

**Minutes  
November 6, 2015  
8:00 a.m. – 10:30 a.m.  
Augenstein Alumni Center**

Dean Katz and Ms. Heather Rogerts, Vice Chair, welcomed everyone. Ms. Rogers welcomed guest Mr. Marc Archambault, WKU Vice President. Ms. Rogers welcomed and introduced new member, Dr. Kay Meggers, and announced Mr. DC Clement will move to and Executive Ambassador.

Dr. Jeff Katz, Dean, gave an update from the college. Dr. Katz shared the three horizons of growth planned for the college, including the graduate business options: the MBA degree, graduate certificate, and MBA Foundation Modules. He also shared plans for the new building.

Dr. Katz introduced Ms. Adrienne Browning and she shared an update of career service programs including participation in PEAK events and the recent Dinnerview event.

Dr. Katz introduced Dr. Josh Hensberger to conduct a SWOT Analysis for strategic planning.

In conclusion, the BEAC held an executive session in which a Resolution for WKU Center for Applied Analytics. Ms. Rogers asked for a motion to approve the resolution. Mr. David Laird made a motion to approve the resolution and Mr. Marc Satterthwaite made a second motion. It was approved by the BEAC.

The meeting concluded at 10:30 a.m. and the BEAC attended the WKU Hall of Distinguished Alumni Luncheon.