The Mission of the Gordon Ford College of Business is to be a leader in providing high quality, applied undergraduate business education and select graduate programs that meet the needs of the business community.

Activities and events showcased in this report reflect only a small sampling of the numerous activities held within the Gordon Ford College of Business in 2014. This report is organized to share accomplishments within the four strategic objectives of the College.

The cover of this report displays the transition of the Gordon Ford College of Business from its roots as one of the South’s most respected schools of business education into an internationally-known, distinctive institution of higher Learning.

2014 Annual Report to Stakeholders Editors:
Ms. Stacey Gish, GFCB Communication Coordinator
Dr. Shane Spiller, Continuous Improvement Committee Chair

Cover Design:
Tom Meacham, WKU Public Affairs

1906 College Heights Blvd. #11056
Bowling Green, KY 42101
www.wku.edu/business
Message from the Dean

Sharing information about our accomplishments during 2014 is truly a special pleasure! It was a very successful year for the Gordon Ford College of Business in terms of key outcomes and development of programs that will shape our future. This Annual Report to Stakeholders provides strong evidence that the “business model” being implemented by the outstanding faculty, staff, students, alumni, and key constituents of our college reflects the activities of a world-class, student-centered College of Business.

Our unique focus as an “applied” College of Business, where students and the business community share the learning experience, is increasingly successful in many ways, most importantly in the success of our students as future leaders of business, industry, and government. As you will read, last year our College experienced increased student enrollment levels, a higher number of students studying abroad, more students interested in seeking an honors degree in business, and important additions to our applied academic programs. In my humble opinion, we continue to be the best applied College of Business in the Commonwealth and beyond!

During the past year, our faculty, staff, and students recommended revisions to our strategic objectives:

1. Recruiting and retaining well-prepared students and highly-qualified faculty and staff,
2. Offering high-quality applied business programs that prepare students for lifelong learning and success in a diverse global workplace,
3. Building a recognized culture of professionalism among students, faculty and staff, and
4. Developing, broadening, and strengthening significant relationships with all internal and external stakeholders with a focus on alumni, business, and governmental organizations.

Examples are provided throughout this report that share in very personal ways how we are accomplishing those important goals.

An excellent College of Business is attentive to the requirements of its accrediting organization and also seeks to adopt the best practices of business colleges when those practices meet our mission and provide outstanding programs of benefit to our students, faculty, and the business community. For example, in the following pages you will read about enhancements to our “educational value-chain” that encourage us to partner with high school business educators as we seek to recruit and retain well-prepared high school students to our College. By providing prospective students a realistic preview of their College experience and subsequent career opportunities, we are able to demonstrate the need for our students to strengthen their “soft” skills, such as communications and leadership, which are important factors to their future lives after graduation. Our recently implemented Certificate in Advanced Professionalism reflects our effort to assure our students are “job ready” with the skills necessary to be successful in business and life. Your support makes this possible!

Thank you for your connection to our college and your support for our programs. It is my distinct honor to serve as the dean of a truly outstanding College of Business!

Dean Jeffrey Katz (far right) joins Dr. Bob Hatfield and Dr. Dawn Bolton in tapping MBA students into the Beta Gamma Sigma International Honor Society.
Business Executive Advisory Council

The Business Executive Advisory Council includes select business and professional leaders and entrepreneurs who assist the Dean, faculty, and students of the Gordon Ford College of Business to maintain, develop, and promote programs that will advance the College into a position of excellence through continuous improvement. The Council meets twice a year to review programs and provide professional advice and counsel to the Dean and faculty. Members of the Council serve three-year terms with the opportunity for reappointment.

Ms. Helen Bradley  
*Plant Finance Manager*  
GM Corvette Plant

Mr. Gary Broady  
*President/CEO*  
Franklin Bank & Trust Co.

Ms. Valerie Brown  
*President/CEO, Retired*  
Service One Credit Union

Mr. Ron Bunch  
*President & CEO*  
BG Chamber of Commerce

Dr. Randy Capps  
*President*  
Leadership Strategies  
*BEAC Executive Committee*

Mr. D.C. Clement  
*Agent*  
State Farm Insurance

Mr. Spencer Coates  
*President*  
Houchens Industries

Mr. Mark Crothers  
*Division Vice President, Purchasing*  
Luvata

Mrs. Glenda Ford Dangremond  
*BEAC Honorary Chair*

Mr. Chad W. Davis  
*Partner*  
Red Rock Business Advisors  
*BEAC Chair*

Mr. Tim Earnhart  
*Founder/Chief Strategist/Brand Builder*  
Werkshop

Mr. Vince Foushee  
*President/CEO, Retired*  
The Lyons Company

Mr. Dick Gladden  
*President*  
The Data Vault

Mr. Jim Ising  
*Retired Vice President, Commonwealth Insurance*

Mr. Tom Joyce  
*Vice President Global Customer & Industry Affairs*  
The Hershey Company

Mr. David Laird  
*CEO & Co-founder*  
PrescriptLink

Mr. Joey Lanius  
*Managing Director*  
Accenture Strategy

Mr. Keith McGregory  
*Sr. Vice President*  
Drexel Hamilton

Mr. Shawn Morris  
*COO*  
Cigna-HealthSpring, Inc.

Mr. Joe Natcher  
*Former CEO & Owner*  
Southern Foods, Inc.  
*BEAC Executive Committee*

Mr. Bob Owlsley  
*Chairman*  
The Cecilian Bank

Dr. Karen Pickerill  
*Senior Managing Director*  
PricewaterhouseCoopers LLP

Mr. Steve Preston  
*Senior Vice President*  
CBRE, Inc.

Mr. Dan Reynolds  
*Managing Director, Institutional Fixed Income*  
PNC Capital Markets LLC

Ms. Heather Rogers  
*Executive Director*  
Southern KY Community & Technical College Foundation  
*BEAC Vice Chair*

Mr. Ron Sowell  
*Executive Vice President & CFO*  
Commonwealth Health Corporation

Mr. Don Vitale  
*President*  
Manchester Capital LLC  
*BEAC Executive Committee*

Mr. Greg Wassom  
*Portfolio Manager*  
US Bank

Ms. Michelle Wells  
*VP Finance, The Restaurant HUB*  
YUM! Brands, Inc.

Mr. Scott Whitehouse  
*Director of Consumer Products*  
Brinly-Hardy Co.

Mr. Rick Wilson  
*Market President*  
BB&T
The last year was filled with exciting new directions and programs for the Gordon Ford College of Business. The Business Executive Advisory Council continues to be pleased with the direction of Dean Jeff Katz and the GFCB leadership team. The College is providing innovative and applied business programs that serve the needs of students and the service region. The College has thrived by finding ways to engage with stakeholders and develop new initiatives that prepare students for future success.

The College recently adopted new strategic objectives that will help it realize its mission of being a leader in providing high quality, applied business education. Some selected evidence of progress toward these objectives is presented in this Annual Report to Stakeholders. While examples abound, an easy indicator is the outstanding faculty and well-prepared students who choose to make the GFCB their place to work and to learn. These new faculty have the opportunity to work at many prestigious institutions and they chose WKU to further their research agendas and to attend to the educational needs of a diverse group of students facing a more global workplace. Students in the GFCB are fortunate to be able to take advantage of the numerous opportunities for learning and service provided them.

We encourage the faculty, staff, and students of the GFCB to continue working to bring high-quality business education to the service region in ways that create opportunities for those that attend WKU as well as those who are impacted by our actions.

The members of the BEAC are grateful to former chair Rick Wilson for his past service to this group and the College. I look forward to leading this distinguished Council.

Sincerely,

Chad Davis
The College began 2015 with two fresh faces taking over departmental leadership roles.

Dr. Ray Blankenship has served as a professor in the Department of Information Systems since 1998. His research focuses on the areas of electronic commerce, online training and education, telecommunications, and artificial neural networks. He earned his Ph.D. in Management Information Systems from the University of Mississippi. Additionally, he holds an MBA from WKU. In 2010, he received the Gordon & Glenda Ford Award of Faculty Excellence.

Dr. Blankenship said one of his goals is to “enhance the career opportunities for our students by teaching them current data analytic skills and best business practices.”

Dr. Paula Potter joined the Department of Management in 1996. Her research explores organizational justice issues with a focus in procedural justice and voice effects. She also studies the socialization of employees and students within organizations. She earned her Ph.D. from the University of Kentucky after earning her Bachelor’s and her MBA from WKU. She received the GFCB Teaching Award in 2003.

Dr. Potter expressed that her goals for the department mirror those of the College. “Consistent with the strategic goals of the GFCB that promote high quality students, faculty, staff, and business programs, my emphasis will be to build a recognized culture of professionalism among our students, faculty, and staff,” she said. “Moreover, professionalism is the key to establishing and maintaining strong relationships with stakeholders and is essential in today’s environment since it embodies the core building blocks of respect and trust. Professionalism, upheld by respect and trust, allow excellent communication in both face-to-face interactions but even more so in high growth areas of online business and social media platforms.”

The Gordon Ford Administrative Council (GFAC) is the College leadership team who advises the Dean on a variety of policy issues regarding general college, departmental, program, resource, personnel, and operational concerns. Members include:

Dr. Jeffrey Katz, Dean  
Dr. Michelle Trawick, Associate Dean, Faculty & Administration  
Dr. Bob Hatfield, Associate Dean, Graduate Programs & Research  
Dr. Steve Wells, Accounting Chair  
Dr. Cathy Carey, Economics Chair  

Dr. Chris Brown, Finance Chair  
Dr. Ray Blankenship, Information Systems Chair  
Dr. Paula Potter, Management Chair  
Dr. Rick Shannon, Marketing Chair  
Ms. Kristina Harvey, Executive Assistant
Our strategic **intent** is to make the Gordon Ford College of Business the school of choice for highly capable and motivated students from the Commonwealth of Kentucky and beyond. We also intend to make the Gordon Ford College a workplace of choice for faculty and staff.

The priorities of the College are reflected in the four new strategic goals:

1. Recruiting and retaining well-prepared students and highly-qualified faculty and staff,
2. Offering high-quality applied business programs that prepare students for lifelong learning and success in a diverse global workplace,
3. Building a recognized culture of professionalism among students, faculty and staff, and
4. Developing, broadening, and strengthening significant relationships with all internal and external stakeholders with a focus on alumni, business, and governmental organizations.

These goals were refined and adopted by each of the key oversight groups of the college:

*Recommended by the Strategic Planning Council on March 28, 2014*
*Endorsed by the GFCB Administrative Council on April 24, 2014*
*Approved at GFCB Faculty and Staff meeting on August 20, 2014*
*Endorsed by the GFCB Student Advisory Council on September 24, 2014*
*Approved by the GFCB Business Executive Advisory Council on November 7, 2014*

The Educational Value Chain visually depicts how the Gordon Ford College of Business partners with various entities to enhance the lifelong educational experiences of all Kentuckians.

The GFCB engages its K-12 partners to prepare students for the collegiate experience by volunteering with programs such as Junior Achievement, training AP program teachers, and providing dual credit courses. Our College benefits by enrolling well-prepared students who are better able to embrace their college years and take advantage of more of the activities our College has to offer. When students actively participate in the college experience, they are better prepared for success at WKU and beyond. When the workforce is better prepared for success, the Commonwealth of Kentucky enjoys a more robust economy and a brighter future.
Strategic Objective 1
Recruit and retain well-prepared students and highly-qualified faculty and staff

The Gordon Ford College of Business recruits and retains students who demonstrate high potential for successful completion of the programs of the College.

STUDENT FOCUS

Finding a Home: 2014 Ogden Scholar Discovers Wealth of Opportunities at WKU

Zac Ritchey came to WKU looking for a fresh start and new opportunities. He admits he didn’t take high school as seriously as he could have so the Atlanta native drove north and found a new home at WKU. Coming to Bowling Green allowed Zac to meet new people, join numerous student clubs, and begin finding a course of study that would serve as a fulfilling career. His enthusiasm, desire, and academic success has led to his being named the fall 2014 Ogden Scholar, the highest award that a graduating senior can receive from the university.

“I wanted to try something different,” Zac said. “It was a big deal for me to come here. But WKU offered an in-state tuition incentive and the city of Bowling Green appealed to me. So I decided this was the place for me.”

Academically, the 4.0 student knew he wanted to study business but ruled out a couple of other majors before deciding upon finance, which he does not regret.

“I love when we get an ‘aha’ moment in class,” he said. “I like when what we study in the text makes sense in the real world. I’ve been able to study two areas of finance: financial management and financial planning. I feel very prepared for both of those because the finance department is awesome. The faculty will help you in many ways — whether it’s finding an internship or a job.”

Zac further solidified his decision to seek a career in finance when he served as a summer intern for the FDIC.

“Everything I did was exciting to me,” he recalls. “I was able to understand how every bank is different; how they all have a strategic plan. I was able to talk with CEOs and learn how they interact with people.”

After his December 2014 graduation, Zac joined a financial planning firm in Omaha, Nebraska, where he will have the opportunity to put his extensive coursework to practice.

“I have a passion to help others specifically with their financial health and hope that I can make a difference in people’s lives,” he said.

He eagerly anticipates life away from the Gordon Ford College of Business.

“WKU will slingshot me into the future in the direction of my career goals and targets,” he said. “I feel well prepared to tackle the world outside the realm of college.”
had made up her mind: she wasn’t attending WKU. But she ended up coming on a tour of campus and the beauty of campus and all the amenities were enough to create doubt in her mind.

“WKU has the benefits of a small school but all of the advantages a large school,” she said. “I know my friends at other schools have 400 people in a class. But here, our classes are smaller. Our teachers know who we are and they are genuinely concerned about us.”

Their concern allows professors to advise students having trouble with class concepts, to encourage them to get involved in discipline-related student organizations, and to help students find valuable internships.

Bennett admits that an economics and finance double major doesn’t look like the most logical path to a law degree and an eventual run for public office, but after four years, she knows that her education in both those fields has more than prepared her for whatever her eventual career paths will throw at her.

“I’ve found after working as an intern at a law firm the past two summers that these majors are very helpful,” she said. “I’m not just learning an equation, but I’m learning about the application of that in real life.”

Bennett will graduate in May 2015 and will enter law school in the fall.

Doubling Up: Bennett Peck

Double Major Finds the GFCB a Perfect Place to Prepare for Law Career

Bennett Peck

Economics/Finance Major

BY THE NUMBERS 2014

2261 TOTAL GFCB ENROLLMENT

451 TOTAL GFCB GRADUATES

46 GOVERNOR’S SCHOLARS
Strategic Objective 1
Recruit and retain well-prepared students and highly-qualified faculty and staff

The Gordon Ford College of Business is committed to serving the region by bringing exceptional faculty and staff to WKU, and implementing processes that reward inspired research, dedicated teaching, and professional development.

Research Focus

Ties That Bind? A Mediation Analysis Exploring Contract Use in Family Versus Nonfamily Firms

Family firms are commonly considered to be more efficient at controlling problems within the firm due to the closely held ownership and management of the business. Given this unique alignment, family businesses often rely on less formal methods of monitoring managers and employees and controlling outcomes than nonfamily businesses. For example, trust and loyalty may play a larger role in setting and regulating behaviors in family firms than formal contracts or job descriptions. However, some research has shown that family businesses taking more steps toward professionalism experience better outcomes than those that do not.

Dr. Whitney Peake’s research explores the likelihood that a family business will craft a written agreement among the owners. The study also examines two factors: goals for the firm and the level of risk management capabilities, which may lead to the implementation of a contract within a family business. The results suggest that family businesses are less likely to have a formal contract among the owners than a typical nonfamily business.

However, when family firm owners have a primary goal of profit and growth for the firm, then the family firm is much more likely to have a contract among the owners. The same does not hold true for risk management capabilities. Although firm owners who perceive themselves as having greater risk management capabilities are overall more likely to have a contract among the owners, there is no distinct advantage for family firms.

— published in the Journal of Small Business Management
Dr. Peake joined the GFCB in Fall 2014
After the implementation of the Budget Control Act of 2011, federal government agencies are giving more priority to efficiency in acquisition. Prior to this new law, efficiency often was not a critical objective so the government’s acquisition workforce lacks specific skills required for attaining the most efficiency.

Dr. Tim Hawkins’ paper provides recommendations that could help government agencies achieve this new priority of efficiency in acquisition. It is suggested that the best way to increase efficiency and effectiveness in government acquisition is by applying strategic sourcing. The underpinning of effective strategic sourcing is market intelligence. Market intelligence can help government agencies determine: one, whether goals are attainable, two, cost drivers and total costs of ownership, and three, reliable savings estimates from contract consolidation and economies of scale. Currently, government agencies’ resources are limited; and in this situation market intelligence can help government agencies determine products and services that should be strategically sourced and acquisition strategies that would achieve the greatest efficiencies. The paper proposes a new model of market intelligence and then demonstrates it in three strategic sourcing applications.

—published in the Journal of Contract Management

Dr. Hawkins joined the GFCB in Spring 2014

BY THE NUMBERS 2014

50 Articles published by faculty in peer-reviewed journals

Books published by faculty in 2014: 2

51% of all intellectual contributions were “Contributions to Discipline”

8% of all intellectual contributions were “Contributions to Instruction”

41% of all intellectual contributions were “Contributions to Practice”
Strategic Objective 2
Offer high-quality applied business programs that prepare students for lifelong learning and success in a diverse global workplace

The Gordon Ford College of Business offers courses and programs that provide learning opportunities for students that are current and relevant to an increasingly interconnected and diverse world.

HONORS PROGRAM

15 Honors Courses Offered in 2014

Enrollment Growth 2011-2014 86%

151 Honors Students in GFCB in 2014

Students in the Gordon Ford College of Business have more opportunities to take upper-level Honors courses than ever. These students were a part of Dr. Jean Snavely’s Principles of Financial Management Honors course during the fall 2014 semester.
GFCB students take time to pose before the Melbourne Victory Football Club begins its match. Dr. Dennis Wilson led the study abroad tour to Australia during the January 2014 Winter Term. His course, International Sports Economics, allowed students to discuss various economics topics within the world of sports, including officials who run the Australian Open tennis tournament.

STUDY ABROAD

66
GFCB Students

16
Countries Visited

57
Undergraduates

9
Graduates

GFCB Students studied in

Asia
Caribbean & Latin America
Europe
North Africa & Middle East
North America
Oceania

McCormick has had a dream of establishing a non-traditional dance fitness studio for women called “Taboo Fitness” for several years. She made a 90-second pitch to three judges during the College’s first Topper Tank Elevator Pitch Competition, relaying the need for her business in the Bowling Green community. The judges agreed, giving Samantha’s idea one of two first-place prizes among 34 total business ideas.

Not only did Samantha take away a $400 cash prize, but she was able to solicit more personal advice from the business leaders who served as judges for the competition: Jeff Hook, Director of the Center for Research and Development at WKU; Jim Martens, Bowling Green area real estate investor and owner of J-Mar Properties; Doug Rohrer, Associate Vice President for Research and Development at WKU’s Center for Research and Development; and Steve Shirley, owner and partner of a variety of private businesses, primarily in the pharmaceutical industry. Dean Jeff Katz and Associate Dean Michelle Trawick served as judges from the GFCB.

The Topper Tank was the brainchild of the Center for Entrepreneurship and Innovation. They provided $1,500 in cash prizes to eight student groups.

“The Topper Tank was an opportunity for budding entrepreneurs to meet with business professionals to receive feedback and assistance that will help them further their ideas,” said Dr. Dawn Bolton, Interim Director of the Center for Entrepreneurship and Innovation. “We were thrilled that 34 students were able to spend quality time with business leaders who once were in their positions — students with just a dream.”

S U S T A I N A B I L I T Y

Continuing the tradition of leading the Commonwealth in integrating sustainability courses into the overall MBA program, the Graduate Certificate in Business Sustainability was developed and approved in 2014. This allows business professionals and students an opportunity to study the international standards of sustainability which affect businesses, including compliance, metrics, supply chain issues, and marketing strategies. Students can complete the certificate by taking 12 credit hours.
Jacob King realizes that internships provide important links between the classroom and the real world. He has not been shy about stepping up to test his knowledge of accounting concepts and practices during his time on the Hill, spending the summer of 2013 at Red Rock Business Advisors in Washington, D.C., the spring 2014 semester at a CPA firm in Ft. Lauderdale, Florida, and the fall 2014 semester in Bowling Green at Manchester Capital, LLC.

At Manchester Capital, Jacob was responsible for the bookkeeping and recording of investment transactions for the organization. Those transactions can range from the buying and selling of equities and bonds, dividend distributions, and options trading.

“My graduate accounting courses this semester have helped me develop my research skills, which have been greatly needed in this internship,” he said. “Dr. (Mark) Ross’ financial accounting courses provided an accounting foundation that I use daily as a bookkeeper at Manchester.”

Textbook concepts have become real through the internship experience. His mentor at Manchester Capital, Mr. Don Vitale, spent time teaching Jacob about the role and relationship between the Federal Reserve and the Department of the Treasury.

Having a mentor like Mr. Vitale is the best part about his internship experiences.

“I have been blessed to intern with terrific role models in Don and Linda Vitale and Chad Davis of Red Rock. They have provided me invaluable experience and motivation to be the best I can be.”

Students in Dr. Joanna Melancon’s Social Media Marketing class spent the fall 2014 semester working with five Bowling Green area organizations to develop social media marketing plans. Ben Conniff’s group devised a social media plan for the HillTopp Music Festival. Additionally, students in Dr. Melancon’s Honors Basic Marketing Concepts class were able to utilize grant money to develop a new product and compose a marketing plan around that product.

These classes are one of many throughout the College that allow students to apply their classroom knowledge to local businesses and non-profit organizations. Example projects include students engaging in a variety of topics such as supply-chain operations, international business expansion, small business consulting, leadership development and coaching, training and development, human resource planning, data mining, website advising, social media marketing, marketing proposals, and sales.
Strategic Objective 3
Build a recognized culture of professionalism among students, faculty, and staff

The Gordon Ford College of Business is committed to a professional environment that creates a positive environment for students. This environment supports student learning of professional behaviors and expectations.

PEAK: Professional Education and Knowledge (PEAK) Initiative
Sponsors Events to Promote Student Work Readiness

Preparing students for entry into the professional business environment is an important focus area for the Gordon Ford College of Business. PEAK was formed as a comprehensive resource that will complement content knowledge that students learn and practice each day in the classroom.

Career Climb: 164 students took part in this power-packed, one-day workshop focused on self-branding, building a professional image, and professional networking. More than 30 business professionals assisted in this event by networking with students.

Senior Summit: This culminating event saw 36 graduating seniors in both the spring and fall semesters learn about finances after graduation, negotiating job offers, and how to handle social media.

Perfect Your Interview Program: Ten human resources professionals spent an afternoon on campus conducting 30-minute mock interviews with students. Twenty students took advantage of this opportunity.

Business Etiquette Dinner: Business etiquette professional Barbara Johnson led 20 senior students in an evening of learning about proper dining etiquette.

Career Trek: 18 students spent two days traveling to the Cincinnati area in March to visit Procter & Gamble, Clear Measures, Tier 1 Performance, Toyota TEMA, and Valvoline/Ashland Oil and learn how their business majors relate to real-world businesses.

Job Shadowing: Nine students spent a day in January with business professionals at organizations such as the National Corvette Museum, Macy’s Regional Headquarters, and Georgia Pacific’s Dixie Cup facility.

At least 350 students have taken the first step toward earning the Certificate for Advanced Professionalism. Students who complete the certificate will have demonstrated a heightened level of preparedness for entering the workforce upon graduation.

Christian Morton
Accounting/Finance Major

Meredith Kilgore, Cody Crowe, Kayla White, and Ellie Thomas were among a group of students who visited various companies during the PEAK Career Trek in March.
Communication Success Workshops Assist Students Develop a Variety of Professional Skills

Equipping students to communicate effectively in written and oral forms is the first learning goal for GFCB students. In order to help students better fulfill that goal, the College hired communication instructor Ms. Stacey Gish to lead the efforts to assist students with their professional communication skills. 2014 statistics include:

**Presentation Refresher Workshops:** 26 classes involving 623 students for 24.5 hours, including developing a series of video tutorials for online students.

**Group Presentation Coaching:** 13 groups for five different classes, including Fiona Mowbray’s group, who was looking for assistance in organizing and presenting a debate in their Management 305 course.

**Individual Presentation Coaching:** four students for three hours for four different classes.

**Student Organization Presentations:** 184 students among eight student groups for eight total hours.

Helping students prepare their resumes and cover letters for the job market is one of the responsibilities of Professional Development Specialist Ms. Adrianne Browning. The College partnered with the Center for Career and Professional Development to have Ms. Browning lead the efforts in this area. Statistics for 2014 include:

**Individual Appointments:** 207 student meetings to assist with composing cover letters and resumes, conducting mock interviews, and performing searches for internships and jobs.

**Career-Related Presentations:** 26, which includes in-class presentations and those made to student organizations.

**Events:** Nine, which includes PEAK and department-related events.

One student who benefitted from Ms. Browning’s services was marketing/sales major Michael Huff. After three separate meetings to perfect his resume, Michael landed a sales internship with Clear Defense Pest Control in Raleigh, N.C. for summer 2015.

“Everyone who has seen my resume has offered me a job,” he said. “I appreciate Ms. Browning’s help with getting my resume in great shape.”

**Fiona Mowbray**
International Business/Performing Arts Major

**Michael Huff**
Marketing Major
Strategic Objective 4
Develop, broaden, and strengthen significant relationships with all internal and external stakeholders with a focus on alumni, business, and governmental organizations

The Gordon Ford College of Business works within the university and the community to actively engage others to develop relationships that build opportunities for our stakeholders. Such opportunities include grants, applied class projects, interdisciplinary programs and research, and research that aids the university, local business community, and governmental organizations.

APPLIED CENTERS

The applied mission of the College is reinforced by engaging the business community through the six applied centers of excellence.

For example, the Center for Applied Economics serves as an economic information access point for the South Central Kentucky region. The Center serves as a bridge between academic economics research and community members who benefit from that research.

A partnership between the Center and the Bowling Green Area Chamber of Commerce has resulted in the mining of key economic data indicators that assist businesses and economic development teams understand critical economic benchmarks. The Selective Sales Tax Collections graph at right is just one of 686 live data streams that anyone can access through the Center for Applied Economics website (wkuppliedeconomics.org). These 686 data streams provide up-to-the-minute county, state, and national data.

The Center for Professional Selling engages approximately 25 corporate partners each semester. Company representatives actively participate with more than 200 sales majors and minors each semester in conducting mock sales presentations and interview sessions. Many of these corporate partners additionally offer job shadowing and internship opportunities for sales students.

Currently, the Center is in the process of designing and fundraising for a state-of-the-art Interactive Sales Laboratory that will help students apply their sales skills without having to leave campus. The room is designed to be a five-room classroom suite consisting of main classroom seating for 35 students; four soundproof rooms to practice sales presentations, negotiations, and other sales strategies; and state-of-the-art video equipment that transmits interactions from the soundproof rooms to the main classroom to allow for instructor and student discussion and immediate feedback.
Leadership Symposium: Inaugural Event draws 45 participants

Leaders from across the Barren County-Glasgow region gathered in October at the Barren River State Park for a one-day Leadership for a Better Community workshop. Participants discussed leadership in the community, for workforce development, and for the self.

The Center for Leadership Excellence, under the direction of Dr. Cecile Garmon, organized the event, which drew 45 participants from a wide variety of area industries.

Mr. Dave Tatman, retired plant manager for the Corvette Assembly Facility in Bowling Green, and executive director of the Kentucky Automotive Industry Association, served as the event’s plenary speaker. Session leaders were Dr. Randy Capps, managing partner with Leadership Strategies Group, and Bob Layne, President & CEO of The Visibility Company in Brentwood, Tennessee.

After the morning workshop sessions, participants enjoyed a luncheon and then a time of brainstorming leadership focus topics for the region.

The Center scheduled three small-group workshops to follow up on the inaugural event, organizing each one with a different topic: leading self, motivating others, and leading in context for the three months following the October event. The first of those follow-up workshops was held in December and the second held in January 2015.
Donor Recognition 2014

$25,000 +
Vicki and Rick Holton
John Morgan Scholarship
Robert and Elizabeth Oppitz Estate
Elizabeth and Don O. Pickerill
William C. Ragland
Hays T. and Betty J. Watkins

$10,000 - $24,999
Mildred R. Fray Estate
Terry O. Gilpin
Dr. Kay H. Meggers
Amy and Dan M. Reynolds

$5,000-$9,999
Baulch Family Foundation
David and Robin Ciochetty
Larry and Cecile Garmon
Vicki and N. Marc Satterthwaite
Southern Kentucky Estate
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Van Deventer Investments

$2,500-$4,999
Brown-Forman Corporation
Capital Financial Group
Nathaniel J. Gardner
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LHC Group, Inc.
McGraw Hill Education
Keith D. McGregory
Tina and Shawn Morris
John and Carolyn Ridley
State Farm Mutual Auto Insurance Co.

Tek Systems
Tom James Company
Wells Fargo Advisors
Wiley

$1,000-$2,499
Don and Robyn Barrickman
Beta Gamma Sigma, Inc.
BKD, LLP
Eva and Don Brent
David E. Canter
Joan and Dr. Randall Capps
Jimmie M. and Sara Downing Celsor
Mr. and Mrs. Matthew S. Coffey
Confidential
Data Security Development, Inc.
Deloitte Foundation
Linda and Douglas Downey
Fidelity Investments
Danny Ray Foster
Debra and Samuel S. Francis
Christy and Jerry T. Henderson, Jr.
Why I Give: Keith McGregory

As I look back on my matriculation at Western Kentucky University, I know without a doubt that the Gordon Ford College of Business prepared me for a successful career in Business.

I believe it’s important to give back so that other students may have the same opportunities I have had. When I contribute to the GFCB, I know my monies are going to quality programming and scholarships. It also fills my heart with joy to not only support the school financially, but to also serve on the Business Executive Advisory Council for the GFCB. Giving to the Gordon Ford College of Business is a win/win for me as well as the College!

Frederick G. Holcomb, Jr.
Donna and Richard C. Holland
Katie and Steven L. Jackson
Julie and Jeff Katz
Mr. and Mrs. Joey Duane Lanius
Megan and Ryan K. Meredith
National Collegiate Sales Company, Inc.
Sedrik Ramal Newbern
Dr. Karen L. Pickerill
James Phillip Regnier
Mr. and Mrs. Gerald A. Sayres, III
Irvin & Beverly Small Foundation
Michael A. Spoors
William Dan Stiltz
Katie and Brent M. Stinnett
Kasey Brooke Ward
Dr. Steve Carroll Wells
Mr. and Mrs. William Carl Whitmer
Harold E. Willis

Scott T. Graybill
Shirley and Jack Henry
Havard A. Jordan, Jr.
Mr. and Mrs. David W. Lester, Sr.
Donna and Dr. Stephen E. Lile (d.)
LaTray De’Shun McDonald
Martha and Bob Owsley
Professional Marketing Association
Mr. and Mrs. Troy D. Puckett
Robert and Linda Pulsinelli
Teresa Sue Reynolds
Mania Ritter
Dr. James R. Shannon
Mr. and Mrs. Arthur Jay Wissing, Jr.

$500-$999
The Allstate Foundation
Dr. Tammy Jean Atwood
John W. Chester
Mr. and Mrs. Mark Edward Clark
Coca-Cola Enterprises, Inc.
Gene and Gay Cooke
Russell and Kimberly Fletcher
Mr. and Mrs. Thomas Paul Gawarecki

Phillip O. Altman
L. Stuart Augustein
BASF Corporation
Mary Darlene Baxter
Gary Franklin Biggs
Thomas Al Brieske
Kevin L. Cardwell
Bruce Alan Coomes
Pamela Elrod
Reyburn W. Ford
Linda Sue Freeman
Mr. and Mrs. Michael James Gaffney
Rebecca W. Garrett
Dana C. Greene
Shirley and Jack Henry
Institute of Management Accountants
J.P. Morgan Chase Foundation
Mr. and Mrs. Meredith Johnson
Michael Francis Karnes
G. William Moore
Mr. and Mrs. Thomas Martin Nash
Michael K. Pence
Ramon Sanderson
Craig Neal Spears
Mr. and Mrs. Nathan Trimble
Sprague
Janis and Wendell K. Strode
Richard J. Styza
Walter E. Thomas & Associates
Sherry and Leon Volkert
Margaret Whitford Weeks
The Williams Companies, Inc.

$100-$250
Oliver Wayne Aho
Diego Leal Ambriz
Russell Craig Anderson
Lonnie A. Arnett
Crystal Matudan Attwood
Mr. and Mrs. Leon Michael Augusty
Cory D. Ausbrooks
Morris and Sandra Baker
Catherine and Craig L. Ballenger
Cheryle Lane Beauchamp
Bonnice and Ron Beck
Doran Reuben Bradford
Logan Charles Brewer
Mr. and Mrs. Cameron M. Brown
Mr. and Mrs. George T. Brumfield
Shirley M. Buckner
Mr. and Mrs. John Yancey Burks
Lawrence P. Calvert
Patrick Keith Carrico
Merritt William Cash
Ricky Bennett Chambers
Amber L. Christian
Jenny R. Cline
Michael L. Conrad
W. Paul Cooper
James Emmett Costello, III
Samantha S. Courtney
Millie L. Crafton
Richie L. Davidson
Johnnye F. Diemar
Gary Brent Doom
Mr. and Mrs. Kyle W. Dorris
Mr. and Mrs. Lance R. Dosch
James M. Douthitt
Mr. and Mrs. Douglas White Driver
Mr. and Mrs. Gary M. Estes
Neil Eugene Fatkin
Trent Mitchell Fergerson
Mr. and Mrs. Nathan Stanley Fields
Gary Winston Flynn
Kathy S. Ford
Harl Turner Foreman
James Davis Fowler
Samuel Smith Francis
Michael Lynn Gibson
William Wallace Gleason
Gena Lee Goodwin
Todd Elvis Goodwin
Mark L. Gottula
Timothy Graves, Jr.
Mr. and Mrs. Franklin N. Gray
Shirley Annette Green
Dr. William Spalding Green, IV
Ronnie V. and Jody C. Gregory
Janice C. Groves, CPA
Mr. and Mrs. Steven Bennett Guess
Jerry Dean Haase
Mr. and Mrs. Mark William Hagan
James E. Hale, Jr.
Mr. and Mrs. Roger Allen Harpool
Danny L. Harris
Larry N. Hatfield
Susanne Haynes
Richard D. Hays
Joshua Jay Heavener
Mr. and Mrs. Lee Patrick Heffley
Kathy T. Henderson
Rickie Lee Higgs
Barry A. Hines
Lindsay Hamilton Hinton
Mr. and Mrs. John M. Holland
Richard David House
Mr. and Mrs. Donald Ross Hughes, Jr.
Intel Foundation
Julie and E. James Ising
Christina H. James
Mr. and Mrs. James R. Johnson
John J. Johnson
Scott Alan Keller
Loyce B. Keough
Deanna Phillips Kerrigan, MBA, CPA
Daniel A. King
Dr. Randall L. Kinnersley
Robert Daniel Knight
Nicole Janine Kramer
Larry L. Lakin
Charles Ryan Latimer
Carl W. Lee
Mr. and Mrs. Craig Alan Leyers
Drs. Cassandra and Harold Little
Kenneth T. Lockhart
James Clifton Long
Mr. and Mrs. Christopher S. Louder
Col. William P. Mansfield, Jr.
Charles Lowry McLaugherty
Mr. and Mrs. Robert Lee McMillin, II
Michael K. McShane
Eugene Joseph Meyer
Kenneth Ray Moore
Aldin Mujezinovic
Barbara E. Neighbors
Cheryl and Charles G. Newton, Jr.
Ellen and R. Allen Norvell
Bunny and Mike Owsley
Mr. and Mrs. Roger Nicholas Parker
Pooja Patel
Joseph Aaron Pawley
Linda Lou Pereoti
Brian G. Raabe
Honorable and Mrs. Donald Timothy Ray
Barbara D. Reed
Elaine W. Reed
Sam A. Reynolds
Mr. and Mrs. Robert G. Rice, Jr.
Mr. and Mrs. Todd N. Rice
Lt. Col. (Ret.) Danny B. Richardson
Regina J. Riley
Derek L. Roberts
John Edwin Roby
Allison Estes Ross
Gregory Lewis Rush
Jo Alice Rutherford
Matthew Turner Rydson
David Morris Saunders
Charles James Schooler, III
Mr. and Mrs. Bobby Wayne Scott
Amy Deann Scully
Laura Shivers
Mr. and Mrs. Jarrod R. Smith
Mr. and Mrs. Earl Dewayne Smith
Ronald L. Smith
Casandra Rochelle Spears
Dr. Shane Spiller
C. K. Stacy
Why I Give: Dan Reynolds

I donate to the Gordon Ford College of Business to honor its rich history and to invest in the process of building the best applied business school in the region.

My grandfather graduated from the Bowling Green Business University in the early 1920s and he was a major factor in my decision to study business at WKU. My education at GFCB more than prepared me to compete in the business world, provide for my family and enjoy a rewarding career. I have watched the GFCB evolve over the years to meet the challenges of providing quality education in a dynamic business culture. There is great leadership and an excellent faculty with a vision and positive momentum for achieving the objectives and mission for the GFCB.

Unfortunately, funding from the Commonwealth has been declining since I was on the hill so I believe financial support from alumni is essential to the future of WKU’s success in providing students a high quality educational experience. It is a privilege to support the GFCB to help assure that students will continue to have opportunities to be fully prepared to meet the challenges of a competitive work environment.

Christopher Eric Stein
William D. Stout
Virginia Nunn Strohecker
Harry Brown Sullivan
Stanley Thomas Syra
George T. Tabor
Edward G. Thomas
Steven E. Thomason
Brandon and Mrs. Kristin Thompson
Janet and Stephen Tolopka
Stephen A. Tyson
Thomas S. Urtz
Clarence W. Utley
Jodi Lynn Vincent
William Brock Wainscott
Sharon M. Wassom
Jason Andrew Waters
Holly Charisse Watkins
Jeffrey Scott Wells
Debra and John D. Wenk
Mills Landon White, Jr.
Geoffrey Allen Wigner
Mr. and Mrs. Robert W. Willett, Jr.
Mr. and Mrs. Paul David Williams
Mr. and Mrs. Gary Douglas Willis
Candace L. Witherspoon
Joseph Andrew Wooten

Brandi Elaine Wright

$1-$99
Jonathan David Absher
Steven Gregory Adams
Uchenna Ralph Akalonu
Rev. Ben C. Alexander
Lisa and Steven Allen
Linda L. Allison
Mr. James Michael Andrews
Mr. and Mrs. Dan L. Antle
Sharon A. Arth
Mr. and Mrs. Jason R. Atherton
Mr. and Mrs. Stephen Blake Ayers
Emilee Carole Bailey
Sara R. Baldrick
Kimberly Walters Bardin
Mr. and Mrs. Ronald Lee Barger
Laura L. Barnes
Mr. and Mrs. Bobby R. Bartley
Jeffrey T. Baynham
Terra Rene Beaver
Mr. and Mrs. Ronald Eugene Becker
Dawn Ann Bednar
Mr. and Mrs. Darren N. Bensing
Jonathan David Berry
Stephen E. Bibb
Debbie Kay Billingsley
Andreas Bilz

Mary J. Bird
Cheryl and Thomas K. Bird
Dr. Dawn Langkamp Bolton
Mary Anita McBride Bradley
Marcella C. Brashear
Joe M. Breslin
Mr. and Mrs. Leonard Dewayne Brewer
Mr. and Mrs. Steven E. Brock
Mr. and Mrs. Danny Leon Brown
David Michael Brown
Dorothy A. Brown
Matthew L. Brown
The Honorable Sue Carol Browning
Sarah Elaine Bruckner
Mr. and Mrs. James Clay Brumfield
Ann B. Buchanan
Howard Rodman Burton
Jarred Kyle Butler
Courtney Lasha Carter
Mr. and Mrs. Jonathan Dewayne Carter
Edna S. Cashman
Mr. and Mrs. Dennis Wayne Cecil
Nora B. Cecil
Hugh Garland Chaffin
Mr. and Mrs. David Michael Christian
Mr. and Mrs. Scott L. Clay
Lu Ann Claycomb
Andy L. Colman
Shelly Glasscock Compton
Thomas Burbridge Cook, Jr. (d.)
Christopher Michael Copas
Margaret B. Corriher
Edith H. Cropp
Norman Julius Damer
MAJ (Ret) Thomas D'Amico and
Ms. Lisa Axt
Derek A. Davidson
Harold Wayne Davis
Izetta Davis
Ginger and Neal Davis
William A. Dermody
James Roger Dill
Lorvetta M. Dillard
Mr. and Mrs. Mark A. Dilliha
Laura L. Dixon
Randall C. Donaldson
Georeggies M. Doucette
Cathy R. Duckworth
Lindsay Michelle Dumond
Steven Glen Dunleavy
Dzeldina Dzelil
M. Lynn Eldridge, II
Shaconda T. Ellington
Chelsea Ann Ellis
Sherie Lynn Ellis
Ethan Edward Farabee
Mr. and Mrs. William L. Fell, Jr.
Sheila Ferguson
Fifth Third Bancorp
Nicholas Paul Fischer
Mr. and Mrs. Kenneth Ray Floyd
Redona G. Franklin
Terry Ralph Fuller
Clara Rose Epp Garvey
Tina M. Gentry
Martina Cockerel Gibson
Stephen K. Gilbert
Stacey Durbin Gish
Joni F. Goodman
Mark Eugene Gordon
Monty Thurman Gover
Mr. and Mrs. Douglas Paul
Greenlee
Christopher A. Haltom
Dr. Ty Julian Handy
Andrew Spencer Hansbrough
Amanda Dawn Hanson
Kimberly K. Harmon
Eric Allen Harris
John Wyatt Harris
Kristie F. Hayden
Andrew James Head
Angela Marie Helbig
Heather Marie Hendren
Heather E. Hertel
Nathan Ray Higbaugh
Mr. and Mrs. Jon K. Hinton
James C. Holman
Paul Anthony Hooks
Michael I. Hooper
Mr. and Mrs. Kenneth Hubert Horn
Melissa Lee Howard
John Franklin Hoxworth
Billy Wayne Huffines
Joe Darrell Hughes
William Philip Humble
Rickie Gene Huntsman
MAJ Joseph M. Imorde, Jr.
Charles Neal Jackson
Terrance Joseph Janes
Mr. and Mrs. Anthony Michael Johnson
Sheila Ann Johnston
Cheryl P. Jones
James Richard Kaster
Karen L. Keene
Jimmy Lynn Keown
Katherine Davis Kidder
Michael Robert Klein
The Honorable and Mrs. Denis Stephen Kline
Julie Pleasant Kottak
Kathleen D. Krawczyk
Dianne Lynn Lambert
Tony Micah Lambert
Shane Christopher Larkin
Katherine Marie Law
Cindy Hunt Lawrence
Sheri D. Lee
Hongxia Lin
Krista P. Lively
Irene B. Longtime
Mark and Melanie Lord
Rachel H. Macaso
Jared A. Markham
Amnia C. Martin
Angela Marie Martin
Robert Lee Martin
Autumn H. Mattingly
Stephen Joseph McElroy
Deanna Nicole McGehee
Elizabeth Lee McGehee
Melissa Leigh McGinness
Asmima Memic
Amy Miller
Mr. and Mrs. Dallas W. Miller
John Pearson Miller
Lisa M. Miller
Mr. and Mrs. Keith Patrick Mills
Mr. and Mrs. Frederick J. Mitchell
Jerry Dwayne Monday
Mr. and Mrs. B. Troy Monroe
Kyle Andrew Moody
Joan Kerr Moore
Angela E. Morehead
Thomas Gene Morris
Edward D. Moseley, Jr.
Mr. and Mrs. Brian Keith Mounts
Susan Rae Mouser
Dr. Sandor Nagy
Heather N. Nett
James F. Nielsen, Jr.
Marilyn Denise Noble
Craig James Nunnari
Rebecca Dillon Nunnelee
Brenda Harmon Partridge
Nicholous Earl Payne
Mr. and Mrs. Sean A. Peck
Karen Atwell Peerce
Andrea and Travis Pelley
Larry Wayne Perkins
Michelle A. Perry
Mr. and Mrs. Phillip L. Petredis
Mr. and Mrs. Rogers Powell
Michael Lewis Presley
Adam Xavier Prida
Robert and Linda Pulsinelli
Neil and Rosemary Ray
Mr. and Mrs. John T. Reynolds
Mr. and Mrs. Dean Webb Richardson
Sue Ellen Richter
Stephen Michael Robinson
Vick Wells Rogers
Billy Wayne Rosser
Robert Gordon Rufer
Andrew Lawrence Rumage
Sarah W. Sanders
Mr. and Mrs. Clifford Scarbrough
Sally Ann Scott
Shari L. Scott
Judy F. Shelton
Daniel Ray Shields
Melissa Ann Shields
Julie P. Shipley
Carroll D. Simpkins
Andrew T. Smith
Justin Daniel Smith
Lisa Ann Beeler Smith
Martha P. Smith
Mr. and Mrs. Ervin Sorrell, Jr.
Rhonda Kay Spaulding
Allen Charles Spears
Why I Give: Heather Rogers

Serving on the Gordon Ford College of Business Advisory Council has been such an honor and pleasure.

When I was at WKU in the late 80’s, I minored in Business Administration with a major in Advertising, to this day I still use the business skills I gained from my classes in Grise Hall.

Through my work at Junior Achievement, I became re-engaged with the GFCB through the Student Ambassador program when they volunteered to teach JA programs. I was so impressed with the professionalism they exhibited and the enthusiasm they had to work with our JA students and share their experiences of college life and the offerings at WKU.

Now through my work on the Advisory Council, I see first-hand the top-notch programming that the GFCB faculty, leadership team and Dean Katz offer their students to ensure they have the best education and are fully prepared to enter the workforce. It gives me great faith in these future business leaders and I couldn’t be prouder to be a small part of this effort! I am so excited to see what the future holds for the GFCB under Dean Katz’s leadership.

Bonita S. Spiegl
Chester B. Stahl
Alexander Stamatiou
Dennis Arthur Staples, CPA
Pamela Renee Starks
Barrett Martin Stephens
Eliza L. Straney
Mr. and Mrs. Stephen Lee Strange
Barry Lewis Strong
Mr. and Mrs. Don O. Sullivan
Jennifer Kozman Swift
Patrick David Swindle
Debbie S. Taflinger
Lucinda L. Tanner
Danny Holbrook Taylor
Mr. and Mrs. Kevin Thomas
Mr. and Mrs. David Thomison
George C. Thompson
William A. Thompson
Linda D. Tisdale
Mr. and Mrs. David A. Towell
Mr. and Mrs. Ashley Thomas Travis
Erron P. Trigg
Latonia Reena Trowell
Mr. and Mrs. Christopher Michael Tuck
Jennifer L. Utley
Mr. and Mrs. Joseph Shane Vandiver
Dr. and Mrs. Gary L. Verst
Mr. and Mrs. Erick J. Vielot
Minton Brooke Vincent
Bradley D. Walker
Mr. and Mrs. Leslie L. Wall, Jr.
Mr. and Mrs. Roger Scott Walz
Brian J. Ward
Mr. and Mrs. Matthew A. Washam
Stephen Michael Washer
Joseph Brian Wathen
Mr. and Mrs. Thomas H. Watkins
Stephen E. Weaver
Mr. and Mrs. Bartley Hodge Weaver
Carmen Denise Webb
Mr. and Mrs. Sean Alan Weeks
John Craig Wheeler
Mr. and Mrs. Cheryl L. Whitaker
Mr. and Mrs. Michael Dale White
Lanny L. Whitlow
Aimee D. Williams
Charles C. Williams
Mr. and Mrs. Cordell E. Williams
Tremain Lamont Williams
Katelin Cordelia Wilson
Stephen Bradshaw Wood
Christopher M. Woods
William C. Wurtz
Jonathan Clark Wysong
Mary Wood Yeary
Francis P. Zampardi
Mr. and Mrs. Donald Raymond Zimmer
The Gordon Ford College of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB) for both the College as well as the Accounting program. This level of accreditation serves as external validation of the quality of the programs and the quality of the College faculty and staff.

The latest standards adopted in 2013 by the AACSB increase focus on three points of emphasis: Innovation, Engagement, and Impact. While these new standards reflect a change in focus for some collegiate schools of business, they fit well with the mission of the GFCB. These new standards place priority on strategic innovation, engagement with other academics and business professionals, and meaningful impact upon the learning of students, and advancement of business knowledge.

The GFCB initially achieved AACSB accreditation in 1982 while the Accounting program first earned its separate accreditation in 2009. Although the standards have changed slightly over time, the accreditation process requires a comprehensive review of a school’s mission, its faculty qualifications, and its curricula. The process also includes self-evaluations, peer reviews, committee reviews, and the development of in-depth strategic plans. Accreditation ensures that students are learning material most relevant to their field of study, preparing them to be effective leaders upon graduation. The College will submit its next maintenance of accreditation report in 2017 with a site visit to be scheduled for 2018.

UNDERGRADUATE ADVISING: An AACSB Recognized Best Practice

Student advising is administered by the GFCB Office of Undergraduate Student Services using a centralized advising approach. This engaged office handles recruiting and one-on-one advising for all GFCB undergraduates, a significant element of the College’s mission, providing faculty with the ability to pursue teaching and scholarly activities.

During the 2014 year, the five advisors collectively answered approximately 13,000 emails and scheduled approximately 3,800 student appointments. These appointments keep students on track for a timely graduation. Additionally, the advisors teach several sections of BA175, an introductory course for potential business majors, where they use the Seven Habits of Effective Leaders curriculum. This group coordinates attendance at almost 25 recruitment events across the Commonwealth. They also assist with student organizations, such as the Gordon Ford Ambassadors, a student group that represents the College at various functions. Each advisor belongs to state and national student advising associations and serves in leadership roles for numerous collegiate-wide committees.
The highlight of this year’s report is the 36 percent one-year increase in non-scholarship gifts to the College. Further, our Endowment levels grew by five percent over the year. We again see an increase in our student support through scholarships. This enhances our ability to recruit and retain well-prepared students for our College.

<table>
<thead>
<tr>
<th>Receipts</th>
<th>Category</th>
<th>10-11</th>
<th>11-12</th>
<th>12-13</th>
<th>13-14</th>
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<tr>
<td>State Funds</td>
<td>$ 11,471,621</td>
<td>$ 12,071,618</td>
<td>$ 11,890,324</td>
<td>$ 12,496,394</td>
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<tr>
<td>Gifts - non scholarship</td>
<td>$ 288,888</td>
<td>$ 313,517</td>
<td>$ 319,697</td>
<td>$ 433,793</td>
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<tr>
<td>Gifts and fund earnings - scholarship</td>
<td>$ 80,850</td>
<td>$ 93,415</td>
<td>$ 164,779</td>
<td>$ 138,418</td>
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<tr>
<td>Total Gifts and scholarship earnings</td>
<td>$ 369,738</td>
<td>$ 406,932</td>
<td>$ 484,476</td>
<td>$ 572,211</td>
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<table>
<thead>
<tr>
<th>Expenses</th>
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<tr>
<td>Program Support - State</td>
<td>$ 10,887,048</td>
<td>$ 11,381,200</td>
<td>$ 10,908,409</td>
<td>$ 11,806,895</td>
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<tr>
<td>Program Support - Non-state</td>
<td>$ 458,828</td>
<td>$ 407,961</td>
<td>$ 309,757</td>
<td>$ 265,718</td>
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<tr>
<td>Student Support - Scholarships - Non-state</td>
<td>$ 40,400</td>
<td>$ 31,798</td>
<td>$ 46,734</td>
<td>$ 50,511</td>
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</tbody>
</table>

Our non-state program support decreased by 14 percent. This reflects the continued restriction on expendables allowed by the WKU Foundation and our efforts to meaningfully steward our endowment gifts by using lapsed salaries, which have ranged from $100,000 to $300,000, for temporary or part-time faculty needs and academic program support. As of December 31, 2014, all vacant positions were filled and our departments are at approved faculty capacity.

**ENDOWMENTS**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>WKU Foundation</td>
<td>$12,324,731</td>
<td>$14,595,506</td>
<td>$15,343,056</td>
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<tr>
<td>College Heights Foundation</td>
<td>$2,744,661</td>
<td>$1,525,600</td>
<td>$1,597,467</td>
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</table>

**BUILDING FOR THE FUTURE:** New Building Top WKU Priority
Celebrating our Past

WKU President Gary Ransdell (left) and Hays Watkins (center) congratulate Gordon and Glenda Ford during the dedication ceremony for the Gordon Ford College of Business in May 1999.