

**Minutes of the Gordon Ford Administrative Council  
March 27, 2008**

The Gordon Ford Administrative Council met on March 27, 2008 at 9:00 a.m. in Grise Hall 443. Members present were Dr. William Tallon, Chair, Dr. Bob Hatfield, Dr. John Wassom, Dr. Rick Shannon, Dr. Chris Brown, Dr. Zubair Mohamed, Dr. Bob Reber and Dr. Rick Aldridge.

Dean Bill Tallon called the meeting to order.

Mr. Cody Turner and Ms. Lynn Minton gave an update on the marketing campaign. Ms. Minton mentioned that the focus group held for alumni, faculty and students showed interest in capitalizing on the "Gordon Ford" name. Mr. Turner passed out examples for incorporating the Gordon Ford College of Business logo with department names. Ms. Minton will be sending out card samples for each department to review. Dr. Tallon commented that from the focus group alumni said they would like direct communication with the college and increased admission requirements.

Dr. Zubair Mohamed invited all of the department chairs to the business round table on April 22 at 10:30 in the Regents Room.

Mr. Turner reviewed his tagline idea – "Go Beyond the Degree – Earn an Education."

Dr. Tallon gave an update on budget. He said we should know by April 15 where we stand.

Dr. Hatfield announced that the MBA committee has decided to be a cooperating agent of a tri-lateral (3 countries participate) MBA program. Students will go to Canada in the fall, WKU in the spring, and Mexico in the summer. Dr. Hatfield and Dr. Mohamed mentioned that an International Accounting class is needed.

Dr. Mohamed said his department might have students from France starting next Fall for the International Business program. He has been meeting with students that have a double major including International Business. The SIFE team is at competition. Dr. Mohamed said the department would like to give a Management Leadership award to Ty Rogers. CEI Director phone interviews will take place soon.

Dr. Chris Brown said Pavel Begun, an alumnus, spoke Monday.

Dr. Shannon announced Dawn Bolton will not be joining the Marketing department.

Dr. Aldridge said they are moving forward with Dr. Wells accounting chair position. The department is moving forward with their PQ search that ends on April 18. They are discussing an integrated masters program. Offering G courses was discussed.

Ms. Harvey passed out programs for departments to proof and asked them to return corrections by April 2. Dr. Tallon passed out guidelines for the Gordon and Glenda Ford Award for Faculty Excellence and asked for nominations by Wednesday, April 2. Discussion was held about how to recognize scholarship recipients. Dr. Tallon announced that there will be a reception for donors and alumni following the banquet.

Dr. Tallon passed out the WKU Diversity Statement. He also shared an email regarding The Campaign to Make Poverty History.

The minutes from February 28 required changes Dr. Chris Brown's name and there were two p's in the word report. They were approved with changes.

Dr. Tallon asked if there were any changes to the Transfer Credit Policy. Dr. Wassom made a motion, Dr. Brown made a second, the policy was approved.

Dr. Reber said the assurance of learning committee is collecting data. Dr. Hatfield said the MBA has taken the EST for the first time.

Dr. Mohamed said they are working on the Campus Course Scheduling Policy and it will be discussed at the next meeting.

The meeting was adjourned at 11:30 a.m.