and seconded by Dr. Leguizamon. The motion carried unanimously.

Dr. Ciampa thanked everyone for their help on the SPC. The meeting ended at 9:16 a.m.