

**Minutes
April 5, 2019
8:00 am – 12:00 pm
Augenstein Alumni Center**

Ms. Heather Rogers, Chair, gave welcoming remarks to the council. She asked for approval of the minutes from October 26, 2018. Motion passed with no dissent.

Ms. Rogers explained the theme of the meeting is “Leadership”. She recited Forbes 11 Powerful Traits of Successful Leaders’ and explained that Dr. Carey illustrated the traits during her tenure as Dean and thanked her for her efforts. Ms. Rogers introduced the day’s speakers.

Dr. Carey thanked members of Business Executive Advisory Council (BEAC) for being present. She thanked Ms. Rogers for her role as chair, and congratulated her on her Summit Award accomplishment. Dr. Carey thanked Ms. Wendi Kelley and the Aramark staff for their roles in preparation for the meeting.

Dr. Carey offered updates from the college:

- As part of our PEAK (Professional Education and Knowledge) program, 24 students are participating in Career Trek, in Atlanta, GA. They will be visiting Coca-Cola, Southern Champion Tray, Arbor Pharmaceuticals, Novelis, and Citizen Bank, all having our alumni in executive roles. A donor purchased tickets for everyone to enjoy a Braves baseball game while visiting. Half of the funds for the trip were raised using SpritFunder, WKU’s crowdfunding platform.
- The Comprehensive Academic Program Evaluation (CAPE) process. All 27 GFCB programs remain intact.
- The new budget model. It is still in the beginning phase but she will continue to ask for funding for our faculty.
- The GFCB Dean’s Search. Dr. Christopher Shook will be the new dean of the college. Dr. Carey provided his career bio and shared his excitement to join WKU and GFCB.
- The university’s Merit pay process.
- Student fees will be reviewed university wide. Some of the programs funded by the fees are becoming the model for others at the university.
- Recruitment and retention efforts, and how our enrollment numbers are affected. She mentioned PEAK activities is a draw for prospective students. She explained WKU and GFCB hosted both DECA and FBLA (high school students) during their conference. Those events brought roughly 1000 prospective students to our campus. GFCB Preview Day was also successful.

Dr. Carey thanked the GFCB Advising staff, our internship coordinator, our professional development specialist, and our communications coordinator for all they do. They invest a lot of time and energy into the college and the success of our students.

Dr. Michelle Trawick provided updates on student success initiatives:

- GFCB Preview Day. Reached out to students who expressed an interest in Business (900+ students). 43% of students who came to campus took classes in our college.
- Texting students and handwritten notes.
- Living Learning Community (LLC). Provides a cohort experience.

Dr. Dana Cosby presented a new way of engagement to BEAC members, called ‘Liberating Structures’. This provided an opportunity for thoughts and input on how we could create a more engaged, innovative, and inclusive culture in our college.

Ms. Amy Combs discussed the new campaign that will be rolled out in 2020. The goals focus is “Our Hill, Our Community, and Our Students”. She reviewed donor gifts and shared her excitement to work with Dr. Shook, the new GFCB Dean.

Ms. Rogers introduced Dr. Phillip Bale, and his wife Kristen, and provided a brief bio. She thanked the Bales for their donation to the Leadership Center. Dr. Bale thanked the college for their efforts on behalf of the students. He explained his thoughts on challenges that face high education. He expressed his appreciation for President Timothy Caboni’s leadership and vision for the university. His efforts to revamp the budgetary process and curriculum realignment is positioning WKU well to be successful long-term.

President Timothy Caboni provided a plan for the next decade for the university and assured BEAC members that the university is in a great position. He mentioned that, as a university, we are re-conceptualizing where we are headed, our budget model, student initiatives, etc., explaining that our decisions must be made for the benefit of our students.

Dr. Cecile Garmon provided the role of the Center for Leadership Excellence and reviewed a handout that illustrates the need for leadership and the model of the Center.

There was a brief Q&A with BEAC members and a student panel: James Hill, Anne Holden, Kyla Scanlon, Owen Posey, and Josh Rickert.

The BEAC’s executive session covered topics regarding student success. Topics such as: how are students just above the academic cut off addressed, placing value in students being able to think critically, as well as the issue of students relocating upon graduation.

The meeting concluded at 11:45 a.m. Several BEAC members stayed and enjoyed lunch immediately following the meeting.