

Gordon Ford College of Business
Administrative Council Meeting
Minutes
August 1, 2013
8:30 a.m.
BB&T Board Room – Second Floor

Members present included Drs. Chris Brown, Jeff Butterfield, Cathy Carey, Bob Hatfield, Zubair Mohamed, Rick Shannon, Michelle Trawick, Steve Wells and Jeff Katz, presiding.

Dr. Katz asked for approval of the minutes from July 25, 2013. Dr. Shannon made a motion and Dr. Trawick made a second. The GFAC approved the minutes.

Dr. Katz gave an update from the recent CAD meeting and shared information regarding the Phase 1 staffing plans. There was discussion about changes to Instructor guidelines. He reminded GFAC the Deans, Department Head and Directors Workday is next Tuesday, August 6.

Mr. Rick Wilson, Area Executive of BB&T and Chair of the GFCB Business Executive Advisory Council, gave the GFAC a welcome and shared information about his work with the Leader in Me program being implemented in Warren County schools and gave an update on banking regulations.

Dr. Katz distributed a summary from GFAC, staff, and students of recommendations for future goals of the Gordon Ford College of Business. He asked GFAC to think about what targets GFCB would like to focus on. Discussion was held about the best ways to market the Gordon Ford College of Business and share the quality attributes of GFCB programs. Developing meaningful relationships with area high schools was suggested. The possibility of offering dual credits and/or certificate programs was also discussed. Regarding marketing efforts, it was decided the most important goal is to market to quality students. Dr. Brown suggested developing a brochure tailored to students that make a certain GPA and have a certain ACT score. Dr. Carey suggested improving our relationship with FBLA. It was also suggested that a follow up process be developed to reach students that have applied or expressed interest in GFCB. Dr. Katz suggested hiring a senior student, possibly a Business Ambassador, to work part-time to help implement these efforts.

Dr. Trawick distributed a report from Career Services with results from Gordon Ford College of Business alumni surveyed about the current employment and undergraduate experience. Based on the survey results, Dr. Katz asked if there is anything the GFCB can improve on or implement within GFCB. Dr. Trawick suggested more resources for PEAK. Dr. Carey suggested GFCB have its own Career Services Center. Dr. Hatfield suggested working with PEAK to enhance communications education within GFCB. Dr. Katz suggested he will invite Dr. Lynn Holland to speak to GFAC about current University policy regarding Career Services and what is available.

Based on the discussion, two goals surfaced: Recruitment Efforts/Programs and Career Services. Dr. Mohamed suggested adding to that list Student Admission Criteria. Discussion was held about the current GFCB admission standards and core courses. Dr. Katz suggested asking faculty

of each department for input on the current admission standards and the possibility of changing them or letting them vary by department. He asked department chairs to visit with their faculty about this topic.

Dr. Trawick distributed information for the staffing plan discussion, a spreadsheet of considerations for 2014-2015 with data on transitional retirees, retirees, other separations, and new hires. Dr. Carey requested one pedagogical faculty position and one academically qualified position in the Economics Department. Dr. Brown asked for a pedagogical position in financial planning in the Finance Department. Dr. Wells asked for an academically qualified position for the Accounting Department.

Dr. Katz asked GFAC to share with him recommendations for realistic student enrollment targets for each department.

Dr. Trawick distributed copies of the faculty policies to be reviewed. The first policy discussed was the Faculty Qualifications Guidelines. GFAC agreed it is ready to be presented to faculty. The GFCB Faculty Qualifications for Administrators was also approved for presentation to faculty. The Transitional Retirement Policy was reviewed and approved to be shared with faculty. All three policies will be shared with the college at the August 21st College Retreat.

Dr. Katz reviewed suggestions for the agenda for the Faculty and Staff Retreat scheduled for August 21, 2013. It was decided that a couple of the SPC action teams will be asked to present.

Dr. Trawick distributed the budget reallocation spreadsheet by department.

The meeting ended at 3:20 p.m. The next meeting is scheduled for Thursday, August 29 at 9 a.m. in the Dean's Conference Room.