

Gordon Ford College of Business
Leadership Team Meeting
Thursday, November 10, 2022
9:00 am

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

Dr. Lukas Forbes moved, and Dr. Dana Cosby seconded a motion for approval of the minutes from October 27, 2022. Minutes were approved unanimously without change.

The Marketing Department's recent sales competition was successful. The event is hosted every semester, with Mr. Jeff Peake overseeing the contests. This semester included 9 participants with 14 corporate sponsors. It was suggested to add this to the GFCB Round Up announcement.

Dr. Shook and Dr. Thrasher recently made trips to Owensboro and Elizabethtown to meet with WKU regional campuses and local community colleges. Ms. Janie Pruitt provided handouts that were given during their visits that explained what GFCB offers in each department. Dr. Thrasher shared a copy with the chairs and asked them to review for accuracy. If there are edits, please forward them to Ms. Pruitt. The final version will be put on our website.

The Cherry Presidential Scholars interviews continue. Dean Shook described an encounter with a candidate and their family where Ms. Heather Glass received their praise for her course and teaching abilities.

The next Head for the Hill is tomorrow, November 11. Attendance will be strong. GFCB will host one table for all departments.

CAD and General updates were provided:

- Dr. Scott McDonald, Assistant VP of Enrollment Management, attended the November 2 CAD. WKU will go to the common application process next year.
- Dr. Derek Strode talked about regional campus programs. He is requesting those that have degree programs at those campuses to offer courses to support them. They will pay for the adjunct faculty.
- The faculty credentials policy is being updated. It is likely that all faculty will have to be recredentialed in the new program.
- A process is being developed so that faculty evaluations are more consistent campus wide.
- The Reserves and Carryforward Policy is being updated.

Discussion occurred regarding course scheduling for next year and how to offer a better schedule for the students. The Management Department put together a task force to examine their current options. Some guidance would be helpful to knowing what the percentage of courses offered online is considered appropriate. The department chairs were asked to look closely at their schedules, consider unintended consequences, and be prepared to discuss them at a future meeting.

Department chairs were reminded that the new college of business building is a WKU structure. Although President Caboni has the final say, we will move forward with presenting the architects, Gensler, with the faculty/staff feedback. Chairs were asked to keep in mind that the building is being built for future students. Dr. Chhachhi has offered to take additional feedback.

Dr. Thrasher explained that promotion and tenure policies are now going to the department level university wide. The updated GFCB Promotion and tenure policy was reviewed, an explanation of the thoughts behind the updates, and some initial feedback was given. Additional conversation will occur at a future meeting. (It is worth noting that Lukas admitted Indu was correct with his edit.) Dr. Thrasher will send out the updated version for final review.

The itinerary of the upcoming AACSB visit has been firmed up. Dr. Thrasher will reach out to various representatives, requesting their participation during the visit. She thanked the chairs for all their assistance with completing the report.

The updated Micro-credential Policy was distributed for leadership team review. The approval process, digital badges, and costs were some of the items explained. There was a brief Q&A session. The leadership team were asked to submit feedback and suggestions to Dr. Cosby within the next two weeks. She will bring the revised version to the next meeting, with hopes of implementing the policy.

A recent Ford Forward initiative, Staff Kaizen Event, was recently presented. Dr. Cosby distributed the PowerPoint slides to the chairs and explained a bit about the program. She asked chairs to encourage their staff to participate.

Revisions to the Reimbursing Submission Fees, Publication Fees, and Professional Editing Fees Policy were shared and additional suggestions were given. Dr. Peake will change the wording to read, “up to three submissions maximum”.

Provost Bud Fischer has asked Dr. Joanna Melancon to present at the next Board of Regents meeting, as the University Faculty Award winner in Research and Creativity.

The College Innovation Team met recently. They are developing a task force and will be working on ways the faculty can be more effective.

GFCB College Recognition Ceremony will be held on Friday, December 9, at 11:00 am in Diddle Arena. We will be with Ogden College during the ceremony. Department chairs will be on stage. Please let Dean Shook know if you are unable to attend.

The meeting adjourned at 10:30 am. The next meeting will be held on Thursday, December 8, 2022, at 9:00 am, in the Dean’s Conference Room, GH 443.