

**Gordon Ford College of Business**  
**Strategic Planning Council**  
**February 13, 2018**  
**Minutes**

Attendance included, Mark Ciampa, Ismail Civelek, LeAnne Coder, Phillip Coleman, Scott Cox, Monica Duvall, Stacey Gish, Jeff Katz, Sebastian Leguizamon, Ron Rhoades, Melloney Simerly, Evelyn Thrasher, and Michelle Trawick

Dr. Ciampa welcomed everyone and thanked them for being present. The minutes from the November 14<sup>th</sup> meeting were distributed to the SPC. After a quick review by the SPC members, the minutes were approved with no corrections.

Updates from Action Team Leaders:

- Facilities Action Team – Dr. Ciampa
  - Dr. Ciampa reported currently there is one AED (Automated External Defibrillator) in Grise Hall. It is located on the first floor. Research has been done of how many are needed, and the conclusion was from the time an ‘event’ starts to the time the AED begins should be a maximum of three minutes. The Facilities Action Team proposes to have one on each floor. With the cost of each unit being around \$1000, purchasing four additional units is a cost concern. The Facilities Action Team is recommending that four units be purchased, one for each floor. If the college was not able to commit those funds at this time, an alternative proposal is for two units to be purchased (one each for the third and fifth floors) during the Spring 2018 semester, and the remaining two units be purchased in the Fall 2018 semester. The university has agreed to absorb the cost of maintaining the devices and checking them regularly. Training will be offered and it was suggested to present training during our fall faculty and staff retreat. Sociology and Political Science will be invited to attend the training as well, since they also occupy Grise Hall. The Facilities Action Team will put together a proposal for GFAC’s review. Dr. Trawick mentioned the new trash cans. While they look more appealing, the stiff flaps on the lids were an issue and it was addressed.
  
- Faculty and Staff Success Action Team – Dr. Coleman
  - Dr. Coleman has been in contact with Ms. Karen Pickerill. While there have been some discussions, he is waiting to see how budgets are effected before moving forward with plans.
  
- Student Retention & Recruitment Action Team – Dr. Rhoades
  - Dr. Rhoades gave an update regarding the Living Learning Communities (LLC). GFAC approved the LLC proposal and a donation was received so we are able to move forward with this new strategy. A resident assistant and a learning assistant will be working with the students. There will be one female and one male cohort, totaling 40 students in fall 2018. This project has joined with PEAK and they are looking at additional LLC opportunities. A brief explanation of how the LLC will work in regards to cohort and class schedules was presented.
  
  - Dr. Trawick mentioned GFCB Day, which will be held on February 24<sup>th</sup>. Prospective students will be visiting our college in an effort to increase numbers at TOP. Two hundred guests,

which include 80 students, are expected to attend. Dr. Trawick asked Dr. Rhoades for information on the LLC to present during the day. The welcoming session begins at 1:30 pm in the auditorium.

- Dr. Thrasher explained that PEAK plan to offer high-impact events to support the LLC program.
- Student Success Action Team – Dr. Coder
  - Dr. Coder shared that student Kelsey Hughson has reached out to successful students asking for their feedback on what worked, and did not work, for their student success. They will begin with surveying through a paper format and will move to an app format.
- External Engagement Action Team – Ms. Duvall
  - Ms. Duvall mentioned reaching out to Dr. Andrew Head regarding the Financial Planning Symposium and the Center for Financial Success.
- Marketing/Public Relations Action Team – Ms. Gish
  - Ms. Gish announced that she is making an effort to contact different newspapers, The Louisville, KY area is also an area that she is directing her attention. She is addressing students' needs of those taking evening classes, as well.

Dr. Rhoades shared that besides the Living Learning Community project, there are no further updates to report for the Enhance Student Success and Retention effort.

Dr. Diane Hoadley, AACSB peer review team chair, mentioned the GFCB mission statement in several conversations. Discussion of our current mission statement occurred. Does it appropriately measure what we do in GFCB or do we need to reevaluate and update it? Dr. Trawick explained that Dr. Hoadley mentioned our strength and our culture demonstrates a student-focused environment, yet it is not reflected in our mission statement. Dr. Leguizamon clarified the difference of a mission statement and a vision – a mission statement has measurable outcomes where as a vision statement does not. Dr. Ciampa suggested forming an SPC action team to begin work Fall 2018 developing a new mission statement for GFCB. By then, we will have the results and feedback from our AACSB report and the university will have updated their mission statement so that our mission statement would be a smooth fit with the university's statement. Dr. Katz shared with SPC members that both Dr. Hoadley and Dr. Shawn Mauldin had positive comments to share with President Caboni and Provost Lee during their final meeting.

Dr. Ciampa reported that several methods were used in reaching out to faculty and staff for nominations for the new SPC Chair. Dr. LeAnne Coder, Dr. Shane Spiller, and Dr. Whitney Peake were offered to Dr. Ciampa as candidates for the position, and he followed up with each to determine their level of interest. All were agreeable to accepting the role, if chosen. Dr. Ciampa opened the floor for additional nominations. Dr. Trawick suggested Dr. Sebastian Leguizamon, and he accepted the nomination. The next step will be to follow up with GFAC and department chairs to ensure the candidates are able to perform the duties of the position without it interfering with their other faculty responsibilities. Each candidate will offer a one to two paragraph (300 words) position statement relaying their vision as chairperson of the SPC to be reviewed by full-time faculty and staff GFCB members. There will be a voting opportunity open to all full-time GFCB faculty and staff prior to the next SPC meeting, on April 17<sup>th</sup>. During the April meeting, plans are to have a college-wide reception thanking Dr. Ciampa for his service and announcing the new SPC Chair. Dr. Trawick

suggested the bylaws be updated to reflect the process of electing a new chair. Dr. Thrasher made a motion to amend the bylaws to reflect the new process of electing a chair, and Dr. Simerly seconded the motion. It was unanimously agreed by all members present to update the bylaws to reflect the new process.

Since there were no other discussion items, the meeting adjourned at 9:01 am.