

**Minutes  
April 6, 2018  
8:00 am – 1:00 pm  
Augenstein Alumni Center**

Dean Jeff Katz, and Ms. Heather Rogers, Chair, gave welcoming remarks to the council. Adabella Nunez, Student Advisory Chair was introduced to the Council and thanked for her attendance.

Ms. Rogers asked for approval of the minutes from October 13, 2017. Dr. Kay Meggers made a motion to approve the minutes and Mr. Spencer Coates made a second motion. They were approved with no changes.

Ms. Rogers reviewed events the college has participated in since our last Business Executive Advisory Council (BEAC) meeting. Such as General Ted Nicholas, our Hays Watkins Lecture Series speaker, joined us on February 15<sup>th</sup>. Plans for a fall speaker are underway.

Dr. Katz announced Ms. Diane Wallace, of Deloitte and Touche, to the BEAC membership. Ms. Rogers presented Ms. Wallace with a letter of appointment as Dr. Katz provide a brief bio of Ms. Wallace's accomplishments. He then welcomed her to the BEAC.

Dr. Katz offered updates from the college. He shared his plans to return to the Management department as a faculty member and thanked BEAC members for their support since the announcement. He went on to thank them for their time, talent, and support they provide to our students. He explained that several Gordon Ford College of Business (GFCB) team members are part of various campus committees, like the University's Strategic Planning Council, Provost Search Committee, Dean of College of Business Search Committee as well as being a part of the University Budget Council.

Dr. Katz gave a brief review of where the college has been. He mentioned our enrollments continue to increase and have had a great experience with hiring quality faculty. He thanked Ms. Adrienne Browning, Dr. LeAnne Coder, and our Leadership Team members. He gave a brief explanation of each person's role in the college. Dr. Katz described the successful impact Beta Alpha Psi, Beta Gamma Sigma, and Omicron Delta Epsilon have had on our students. He also reported that of our December graduates, 43% of the students had participated in internships.

Dr. Katz continued, explaining where the college is headed. He shared that Dr. Chhachhi chaired the University's Budget Council and Dr. Katz also served on the committee. Decisions for the future was determined strategically. Dr. Katz emphasized our college is in a good place in regards to our budget and strategic plan, moving forward. Development has been strong for GFCB. There are new scholarships available and we have been able to reach our financial goals.

The AACSB Accreditation Peer Review Team visited at the end of January. The team voted to continue accreditation for the business and we should hear from the accounting team soon. It will then go to the AACSB Board for final vote, around mid-April. Dr. Harold Little gave a brief review of the visit from the Accounting accreditation team members.

Dr. Michelle Trawick discussed student success initiatives for our college. She reviewed various activities now offered to enhance the education in professionalism, including having a PEAK Coordinator, a Communication Coordinator, a Career Specialist, and an Internship Coordinator. She explained each role's responsibility and that they are a direct result of BEAC's input. She reviewed highlights from the last year's activities and what more can be done, moving forward.

Dr. Leyla Zhuhadar examined our GFCB Faculty Research Support Programs. She shared with BEAC members the background information and how the 'Aim High' program came to be in existence. She explained that she and Dr. Bob Hatfield concluded that the current model is successful because of collaboration, reputation, challenge, the name itself (Aim High) and lastly, financial incentive. She reviewed the program's outcomes: six Aim High publications, collaboration between faculty and departments, presenting at national and international conferences, and collaboration between faculty and students resulting in three FUSE grant awards. Dr. Katz emphasized the value of this research and what it accomplishes.

Dr. LeAnne Coder presented the undergraduate core curriculum update. She asked BEAC members their input on what the business community needs, wondering if the core courses being offered properly prepare our students to enter the workforce. She asked for suggestions of general business skills and competencies BEAC members look for when hiring for a position, what classes are most important or no longer needed, and what topics are missing from the core curriculum.

Heather Rogers thanked Dr. Katz for his 7-year tenure as Dean of GFCB, and reviewed some of his accomplishments achieved. She presented him with a gift on behalf of BEAC members.

The BEAC's executive session covered topics such as the GFCB Interim Dean appointment, the GFCB Dean search, and the fall meeting in conjunction with Homecoming and HODA luncheon. The BEAC members would like to see a better structure and method of tracking students' job placement, what their compensation will be, etc. Tracking student successes can help garner support and secure resources.

The meeting concluded at 12:10 p.m. Several BEAC members stayed and enjoyed lunch immediately following the meeting.