

Gordon Ford College of Business
GFAC Retreat

Minutes

July 22, 2015

8:30 a.m.

Augenstein Alumni Center

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 welcomed everyone and reviewed the objectives of the meeting. He shared the most recent report on enrollment numbers for WKU and thanked everyone for their work.

Dr. Katz shared his notes from the recent Southern Business Deans Association meeting. He gave an update from the session on compliance with the new AACSB standards. There was discussion about linking the measure of impact to the mission and annual evaluation process. Dr. Katz also explained the importance of student engagement, such as involving them on advisory boards and councils. There was discussion about how to encourage faculty and staff to report impact stories to the college and how to document and share that information with others.

Dr. Katz referred to the most recent Strategic Planning Council Bylaws and asked GFAC for their feedback on the process. There was concern expressed about the lack of participation and consistency of those participating. It was suggested that the purpose and expectations of the SPC needs to be more clearly defined. Dr. Hatfield suggested repurposing the SPC to focus on impact. Dr. Blankenship suggested informing faculty and staff at the college meeting of action teams that need participation. Dr. Hatfield suggested rewording the bylaws to include engagement, innovation, and impact. Dr. Katz will ask Dr. Ciampa to join GFAC at the next regularly scheduled meeting to discuss plans for the August meeting.

Dr. Hatfield reviewed the research incentive program guidelines and explained the process. Dr. Katz would like GFCB to put together a document defining impact in order to foster and measure impact going forward. There was discussion about revising the RIP and categorizing journals for tiered incentives related to how it portrays impact. Dr. Katz asked for volunteers to work on a policy regarding impact and Drs. Hatfield, Shannon, and Wells will work on it.

Dr. Trawick distributed a draft for budgeted items for 2015-2016 as submitted to the Dean's office in July. She reviewed the requests and explained her spreadsheet. She also explained expenditures that can be paid with the new course fees. There was discussion about transitional retirements and how they affect the college's needs. Dr. Katz asked departments for future needs and several members of GFAC shared positions they anticipate needing within the next 18 months. Dr. Katz said these numbers will be considered for the Phase I FY16 planning.

Dr. Katz announced that more information regarding course fees will be published for the web and presented at the college wide meeting in August. He would like faculty to inform their classes and encourage students to use the resources the course fees will be used to pay. He announced a course fee stewardship committee will be put in place to ensure expenditures are

used to support student resources. Dr. Katz asked for proposals from departments if they have requests for use of the course fee revenue. Dr. Brown presented a proposal for a two year agreement to acquire S&P Capital IQ (Cap IQ) – a software platform commonly used on Wall Street and at large investment firms. His proposal was approved by GFAC. Dr. Katz asked for any other ideas or uses they would like the fees to fund. Dr. Trawick suggested finding a way to offer tutoring services in the core and problematic courses within GFCB. There was discussion about how to find and hire tutors. It was suggested that faculty be polled first about the most important topics and courses that need to be covered. Drs. Blankenship, Carey, Potter, and Trawick will do some research on implementing a tutor center for GFCB.

Dr. Katz referred to the Promotion and Tenure document regarding proposed changes for promotions of instructors and Dr. Trawick commented that section in yellow had changes from the previous version. She reviewed the changes and asked GFAC for suggestions and approval. GFAC agreed the document is ready to be presented at the college wide meeting in August.

Dr. Katz referenced the list of committees within the GFCB and asked for changes and suggestions. It was mentioned that Dr. Myers probably will not continue as chair for Global Studies and Diversity since he has entered transitional retirement. At a future GFAC meeting, these committees will be charged with new missions and faculty participation and new chair will be determined. Dr. Hatfield would like the MBA committee to be listed as a permanent standing committee.

Dr. Trawick is working to move the appraisal process online. Dr. Katz asked for any changes or suggestions to the process. Dr. Trawick said it was suggested that impact and engagement be incorporated. Dr. Wells would like there to be a section for faculty to say what changes they made to their coursework based on feedback from the past AOL assessment.

Dr. Katz asked for suggestions for the faculty and staff retreat agenda for August 19th. Dr. Trawick suggested Dr. Thrasher give an update and overview of (PEaK) Professional Education and Knowledge. Dr. Hatfield suggested an accreditation update. Dr. Potter suggested the Entrepreneurship Center give an update, and Dr. Katz suggested Business Analytics as well. Dr. Katz will discuss course fees and how they will be used. Also, an FAQ card will be distributed. Dr. Hatfield suggested an enrollment update. The communication coordinator and career services coordinator will be asked to give a brief update.

The meeting ended at 12:45 p.m.