

Gordon Ford College of Business
Administrative Council Meeting
Minutes
December 6, 2012
9:00 a.m.
Grise Hall 443

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. Joelle Carter, Assistant Vice President, Retention & Student Services, was a guest.

Dr. Katz welcomed Dr. Carter. Dr. Trawick invited Dr. Carter to share her thoughts on GFCB retention and recruitment efforts. Dr. Carter shared her experiences from two other universities. One College of Business allowed high school students direct admission to the college of business based on certain criteria. Students that didn't meet the criteria were enrolled in the science & letters program for two years before being admitted to the college of business. Another college used university experience classes for two semesters to retain students. The classes were called "cornerstone" and included special sections with outside speakers. Dr. Carter also mentioned a living and learning community for students that were close to meeting the admission requirements but didn't quite meet the requirements. Dr. Katz suggested that using university experience and living and learning communities would not require changing the GFCB admission standards. There was discussion about possible events for transfer students. Dr. Carter also suggested using business case studies in classes and Dr. Katz suggested having BA 175 students work on them and conclude the course with a competition. Dr. Mohamed suggested instead using them in Management 210 and 220 classes. Dr. Carter mentioned the Association of Business Communication has a grant available for some of these programs.

Dr. Katz asked for approval of the minutes from November 8, 2012. Dr. Hatfield made a motion and Dr. Trawick made a second. The minutes were approved by GFAC.

Dr. Katz gave an update from the Business Executive Advisory Council. Dr. Katz and Dr. Trawick met with Mr. Vince Foushee regarding facility improvements. They also met with Facilities Management on campus. Dr. Katz said Stacey Gish is working with Mr. Tim Earnhart from the Branding and Marketing committee of the BEAC on current GFCB communication efforts.

Dr. Katz gave an update on annual gifts for the GFCB. He distributed the goals for 2013, 2014, and 2015 for each department and the college. Dr. Katz reminded that he would like self-assessments and goals from each department chair before Friday, December 14. Dr. Katz shared the 2013 GFCB goals that he will give to Provost Emslie. Dr. Katz gave updates from CAD and announced the prior learning assessment policy is moving forward without the graduate component. He said the summer schedule for 2013 will be very similar to 2012. He announced there is now a database through Academic Affairs for articulated agreements.

Dr. Katz gave the members of GFAC an electronic copy of the accreditation reports. The GFAC will meet on January 10 to prepare for the accreditation visit and the January 16 college-wide meeting.

Dr. Katz opened discussion and asked for feedback about adding college program directors for PEAK, Communications, and Accreditation. This will be a topic for discussion at the GFAC summer retreat.

Dr. Trawick distributed the part-time faculty activities & appraisal of faculty report. The report will also be used for anyone who teaching that is not full time, including transitional retirees and emeritus faculty. This report must be on file for each. Dr. Butterfield suggested reducing the scale for teaching effectiveness on the report. It was decided it will only include satisfactory and unsatisfactory ratings. Dr. Trawick suggested deleting participating and supporting under item 3. Dr. Trawick will have it posted online.

Dr. Katz has asked the Center Directors to submit a short report of accomplishments for 2012 and goals for 2013 before February 1, 2013. Drs. Shannon and Trawick suggested giving guidelines to the directors. Dr. Trawick will let the directors know the expected categories for the report are: a summary, mission and objectives, achievements (including progress on last year's goals), goals for the next year, and resources (including financials). The report should be 2 – 3 pages.

Dr. Shannon asked about the responsibility of classroom equipment replacement cost. He would like to see a standardized approach. Dr. Katz said the college will share the cost with departments.

Dr. Katz asked for updates from the departments. Dr. Butterfield announced the Information Systems Department is working on the curriculum for the Business Informatics program. Dr. Carey said the Economics Department is moving forward with the Math Economics degree. They are also considering revamping their Economics 150 class. Dr. Wells announced Dr. Allen Hunt will join the Accounting faculty in August 2013. Dr. Shannon announced Dr. Lukas Forbes is chairing the cluster hire search and the committee has approval to advertise. Dr. Mohamed announced the Management Department has extended an offer to Dr. Joshua Hensberger and expect to hear a response soon. Dr. Mohamed has met with Dr. Beth Laves regarding the two plus two program and there will be dedicated sections for the program. Regarding the endowed chair search, applications are due December 12 and the committee will meet that day. Dr. Brown announced Finance 161 will be offered for dual credit beginning Fall 2013. He said Mr. Head just completed the certification for the Financial Planning Board. Dr. Hatfield has been meeting with external groups including a ribbon cutting at the Business Accelerator and a visit to the Fort Knox campus. On February 21, 2013 there will be a Chamber of Business After Hours located outside of the PMBA room at the Center for Research and Development.

The meeting ended at 11:30 a.m. The next meeting is scheduled for Thursday, January 10.