

**Gordon Ford College of Business**

**Minutes**

April 2, 2015

9:00 a.m.

Grise Hall 443

Members present: Drs. Ray Blankenship, Chris Brown, Cathy Carey, Bob Hatfield, Paula Potter, Rick Shannon, Michelle Trawick, Steve Wells, and Jeff Katz, presiding.

Dr. Katz asked for approval of the minutes from March 19, 2015. Dr. Wells made a motion to approve and Dr. Hatfield made a second to approve the minutes. The GFAC approved the minutes without changes.

Dr. Katz gave an update and mentioned a job opportunity for a GFCB graduate. Dr. Hatfield and Dr. Potter volunteered to attend a Fulbright luncheon with Dr. Katz.

Dr. Wells shared an update from the most recent CAD meeting. He said WKU admissions counselors were there to share information. He said CHHS shared a parent handbook they use to give out during the parent session at ATP. Dr. Wells also said they discussed initiatives for Harlaxton and the budget.

Dr. Katz shared details for the SACS team visit next week. He also reviewed expectations of department chairs and center directors when fundraising for the GFCB. He also suggested to Dr. Potter that we invited community college representatives for the Plus 2 program to campus for a visit.

Dr. Katz asked for discussion regarding the award nominations for the annual GFCB awards banquet. Ms. Harvey distributed a ballot for each of the awards. The award winners were selected and will be honored at the April 24<sup>th</sup> banquet.

Dr. Katz thanked everyone for their support of the Hays Watkins lecture and Business Executive Advisory Council held last week. He asked GFAC for feedback on the event and suggestions for the future. Dr. Katz asked for suggestions for future Hays Watkins speakers and new Business Executive Advisory Council members.

There was also discussion about developing a multi-year marketing and branding plan based on the recommendation at the BEAC meeting. GFAC decided to put a request for proposal to faculty to see if anyone is interested working on it as a summer project. Dr. Shannon will draft an RFP for GFAC to review at the next meeting.

Dr. Trawick has been working with the curriculum committee on undergraduate admission to the major. The committee has decided that requirements can vary by department but have not decided on the variations.

Dr. Trawick asked GFAC to send her changes and suggestions for the chair responsibilities. She also announced they are working on the searches for an Internship Coordinator and

Communication Coordinator and hope to have both filled by July 1, 2015. Dr. Trawick has been meeting with Mr. Cody Turner and Dr. Lukas Forbes on finalizing the plans for a sales classroom. She also mentioned concerns about the qualifications of faculty teaching business classes at South Campus and the courses being qualified as equivalent to GFCB courses.

Dr. Katz asked for general department updates. He reviewed the list of important dates. The meeting ended at 11:15 a.m. The next meeting is scheduled for Thursday, April 16<sup>th</sup>.