

Gordon Ford College of Business
Strategic Planning Council Meeting
December 14, 2012
Minutes

Members present included Philip Coleman, Stacey Gish, Bob Hatfield, Pat Jordan, Dan Myers, Mark Revels, Shane Spiller, Evelyn Thrasher, Patty Todd, Cody Turner, Michelle Trawick, and Jeff Katz, presiding.

Dr. Trawick opened the meeting and announced Dr. Katz would arrive after the Board of Regents meeting finished. She asked for updates from the action teams.

For the Infrastructure action team, Dr. Trawick announced that Mr. Vince Foushee, Mr. Steve Preston, and Mr. Ron Sowell of the Business Executive Advisory Council will meet January 7 to discuss renovations of Grise Hall for the next five years. She said the accounting offices will have duct work over the holiday break. Dr. Revels said faculty and staff will be surveyed in January for ideas of what they would like to see done.

Drs. Coleman and Jordan will meet in January regarding the Retention & Recruitment action team. Dr. Jordan announced that promotional bookmarks are being sent to WKU recruiters and extended campuses. The Advising staff and the Dean's office recently met with the recruiters and admission counselors. The Advising office also met with admission counselors to discuss website changes and ideas. Dr. Jordan also explained the shadowing program Ms. Bethany Smith is working to implement.

For Marketing and Public Relations, Ms. Stacey Gish announced she has met with Mr. Tim Earnhart about a plan for branding the college next semester.

Dr. Trawick said the Scholarship action team has been working on promoting the GFCB scholarship and it has been publicized in the WKU scholarship promotional material. They are targeting high quality students who are not already full receiving scholarships or very little.

Regarding Outreach, Internships, and Placement, Dr. Trawick reported the PEAK program is setting up priorities and structure for internships, mentoring, and job shadowing. The pilots for job shadowing and mentoring will take place in the Spring. Dr. Katz has asked the Business Executive Advisory Council for interest in mentoring. Dr. Trawick said to let Dr. Dana Cosby know of anyone else that might be interested. The goal is to have a college internship program in place by 2014. There is a group of faculty that will participate in the Leader in Me training in January.

Dr. Dan Myers reported for the Global Studies action team. He said department representatives should be informing faculty of Global Studies initiatives. He said to let him know if faculty are interested in short term teaching with study abroad programs. Dr. Myers will be updating the website and will send new information to faculty.

Dr. Trawick gave an update from the Business Executive Advisory Council. Two new members have joined the council: Ms. Valerie Brown and Dr. Karen Pickerill. The next BEAC meeting is scheduled for April 5, 2013. This will be Business Week for the Gordon Ford College of Business. The Hays Watkins speaker and Business University reunion will also take place this week.

Dr. Katz arrived and asked for ideas on how to integrate the SPC action teams with the BEAC committees. It was decided that Drs. Coleman and Spiller will work on consolidating and improving the descriptions of the action teams. New members will be recruited at the college meeting on January 16.

Dr. Katz gave an update on the AACSB accreditation. The reports have been given to the peer review team and the visit is scheduled for January 28 and 29.

Dr. Trawick announced the curriculum committee will review the core curriculum for the GFCB in the Spring. She said thoughts and suggestions can be directed to her. Dr. Hatfield said the MBA will also review their core curriculum.

Dr. Katz asked for any other suggestions. Dr. Coleman mentioned better recruiting of transfer students from extended campuses.

The meeting ended at 3:10 p.m.