

**Gordon Ford College of Business**  
Leadership Team Meeting  
Summer Retreat  
Baker Arboretum  
Wednesday, June 2, 2021  
**9:00 am**

Members present: Drs. Ray Blankenship, Indu Chhachhi, Lukas Forbes, Alex Lebedinsky, Whitney Peake, Mark Ross, Evelyn Thrasher, and Chris Shook, presiding.

Dr. Shook asked for approval of the minutes from the April 15, 2021 meeting. Dr. Lukas Forbes made a motion to approve the minutes, and Dr. Ray Blankenship seconded. The minutes were approved with no change.

Dr. Shook welcomed everyone to the retreat and expressed his excitement to have a face-to-face meeting. The team members shared their plans for the summer. Dr Shook encouraged the department chairs to take vacation time this summer and to ‘unplug’ from work while off. Recharge and refresh for next year.

Dr. Alex Lebedinsky shared the WKU Actuarial Science concentration of the Mathematical Economics major has been added to the Universities and Colleges with Actuarial Programs (UCAP) list maintained by the Society of Actuaries (SOA). This designation is both a seal of approval of the program and a marketing tool that increases visibility of the program to prospective students.

Dr. Ross told of the successful CPE Day that was held recently, via Zoom. Ms. April McCauley from the Lifelong Learning did an excellent job coordinating the event. Ms. Emilee Marshall has been selected to receive a scholarship from the PCAOB, a national auditing group.

Dr. Chhachhi explained that the Finance Department will be holding their first-ever high-school summer camp later this month and already have 12 paid students. The goal is to host 15-20 rising junior/seniors. Mr. Zach Jones and Mr. Andrew Head have been actively recruiting for the camp. Ms. Allison Ball, the state treasurer of Kentucky will be presenting virtually. The hope is to have next year’s camp sponsored.

The university held two successful commencements in May. The university’s new provost is scheduled to arrive on July 6<sup>th</sup>. The new deans for Ogden College and Potter College are arriving to campus soon.

The Council of Academic Deans met recently, and Dr. Shook provided a brief update on some of the topics. They included program coordinator policies, travel updates, and a discussion that international students should not be taking online courses.

The Staff Senate recently hosted President Caboni and Ms. Susan Howarth to address several items, including budgeting issues. Dr. Shook passed along some of the conversations to the department chairs and asked for their thoughts. There was conversation on budget allocations.

Dean Shook and Dr. Thrasher shared the history of GFCB professional development funds. Dr. Thrasher asked the department chairs about a better way to provide funding for fees and attending conferences, ensuring funds are being utilized completely. Pedagogical faculty have little financial support to develop their skills in their field. A task force will be formed to evaluate PD funding and travel. For now, travel plans can be made, with the understanding that trips could be cancelled if Covid restrictions increase.

GFCB has approval to hire a full-time Communication and Marketing person. This person will be responsible for a brand marketing strategy, social media presence, and communication with our students. Applications are currently being accepted.

In order to better prepared for AACSB and implementation of our strategic plan, Dr. Shook proposed an updated college organizational chart. Updates include a Director of Student Success, which would oversee recruiting, advising, LLC, and internships. He would also like to create a Director of Graduation Program and Outreach. Roles and expectations of the programs were discussed. Dean Shook asked for input from the leadership team about the proposed changes.

Dr. Shook distributed a handout that illustrated the measure of courses being taught by tenure track vs non-tenure track faculty. He reviewed the handout with the leadership team, comparing lower division, upper division, graduate, on-demand, etc. within the departments. Releases were also discussed. The tentative benchmark is .75 of all section being taught by tenure track faculty.

A handout reflecting the instructional costs per SCH by department was reviewed. The goal is for this number to decrease. There was discussion of funds, student enrollments, and how they are impacted. Additional data will be sent out soon.

The dean shared his view of the purpose and goal of the strategic plan. He then asked, and received, input from the leadership team regarding the strategic planning council, their history, and their purpose moving forward.

Dr. Thrasher is currently serving on a committee that has been tasked with creating an annual review process, illustrated in a 'dashboard' report, and a five-year review process. The academic program review committee has established standard thresholds that can be used for discussion of what needs are not being met and what they can do to improve the program. Dr. Tuesdi Helbig has created the dashboard program so departments can review information, such as majors by program, graduates by program, percentage of undergraduates, etc. on a five-year rolling average. Dr. Thrasher will follow up with Dr. Rob Hale to learn when the department chairs will have access to the dashboard reports.

Background of the GFCB Core Curriculum Task Force and the purpose for assessing the curriculum was presented by Dr. Shook and Dr. Thrasher. She went on to share the goals of the task force, the resources used to inform their discussions and proposals, and what considerations should be used to inform the core curriculum design and implementation. The task force's recommendations were presented to the leadership team and were asked for their feedback. The task force would also like suggestions for revisions and to meet with the leadership team to ensure concerns are being addressed. July 1 is the deadline for the department chairs to submit

their comments to Dr. Thrasher. They are asked to use a Word document with notes organized according to the categories. The department chairs expressed their appreciation to Dr. Thrasher and the entire committee for their dedication and hard work on this process.

Dr. Peake will reach out to the department chairs for a future social.

The meeting adjourned at 12:55 pm. The next meeting will be held on Thursday, June 24, 2021 at 9:00 am, in the Dean's Conference Room, GH 443.