

Values Commitment Steering Team Meeting Minutes  
02/13/ 2014

Committee members in attendance were Bob Sitler, Michael Branton, Leila Roach, Lynn Schoenberg, and Rina Tovar. Savannah-Jane Griffin, director of community engagement, was invited to the meeting to share her ideas on Values Day and how to promote participation within the School of Business.

The following are some of Savannah-Jane's ideas drawn from her educational experiences and as director of community engagement. Savannah is an alumna of the Business School and shared some of her experience as a student and how they have shaped her career. She took many community-engaged learning courses in the Business School. Some examples include:

- Strategic Planning Course where students consulted with non-profit agencies in conducting strategic plans
- BN 109 Course where students completed a four-hour service project as a team and reflected on their experience through a presentation

As director of community engagement, Savannah shared some of the courses the Business School faculty members are teaching that incorporate experiential learning. Savannah suggested asking some of the following professors to present at Values Day:

- Maria Rickling, professor of accounting, manages the Volunteer Income Tax Assistance Program (VITA) partnering with United Way
- Scott Jones, professor of marketing, had students participate in the United Way Allocations Process – <https://www.youtube.com/watch?v=pg5SFDbnEYc>
- Gary Oliphant, social entrepreneurship-- [Course listed in Certificate of Community Engagement](#)
- Bill Andrews, Management, has a strong focus on social entrepreneurship
- Nick Maddox, Management, has students serve as consultants for local family businesses/non-profit agencies
- Becky Oliphant, Marketing, has students serve as consultants for local family businesses/non-profit agencies
- Greg McCann, Family Enterprise, focuses on personal growth
- Peter Begalla, Family Enterprise
- Carolyn Muller, International Business – [X-Culture tests students in virtual world](#)
- Robert Boozer, Management, has students complete projects in the community
- John Tichenor had students complete a Carrotmob Campaign: <http://www.carrotmob.org/>
- Ben Goss, Sports Management, has students put together a fundraising event to support Stetson Athletics

Savannah also had some ideas to add to Values Day:

- community partner/study abroad fair
- history trolley tour of Deland
- service projects
- Oxfam hunger banquet – President of Oxfam Club is Kevin Berstler

Discussion pointed to the fact that lack of participation in Values Day by the School of Business is a communications problem as opposed to an institutional one and that specific business faculty should be contacted. Bob Sitler will set up appointments with some of the faculty.

Leila Roach and Bob Sitler are working on Values Day. Savannah-Jane Griffin volunteered to help, and since the task force is shorthanded, it was recommended that she be asked to serve after gaining approval from her supervisor. In addition to his encouraging the Business faculty to participate, Bob will contact the Art Department regarding art relative to eating disorders. Plans for Values Day will include an opening speaker, workshop, and lunch. The date, September 16, coincides with Mexican Independence Day, so a suggestion was made that the Mexican consulate send someone to campus. Other facets of Values Day could include the following:

- Correlate with the Study Abroad Fair
- Invite non-profit agencies to campus: Hunger Banquet, Opportunities Fair, Americorps
- Have a service project where students could sign up in advance and at the end of the conference, do a slide show of the students serving the community.
- Have an optional common reading similar to the Book Feast and invite the author to speak on Values Day

Leila Roach volunteered to edit past minutes to get them ready to post online. The meeting Bob was going to have with Dr. Libby and Dr. Paul where he planned to discuss posting the minutes online did not materialize.

Lynn Schoenberg reported on the Wellness Proposal. It was pointed out that task forces should take minutes. The proposal is on hold although Shelia Daniels is serious about negotiating with BC/BS. Problems associated with it include the fact that Shelia was not aware of it; it took too long to prepare the proposal; Al Allen should be informed; it will require budget and staffing. It was commented that the task force only makes recommendations: the feedback comes from the committee.

Beth Paul still has the cultural credits cover letter.

Consideration continues regarding the investments committee. KC Ma is interested in competition. An idea was raised about having an SRI competition. Bob Sitler will follow up with Bob Huth.

Bob Sitler was favorably impressed after meeting with Paul Johnson and Lindsey Bishop in Dining Services: wastes are being composted, and vegetable protein options are being offered. There was discussion about using local suppliers, but it was pointed out that there are restrictions on where they can purchase food supplies. Bob expressed his satisfaction with the meeting and recommended putting a hold on it for now.

John Jett provided a list of the landscaping chemicals currently being used on campus, and disappointment was expressed at the continued use of so many chemicals when we should be using more organic landscaping treatments. It was stated that this list should be posted on our web site to inform the campus community of the presence of these chemicals. Bob Sitler will present this information to President Libby and Provost Paul.

Diversity statistics were presented, and it was concluded that the focus should be on more Latino hires. Michael Branton stated that the Asian population should be represented as well. It was concluded that more needs to be done regarding diversity, but our chances of hiring diverse faculty are small because of the competition of other schools and because there are so few prospects available. It was also stressed that relationships are key: they should be heard and appreciated. It was recommended that in light of Provost Paul's expressed framework of rigor, responsibility, and relationship, more should be done to strengthen relationships. Bob Sitler will discuss this with Beth Paul.

The committee will meet next on February 27, 2014.