



KELCE  
COLLEGE OF BUSINESS  
Pittsburg State University

**MINUTES**

Kelce Board of Advisors Meeting  
12:00 p.m. CDT, October 21, 2022  
Crossland University House

**Board Members Present:** Doug Ball, Ken Brock, Ben Burns, Doug Eaton, Tommy Elms, Nancy George, Brandee Johnson, Jeff Ney, Terry Puett, Rachel Vanzant

**PSU Representatives Present:** Alex Binder, Din Cortes, Chelsey Decker, Paul Grimes, David Hogard, Mimi Morrison, Lynn Murray, Dan Shipp, Howard Smith

**Board Members Absent:** Jeff Beasley, Paul Bergant, Terry Calloway, Brenda Flood, Michael Foster, Joe Harris, John Ison, Daniel Kjergaard, John Lowe, Charles Myers, Timon Oujiri, Mark Paden, Lee Scott, Shelly Schorer, Cheryl Sullivan, Steve Thompson

- I. Welcome and Meeting Opening – Nancy George
  - A. Group Photo Shoot
  - B. Lunch Served at Noon
- II. Introduction of President Shipp and Provost Smith – Paul Grimes
  - A. Dr. Shipp introduced himself and his initiatives so far at Pitt State with the Kelce building project being the top priority.
  - B. Dr. Smith and Dr. Shipp opened up conversation on advancing a proposal to KBOR to offer all students an opportunity to earn an Associates degree from Pitt State.
    1. This would be a “two for one” - obtain AA on the way to earning Bachelor’s degree
    2. This will recognize our students’ progress and award those that must stop out.
    3. Not competing with community colleges for students. We will partner with FSCC.
  - C. Discussion of centralized advising initiative
    1. Student advising will be moving to campus-wide professional advising structure.
      - In the process of merging the Career Center and a new university -wide advising unit within Student Success
      - Advisement is very important to retention and graduation rates
      - Need advisors with financial aid knowledge and people who can build interpersonal relationships with students
      - Will be focused on “Life Coaching/Student Success” for the university
  - D. New approach to scholarships will be implemented to offer four-year packages to incoming students instead of annual awards
    - Expensive to implement – will require new approaches and fund raising.
    - Will need to discount tuition and fees - not currently being done at Pitt State.
    - We are behind the curve relative to our competitors in the region.

E. Kelce Building Project – Pivot to Plan B

1. Kelce building project is the top priority for Dr. Shipp and his administration. The Colleges of Business and Education are the biggest revenue producers for the campus. It is much tougher to recruit students with the current business building facilities.

2. Plan B

- discussions began with building a facility for the college of business to be located in the downtown area with centers from other colleges participating as well
- will leverage and complement the city's plans for a new convention/conference center in the 4<sup>th</sup> and Broadway district
- currently in the design phase of what can happen for the college downtown
- there is a possibility of building a green-way from campus to downtown
- architects are building off the original design along with enhancements for other units to provide outreach learning services and to support corporate engagement and extension learning
- building downtown unlocks additional funding opportunities – state matching program (1 for 3 match) plus partnership potential with city government
  - shared spaces and programs with the new city convention center
- These ideas are a concept at this point
- Alumni/large donors have been very supportive
- Discussion:
  - Questions about getting students back and forth between campus and downtown; bad weather, parking, public transportation options, etc.
  - Would potential students and other constituents be as impressed with facility if it was off campus?
  - Kelce is currently the front door to campus
  - Naming opportunities currently funded – current lead donor wishes to see project moving forward
  - All other donors to be contacted and their wishes regarding gifts will be respected
- Kelce hasn't been treated as a top priority for funding over the last several years
- The plan is to have this project done within 3 years (Dr. Shipp)
- Discussed the cost of not completing this project to all other programs within the university – if this project doesn't get done, enrollment and revenues will fall
- Funds are not available for Plan A – need a good Plan B
- Discussed student experience – need to still feel like they're part of campus community – will need to integrate students during freshman and sophomore years when most classes will be held on main campus
- This model could distinguish Pitt State for prospective students
- Student mind-set has changed since the pandemic; students adapt and will connect to campus; will support students where they are
- How will placing business school off campus affect students who need to take business courses?
  - Details have not been determined – shuttle system will need significant upgrades and enhancements.
  - New Advising Center can help students get into the correct courses so they aren't jammed up with time trying to get to their remotely-located classes.

- Some courses (lower-level) would necessarily be offered on the main campus. Faculty will need a campus “office hotel” to support teaching.
- Working on issuing yearly schedules of courses for planning purposes.
- Need to be flexible in our thinking – will continue trying to figure this out.

### III. College Development Activity

#### A. 2022 Golf Tournament – Jeff Ney

##### 1. Annual Tournament was 10/03 at Brookridge in Overland Park

- there were 27 foursomes and 13 corporate sponsors (2 new)
- added new sponsorship level due to greater amounts given from sponsors
- tournament proceeds will add just under \$10,000 to the scholarship fund
- endowment fund is now between \$70K and \$80K, with \$5K in the operating fund
- one of this year’s scholarship recipients spoke at the dinner
- Jeff receives many comments from participants that it’s obvious that Pitt State is involved and engaged with helping students
- awarded our 9th & 10th tournament scholarships this year
- next year’s tournament will be the first Monday in October of 2023

#### B. KBOA Endowment and Giving – Terry Puett

1. Currently in year of record for accreditation. Next year is visitation
2. Advisory Board can assist by being supportive – financial contribution (July 1, 2022- June 30, 2023)
  - October principal balance: \$29,446.57
  - October expendable balance: \$3,770.16
3. Our goal is for 100% Board participation
4. Contact Holly for more information on how to support the college financially

### IV. College News – Paul Grimes

#### A. AACSB Year of Record

1. Visit Scheduled for November 5-7, 2023
  - will have a function with the board and the review team – time and structure of the event to be determined by the team
2. Revision to Peer Review Team
  - *Robin Sronce, Southern Arkansas University* (newly named)
  - Latisha Settlege, University of Arkansas at Fort Smith
  - Marilyn Helms, Dalton State College (GA)
3. Review team chair will visit campus in the Spring – Dr. Grimes will schedule dates and let KBOA know for possible involvement

### V. Advice and Counsel Discussion – Lynn Murray and Alex Binder

#### A. Professional Certificates and Badges – Coursera Opportunity

1. Working on integrating certificate programs with Coursera which could be offered to current students, community members, across multiple disciplines.
2. Employers generally like these types of credentials when hiring. Discussion points:
  - Certificates can add credibility on top of a degree for hiring.
  - Most employers would put more weight on student having a degree.
  - At Leggett & Platt certificates would definitely help with hiring as their hiring qualifications are changing.
  - Certificate actually shows proficiency if properly vetted.

3. Are companies interested in offering these types of programs to their employees?
  - Kelce could offer opportunities to earn certificates at a lower rate than taking it directly from Coursera if we enter into an agreement
  - Cost of agreement is \$50K/year but can get discounts for longer term contracts.
4. Need a champion in order to start this type of program
  - CTLT is interested in helping
  - Kelce would have to sell the idea to other colleges on campus
  - Will connect with Leggett & Platt to see if they are interested in partnering
5. General consensus among KBOA employers is that these types of certificates would not make a big difference in their hiring practices.

VI. Old Business

- A. KBOA Member Engagement Reporting Form Operational – Now Open for Reporting <https://forms.office.com/r/TuywCEaprg>
  1. Engagement portal was set up after last meeting – only one respondent so far – will help with preparation of continuous improvement report for accreditation
- B. A separate KBOA page is linked through the KCOB homepage – includes minutes, link to form, link to page describing membership

VII. New Business

- A. Spring and Summer meetings – summer meeting will be virtual, spring meeting will be hybrid, fall meetings planned to be in person – April is preferred month for meeting (week of 17th or 24th)
- B. Committees – need to expand the board
  1. Membership/Nominating Committee – need to nominate new members.  
Discussion on trying to recruit some from the young alumni group that has already met. Dr. Murray will forward info to the committee for potential nominees.
  2. Career Readiness Committee – need to establish objective for this committee; could work with Business Professionalism class on a projects

VIII. Adjournment – 3:00 p.m.