

**Gordon Ford College of Business**  
**Strategic Planning Council**  
**October 17, 2014**  
**Minutes**

Members present included Ray Blankenship, Mark Ciampa, Phillip Coleman, Dana Cosby, Stacey Gish, Andrew Head, Joshua HERNsberger, Jim Lindsey, Amy Miller, Wheeler Painter, George Rasmussen, Mark Ross, Rick Shannon, Shane Spiller, Michelle Trawick, Cody Turner, and Jeff Katz presiding.

Dr. Katz welcomed everyone and asked for introductions. He distributed the SPC bylaws and gave a brief update on GFCB endeavors and activities. He asked for approval of the minutes from May 14, 2014. Dr. Trawick made a motion, Dr. Coleman made a second, and the SPC approved the minutes without changes.

Dr. Katz referred to the action team list, asked SPC for feedback, and asked action teams to share reports. Drs. Coleman and Cosby said their action team, Internship Placement/PEAK, has been working with companies to secure internships. Dr. Trawick said the recruitment and retention action team is active and busy. She said all of the GFCB departments are working on recruitment materials and participating at WKU recruitment events. Ms. Miller explained the scholarship process and shared an update from development. Dr. Trawick announced that for the first time ever the GFCB gave out a diversity scholarship. Dr. Trawick shared that the Awards & Incentives Action Team has established the Dean's Merit Award and is already being awarded to recipients. She also announced infrastructure updates and planned classroom improves. She has quotes for lobby renovations but they are holding off on them at this time. Dr. Shannon shared that the BEAC marketing committee will make a presentation at the BEAC meeting in November. Ms. Gish shared marketing and PR efforts of the GFCB that she is working on. Dr. Katz shared an update on outreach efforts, including a recent Nashville alumni reception and a planned dinner for Louisville constituents.

Dr. Trawick gave an update on behalf of the newly established Fiscal Resources Task Force report. This summer they compared GFCB to benchmark institutions and found GFCB to be below average on fiscal resources. They also looked at what special programs and fees the benchmark institutions offered. The task force held two focus groups this Fall to gather students' impressions of current services offered by GFCB and what new services could be offered. When asked during the focus groups students requested services that would help with internships, preparation for jobs, networking, and tutoring. The students said they would be willing to pay for fees if they knew it would go directly to providing these types of services.

Dr. Katz referred to the SPC bylaws distributed earlier. He suggested a SWOT analysis for the January 2015 faculty and staff meeting. He asked for suggestions on the SPC process to amend the SPC strategic plan and bylaws. He also asked if it would serve the college best if the SPC was chaired by a faculty member other than the Dean. Dr. Trawick suggested the current dates of the meetings are problematic. Jim Lindsey suggested moving each of them back one month. Dr. Trawick made a motion to approve that SPC meetings will be moved to September, November, February, and April, Dr. Cosby made a second, and the SPC approved the motion. The Dean asked if SPC would like to continue with the Dean as the Chair of the SPC. It was decided that the Dean will remain as chair until the end of the year. The amended bylaws will be presented at the January meeting during the SWOT analysis.

The meeting ended at 3:30 p.m. The next meeting will take place in February.