

MINUTES

Kelce Board of Advisors Meeting
12:00 Noon, October 18, 2019
#121 Kelce College of Business

Present: Doug Ball, Ben Burns, Din Cortes, Doug Eaton, Tommy Elms, Brenda Flood, Nancy George, Paul Grimes, David Hogard, Steve Horner, Holly Kent, Lynn Murray, Timon Oujiri, Randy Piccini, Terry Puett, Rachel Vanzant

Guests Present: Steve Scott

Absent: Jeff Beasley, Paul Bergant, Ken Brock, Terry Calloway, Susan Cook, Mike Foster, Vince Horton, John Ison, Brandee Johnson, Daniel Kjergaard, John Lowe, Charles Myers, Jeff Ney, Mark Paden, Jerry Ross, Lee Scott, Cheryl Sullivan, Steve Thompson

I. Lunch and Special Presentation

- President Steven A. Scott – University Update
 - Dr. Scott welcomed board members to campus
 - Stated that it has been a productive fall semester
 - Updates
 - Condoleezza Rice gave a presentation at the Bicknell Center recently
 - Speaker series elevates the campus (Bill Clinton and Mike Huckabee?)
 - Just finished Phase 4 of library renovations
 - Recent ribbon cutting for the lecture hall in Nursing – includes new technology for the program
 - Block 22 with restaurants, apartments and offices have added to the downtown area
 - Working on raising funds and utilizing R&R funds for the proposed renovation to the business building.
 - Will probably be able to bring \$6 million from R&R funds and possibly more if R&R funding for faculty offices can be used.
 - Enrollment – Professional MBA program has helped increase total enrollment for the University and several other graduate level programs.
 - Total increase PSU for the fall semester is 20 students.

II. Welcome and Opening of the Meeting – Chair Nancy George

- Introduced Dr. Steve Horner – new Interim Associate Dean for the KUSB (Management Associate Professor)
- Tad Dunham has resigned from the KBOA and will retain Emeritus status on the board when that is defined in the Bylaws.

III. Development Update – Holly Kent, Director of Development for KCOB

- 2019 Annual Golf Tournament Results –
 - Updated the board on the golf tournament held on Monday, October 7 in Overland Park
 - 15 companies participated
 - This was the largest golf tournament to-date
 - 2-\$1000 scholarships were awarded from the Golf Tournament scholarship account this year
- KBOA Endowment Update – currently over the \$25,000 mark

- Building Fundraising Update- \$12 million donated with \$4 million committed
- Phonathon callers – alumni are encouraged to engage with phonathon callers and give them demographic information, etc.
- Direct fundraising mailing update
- Faculty/Staff campaign is coming up

IV. College Update

- Introduction of the Interim KUSB Associate Dean and Chair of the Faculty – Steve Horner
- Professional MBA Update – Din Cortes, Associate Dean
 - There are a total of 260 students enrolled in the program, with 190 enrolled this session
 - Applications for the program are coming from all areas of the United States including southeast Kansas.
 - AP will be on campus at the end of October to do videos of instructors for marketing purposes.
 - There are about 15 PSU/ Kelce faculty who have taught courses for the program so far.
 - Class sizes are growing – up to 70 students in these graduate level courses.
 - Academic coaches help professors with courses.
- Economic Outlook Luncheon on 10/22/19 – Paul Grimes, Dean
 - This program is conducted every year in cooperation with Wichita State University. All local board members are invited to attend.
- Outreach and Business Engagement – Lynn Murray, Director
 - 3 Day Startup Event – non-profit out of Austin, TX –
 - Facilitator will walk participants (students) through a lean start up.
 - Event will be next week-end at Block 22.
 - Keynote speaker is from Tulsa – Clifton Taulbert.
 - 35 students are enrolled, 5 mentors, with 4-5 panelists.
 - Teaches students the process of starting up a business from start to “finish”
 - Proposed Sales Center/Certificate Program
 - We are moving along with establishing a Sales Center/Certificate Program
 - Goal is to start offering classes for this program fall 2020
 - Demand appears to be high for this type of program
 - 12 course program and certificate program will need to be legislated
 - New Marketing and Outreach program brochures were distributed for review
 - The new brochures were distributed at Rumble-in-the-Jungle and to all prospective students.
 - Professional Development Seminars with Wichita State
 - A brochure was distributed about these Professional Development seminars.
 - Seminars are 10 week supervisor programs.
 - Seminars give participants skills needed to manage people.
 - Revenue will be split with WSU - instructors for the program are from WSU.
 - Program will begin in the spring and does not need to be legislated. Program is a face-to-face program.

V. Board Initiatives

- Business Professionalism – Holly Kent
 - Business Professionalism course has been legislated and is currently being taught
 - Course Update and Plans for a Networking Event
 - Holly gave a review of the course she is currently teaching and what types of skills are required of the students:
 - Focused on getting the students out of their comfort zone

- Large component for the course is writing (writing-to-learn course)
- Works very closely with Career Services and the career resource room.
- Students have taken the course very seriously.
- Will be working to continue to improve the curriculum with other instructors of course.
- Business Etiquette Dinner
 - Used KBOA fund to pay required fee for students to attend the dinner
 - Students were required to do an analysis report after the dinner.
 - It was a good experience for all students.
- Would like to provide a networking event for students with Kelce board members who are available to meet with them. Please contact Holly if interested in participating.

VI. Proposed Curriculum Initiative

- Data Analytics Certificates - Podium Education Proposal
 - We are looking at offering an on-line certificate program in data analytics – through Podium Education
 - Podium would design and provide the instruction for the courses, which are different than the Professional MBA.
 - PSU/KCOB would provide the credits for the program.
 - 4 courses in data analytics (at the graduate and undergraduate level) will be offered and PSU would grant the certificate upon completion.
 - Students will be pay tuition and then the Kelce College would share a portion of the flat rate tuition with Podium
 - Program is targeted to existing PSU students.
 - Challenge will be for those existing students paying flat rate tuition – agreed in concept to a scenario where these students fees would trade off depending on which students are enrolled in the courses (full-time, or those enrolling just in these courses).
 - Courses would be allowed to satisfy elective requirements toward their degree.
 - Courses will still need to be legislated as well as legislative approval for the two certificates (undergraduate and graduate).
 - Additional cost for the KCOB is that there needs to be an advisor for the program.

VII. Old Business: KBOA Bylaws – Articles of Organization

- Brenda, Rachel and Mike worked with the KBOA executive committee to review the bylaws
 - Last reviewed and updated 2012
 - Article I – no changes
 - Article II. A. limits number of members to 30; we are now at capacity – reviewed changes on copy in yellow
 - Will need to add a subsection on what emeritus status would entail rather than stating that emeritus status is considered when “members continue to remain active with meetings and/or committees”.
 - Discussion followed on emeritus status duties and requirements
 - Section C. Committees – discussed potential changes as highlighted by the Bylaws Committee
 - Section C. 2a. discussed potential changes highlighted in yellow
 - Add a section to govern the Young Alumni Advisory Board? Reviewed possible changes to this section of the bylaws. Will ask YAAB to have their bylaws formed and to present them to the next KBOA meeting.

- Is the committee structure working for us? – discussed having other alumni who are not on the board participate on board committees
- Membership terms and other provisions need revised to align with practice
- Will modify the bylaws based on discussion today and will review at the next KBOA meeting.

VIII. New Business

- Micropolitan Economic Report recent edition was distributed
- KBOR Fall Enrollment report for 2014-2019 was distributed and discussed – does not include students who have a 2nd major in the college

IX. Adjourn – 3:10 pm