

**Gordon Ford College of Business  
Administrative Council Meeting  
Minutes  
January 18, 2012  
8:00 A.M.  
Carroll Knicely Conference Center, Regency Room**

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

Dr. Katz opened the meeting and welcomed everyone. Dr. Wells made a motion to approve the minutes from December 8, 2011. Dr. Hatfield made a second and the minutes were approved by the GFAC.

Dr. Katz asked GFAC to review the December 14, 2011 draft of the WKU Strategic Goals and Objectives to begin matching departmental goals with those being proposed for the University. Dr. Katz announced the Business Executive Advisory Council will meet on February 17 and asked GFAC for suggestions on possible standing committees.

The GFAC reviewed the college wide meeting agenda and Dr. Katz announced he would like to focus on the Strategic Planning Council and Plan 2020 during the meeting. He distributed a draft for discussion that included the Plan 2020. The draft lists three goals: Recruit the Best, Embrace the Best, and Associate with the Best. Regarding Recruit the Best, discussion was held about community college transfers and how the GFCB can best facilitate and encourage transfers. Dr. Katz would like to focus on the community college transfer path, increasing enrollment, and the Honors program over the next five years. For Embrace the Best, discussion was held about mentoring and internships. Associate with the Best refers to the Business Executive Advisory Council, a Scholar in Residence, and strategic partnerships.

Documents regarding part-time faculty pay and class enrollment were distributed. Discussion was held about developing a consistent part-time pay policy and market adjustments for these important instructors.

The GFAC decided to purchase a table and attend the Chamber of Commerce Annual Dinner on Feb. 2 at the Sloan Convention Center to assure the College is represented with the local business community.

Departments made announcements. Dr. Trawick gave an update on the searches in the Economics department. Dr. Wells gave an update on the Accounting search and announced the AP course for high school Accounting has been approved. Dr. Shannon gave an update on the open Sales position and announced Mr. Allan Hall and Dr. Ron Milliman will retire at the end of the semester. Dr. Butterfield announced Information Systems department is working on student recruitment materials.

The meeting ended at 9:45 a.m.