

**Minutes
March 27, 2015
8:30 a.m. – 1:30 p.m.
Carroll Knicely Conference Center**

Dean Katz and Mr. Chad Davis, Council Chair, welcomed everyone. They introduced the newest council member, Mr. Marc Satterthwaite.

Dr. Jeff Katz, Dean, gave an update from the college. Dr. Katz drew notice to the college organizational chart and financial report in the BEAC's packet. He reviewed the course fee plan, and announced the approval of the plan, as well as expected revenue.

Dr. Katz introduced Ms. Michelle Clark-Heard, Head Coach of WKU Women's Basketball. She shared her story from being a student at WKU to becoming the current coach.

Dr. Evelyn Thrasher, Director of the PEAK program, shared how the program takes education beyond the classroom and exposes students to the real world. She reviewed the different activities offered by PEAK and encouraged BEAC member to let her know if they would like to become involved.

Drs. Ray Blankenship and Kirk Atkinson gave a presentation on the proposed new center in the GFCB – Applied Business Data Analytics. The BEAC was very interested and supportive of the Center.

Mr. Dick Gladden gave an update on behalf of the Marketing and Branding committee and explained the basics of creating a marketing plan. The committee is recommending the GFCB find an outside company or consultant to help brand the college.

Dr. Katz introduced four current GFCB students to share their experiences with the BEAC and answer questions.

Ms. Amy Miller, Development Director for GFCB, gave a report and distributed a proposed brochure on the new building. She also distributed a draft document with naming opportunities.

In conclusion, the BEAC enjoyed lunch together and discussed initiatives. It was decided a sub-committee should be formed to focus on the capital campaign. Dr. Katz asked BEAC to send him suggestions on new council members and Hays Watkins guest speakers. The BEAC will also work on a resolution (letter of support) for the new Center and have it ready for the Fall BEAC meeting. It was also suggested that GFCB should consider executive education with topics in the latest technology.

The meeting concluded at 1:00 p.m.