



**KELCE**  
**COLLEGE OF BUSINESS**  
Pittsburg State University

**MINUTES**  
**Kelce Leadership Team**  
**October 1, 2019, 9:00 a.m.**

**Present:** Dr. Din Cortes, Mr. David Hogard, Dr. Steve Horner, Dr. Paul Grimes, Dr. Lynn Murray

- I. rpk Group Meetings Review
  - a. Discussed meetings with rpk Group representatives yesterday and what to expect in their meeting with the KLT today
    - i. Will work with them to be a team players within the process
    - ii. Will focus on the positive areas in which the Kelce College is contributing as compared to other colleges
- II. Consolidated Promotion and Tenure Committee
  - a. Dr. Horner has received the recommendations from the committee for this year's P&T candidates
- III. Outstanding Alumni Recognition
  - a. Dr. Horner will be working with Jon Bartlow to set up a schedule for this year's Outstanding Alumni winners to be hosted by the Kelce College of Business
- IV. Kelce Golf Tournament
  - a. Kelce Golf tournament will be held next Monday in Overland Park. Dr. Cortes taking grad students and picking up chicken
  - b. Will try to get Golf Tournament scholarship recipients to attend the tournament
- V. Dean Grimes to attend MidAmerican Business Deans Conference in Chicago and will miss golf tournament
  - a. Discussion of feedback items to present to AACSB reps at the conference
    - i. Potential to change accreditation calendar – extend time frame for visits
    - ii. Changes in faculty qualification guidelines
  - b. Group encouraged to review new standards proposal and submit feedback to the dean prior to conference
- VI. Meeting moved to Overman Student Center to meet with rpk Group concerning ongoing consulting project

**rpk Group Meeting with KLT**  
**October 1, 2019, 9:30-10:30**  
**Overman Student Center Sunflower Room**

rpk Group representatives present: Bryan, Katie, and Lawrence  
Also in attendance: Provost Howard Smith

- I. Data Questions
  - a. Discussion on aggregate data that had previously been distributed
    - i. rpk representative will be available via e-mail to answer data questions ([khagan@rpkgroup.com](mailto:khagan@rpkgroup.com))
- II. Market Research
  - a. Who are competitors of the Kelce College?
    - i. Emporia, MSSU, all MIAA schools, local sister schools in Kansas and some in Missouri
    - ii. On-line MBA program competition is nation-wide
      - 1. Competitive advantage is the cost of the program (2<sup>nd</sup> lowest tuition in the nation)
      - 2. Growth of the on-line MBA has been greater than the closest competitor, ESU
    - iii. Data Analytics Certification
      - 1. Currently discussing and working with Podium Education to establish this program
      - 2. Discussions are on-going with Podium in regards to revenue generation
    - iv. Discussion on potential partnerships with local and regional businesses
  - b. What keeps the KCOB from attracting more students?
    - i. Old, outdated, run-down building
    - ii. Staffing – salary structure makes it difficult to be competitive and have had several failed searches
      - 1. Consequence is less students in courses
  - c. Other programs that could be offered?
    - i. Sales Certificate program
    - ii. General Business degree
    - iii. Entrepreneurship program – not enough staff to establish this program
    - iv. 3-Day Start-Up will be held at Block 22 in downtown Pittsburg in a few weeks
    - v. International Business program – there is a need for more resources to keep this program going
  - d. Underperforming programs?
    - i. Economics program – changed name of the major to Business Economics and have attracted more students

- ii. CIS – need more resources for staffing these courses
    - iii. IB – there are issues with staffing for this program
    - iv. Accounting program – need to have additional qualified faculty in the program
      - 1. The MPAcc program was launched last year and enrollment numbers have not been up to par because of staffing issues
    - v. Discussed promoting a hybrid program, but downfall would probably be that it would cause problems with AACSB accreditation for the college.
  - e. Potential new programs?
    - i. Marketing program
    - ii. Microsoft certifications
    - iii. SAS partnership
- III. Academic/Administrative Structures
- a. Plusses include
    - i. Being able to call almost anyone on campus and be familiar with the staff and departments
    - ii. Discussed relationships that have been built with on-campus units through the on-line MBA (AP) program
      - 1. Also working with Instructional Connections and Academic Coaches
    - iii. Have there been problems associated with starting the On-Line MBA Program?
      - 1. Getting all systems to work within the PSU home-grown IT program
      - 2. Discussed the need to have technical support within the college to support this and other types of programs.
        - a. The Outreach and Business Engagement Director could potentially assist with these programs, however, the IT support person for the college now reports directly to IT so they are less available to assist.
    - iv. Opportunities for Improvement?
      - 1. More support in the IT area is needed – it generally takes 6 months to begin working on a requested project
      - 2. Tech support personnel are not as available as they used to be
      - 3. There is a need for more resources within the college
    - v. Ways to overcome issues?
      - 1. Continue the IB program – might be able to offer it as a certification or a minor
      - 2. Issues would need to be discussed by KLT and taken to the faculty and faculty committees, who own the curriculum, before resolution could occur
    - vi. Tracking administrative services?

1. Tracking administrative services could potentially enable the college to have more resources.

IV. Using Data/Data Informed Culture

- a. Distributed the 4-UP Template to KLT and stated that this is a tool used to drive conversations/goals, to apply urgency for programs and to focus on the “WE” at PSU.