

Gordon Ford College of Business
Strategic Planning Council Meeting
October 12, 2012
Minutes

Members present included Drs. Johnny Chan, Philip Coleman, Bob Hatfield, Dan Myers, Mark Revels, Shane Spiller, Michelle Trawick and Mr. Krist Schell, Mr. Cody Turner, Ms. Stacey Gish and Dr. Jeff Katz, presiding.

Dr. Katz welcomed everyone and announced that the Strategic Plan has been approved by all constituents. The Business Executive Advisory Council will be presented the plan on October 19. Dr. Katz asked the SPC action teams for reports.

Dr. Trawick gave an update for the GFCB Scholarship Committee. She said in August they began meeting to discuss the process for providing scholarships to incoming freshman. GFCB is now listed in the WKU Freshman Scholarship Booklet. The committee is working on an application process. She said Jared Holland expressed concern that GFCB needs to work on the communication process to make sure scholarships are actually awarded.

Dr. Philip Coleman gave an update for the Student Retention, Recruitment and Success team. He said they have met with students and they have expressed interest in more communication with faculty. Students are interested in a mentor approach. Discussion was held about different approaches for teaching students and how to share the information with other GFCB faculty. Dr. Coleman has joined the PEAK committee and will share the findings with them. The SPC also discussed the idea of peer-to-peer review of class instruction.

Dr. Chan said the Awards and Incentive Action Team has some specific recommendations that will be focused on after the AACSB accreditation.

Dr. Revels distributed a report for the Facilities and Infrastructure Task Force which included several new initiatives. A survey for faculty and staff is being developed. Dr. Trawick shared information from the Business Executive Advisory Council sub-committee focused on infrastructure. The BEAC sub-committee is focusing on the renovation of Grise Hall.

Dr. Hatfield reported for the Outreach committee and said there are a number of outreach efforts within GFCB. Dr. Katz said the GFCB hosted several regional economic development directors last month.

Dr. Myers said Global Studies has a new scholarship for International students. In 2014, GFCB will participate in the “Year of Ecuador”, a new program at WKU. The committee is encouraging faculty to work with GFCB’s partner schools.

Dr. Myers also reported that the Diversity Committee has been formed. They have put together a plan that is located on the college website.

The meeting ended at 2:50 on Friday, October 12, 2012.