

Minutes of the Strategic Planning Council
May 9, 2008

The Strategic Planning Council of the Gordon Ford College of Business met on Friday, May 9, 2008, at 2:00 p.m. in Grise Hall 441. Members present were Dr. William Tallon, Chair, Dr. Richard Aldridge, Dr. Ray Blankenship, Dr. Cathy Carey, Mr. Wayne Carter, Dr. Thad Crews, Dr. Bob Hatfield, Ms. Pat Jordan, Ms. Lynn Minton, Dr. Dan Myers, Dr. Bob Reber, Mr. Krist Schell, Ms. Bethany Smith, Dr. Patricia Todd, Ms. Amanda Trabue, Dr. Michelle Trawick, Mr. Cody Turner and Ms. Kristina Harvey.

Dr. Tallon called the meeting to order and asked for approval of the minutes. Dr. Aldridge made a motion, Dr. Hatfield made a second and the minutes were approved without changes.

Dr. Tallon announced that everyone's folders contain the revised Bylaws and Operating Principles. There were no changes suggested. He remarked that the Student Advisory Council has added to their bylaws that will serve as representatives on the Strategic Planning Council.

Dr. Tallon opened discussion regarding the revised Strategic Plan. He said that the Vision Statement is his idea and asked for suggestions on how the GFCB should be measured. It was decided that it should read, "be recognized as a premier", and should delete "master's level." Discussion was held about why students should attend GFCB and possible talking points (strengths) of the college.

Dr. Tallon directed the discussion to Action Team Reports. He announced that everyone's folders include an Appendix D that should be completed for next year and approved at the October SPC meeting.

Dr. Cathy Carey gave a report for the Code of Ethics Action Team. She said the policy lists the core values of GFCB used in part of the strategic plan. Dr. Trawick suggested emphasizing the first two sentences so that they appear to be most important. Dr. Tallon commented that he would like to have these finalized to pass out at the fall college meeting to ask GFCB to formally adopt the policy.

Dr. Michelle Trawick gave a report for the Honors Action Team. She explained that their goal has been to build community with honors students. She expressed concern about the low number of course offerings for this fall and commented that she needs help and more resources for the Honors program to be successful. Dr. Tallon asked for another copy of the course rotation she developed and said he would bring it before the chairs at their summer retreat.

Ms. Lynn Minton gave a report on the Communications and Marketing Action Team. She explained that the focus for WKU students is to emphasize GFCB but at the high school level they must emphasize WKU. She announced that she is working on an Annual Dean's Report this summer and asked for any suggestions for the upcoming billboards.

Ms. Bethany Smith gave a report on the Living and Learning Community Action Team. She mentioned that she sees the LLC as just a learning community in the future, not living and learning. For the Fall of 2008 the requirements are an ACT of 21 or higher for 75% of the group.

Only 25% will be taken with an ACT lower than 21. Dr. Reber suggested a study/TV lounge on the 5th floor for this group.

Ms. Pat Jordan gave a report for the Advising Action Team. She announced that Commerce Day has been scheduled for November 12. She expressed concern about the short time line and suggested moving the event. It was suggested that a conference for 300 and 400 level classes be held with exposure to professionalism and different career paths for the various majors. In the Spring an Internship Day Fair could be held.

Dr. Philip Coleman gave a report on the Student Quality Action Team. Discussion was held about "drop/add" requirements. Dr. Reber signs these forms and expressed concern about how to tighten up on the procedures. Dr. Coleman said the team is looking for feedback on a preferred style manual. The team is also working with the Math department on developing a business math course.

Dr. Dan Myers gave a report on the Global Learning Team. He spoke about the dual degree program and the North American MBA. He said they are looking at the tuition imbalance.

Dr. Tallon opened the floor for New Action Items and Walk-ons.

Mr. Krist Schell thanked everyone for their support and help with the Business Plan Competition. He talked about the SIFE Presentation for the Rotary Club. He also said he was involved with judging for the FBLA competition and mentioned an opportunity for the GFCB to get more involved and possibly host the competition. Dr. Hatfield commented on positive experiences with the group at Moorehead. Dr. Tallon said is definitely something the college would be interested in.

Dr. Tallon announced that the building committee will get together this summer to work on concepts for the new building. He hopes to have the plans done by Fall.

Dr. Tallon said he will send out Appendix D electronically.

The meeting was adjourned at 4:10 p.m.

The next meeting will take place Friday, October 10, 2008 at 2 p.m. in Grise Hall 441.