

Gordon Ford College of Business
Administrative Council Meeting
Minutes
March 7, 2013
9:00 a.m.
Grise Hall 443

Members present included Drs. Chris Brown, Jeff Butterfield, Cathy Carey, Zubair Mohamed, Rick Shannon, Michelle Trawick, Steve Wells, and Jeff Katz, presiding. Dr. Richard Miller and Ms. Ladonna Hunton were guests.

Dr. Richard Miller and Ms. Ladonna Hunton informed the members how to document faculty credentials. Ms. Hunton distributed a step-by-step handout on “The Department Head Review of Faculty Credentials for Fall 2013.” The credentials are focused on courses. Department chairs determine what the credentials are for every course. Dr. Miller and Ms. Hunton answered several questions regarding justification for faculty teaching a specific course. Banner information will be linked to Digital Measures. The report is due April 15, 2013.

Dr. Katz asked for approval of the minutes. Dr. Hatfield made a motion to approve and Dr. Butterfield made a second. The GFAC approved the minutes with one change.

Dr. Trawick distributed a handout concerning institutional cost reductions and efficiency efforts. Dr. Trawick would like to know if any new items need to be added to the report. Dr. Katz stated 400G courses need to be differentiated from the 400 level courses. Dr. Trawick updated the GFCB promotion and tenure document to match the current WKU faculty handbook. Visiting positions can be appointment for a maximum of three years.

Dr. Trawick gave an update on the Curriculum Committee. She announced that there will be a new certificate program for students who participate in professional development. The new Math course is on hold. Communications 161 is no longer offered. Dr. Hatfield spoke on REACH week activities. Dr. Brown reported on March 20th a “Game of Life” will be held at DUC. Dr. Carey is focusing her efforts on getting ready for the construction taking place in her department during Spring Break. Dr. Shannon reported that the Marketing faculty interviewed three candidates, and has extending an offer to one of them. The sales team took 6 students to the National Collegiate Sales Competition. The Marketing Department is putting together an advisory board consisting of alumni and business leaders. Dr. Wells spoke about a new PEAK team, and on March 22th, 207 students are in Grise Hall for Accounting Career Day. Dr. Butterfield has hired a new faculty member. Dr. Mohamed hired a new faculty member, and is continuing the search for endowed professorship. The Hays Watkins lecture and reception are swipe-able events. Dr. Katz asked the members to read the discrimination and harassment policy and provide comments as appropriate.

Dr. Katz led a discussion on the Center for Excellence. He mentioned three criteria for reviewing the Centers:

- Tier within college policy
- Does it meet the mission of the college?
- Feedback for direction

Dr. Mohamed, Dr. Shannon, and Dr. Hatfield formed a committee to write job descriptions template for the center directors.

Meeting ended 11:30. The next meeting is March 21 at 8:00 a.m.

Submitted by Brenda Dickson.