

**Gordon Ford College of Business
Administrative Council Meeting**

Minutes

October 1, 2015

9:00 a.m.

Grise Hall 443

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

Dr. Katz asked for approval of the minutes from September 17, 2015 meeting. Dr. Hatfield made a motion and Dr. Potter made a second motion to approve the minutes. The minutes were approved by the GFAC with two minor changes.

Dr. Katz gave an update from the most recent CAD meeting. He announced the action planning process on Digital Measures will wrap up soon. The Dean's Council approved a faculty awards policy that will now include a part-time faculty award. Consideration for Phase II requests will be approved by October 31, 2015. There was a brief discussion about minority recruitment for faculty searches and use of the new online process. Dr. Katz announced the GFCB's plans for the Chamber Coffee Hour Breakfast on October 30th at the Knicely Center. Plans for the new building will be presented at the breakfast. Dr. Crews suggested the new building have appropriate facilities for students to practice and present their presentations. Dr. Trawick would like to see a Student Success Center that includes a presentation practice area along with a tutoring area in the new building.

Dr. Katz shared with GFAC his most recent accreditation visit. He gave Dr. Spiller notes from the visit and report and mentioned he found the visit to be very useful.

Dr. Katz asked for departmental updates. Dr. Wells announced the Accounting Department is holding their first CPE course in October. He also announced a High School Accounting Day will be held in November. Dr. Potter said the Management Department is working on a speaker for International Week. Dr. Carey gave an update on Actuarial Science, announced Dr. Brian Strow is giving a presentation for WKU Life Long Learning, and she presented at the Rotary on behalf of the center. Dr. Shannon said the search process is underway for the Social Media Marketing position. He also announced Dr. Forbes hosted the University Sales Center Alliance meeting in Nashville and it went very well. Dr. Trawick announced the Dean's Office hired an office associate, Ms. Nicola Sparks. She also said the internship coordinator search is still underway. Dr. Crews said the Information Systems Department is working on growing the Business Informatics Program. An IBM speaker visited recently and they expect to have another one in the future. Dr. Hatfield announced he was in Louisville recently for the WKU open house. He said he was questioned frequently about entrepreneurship and accounting. He also recently spoke at the rotary and presented on the MBA trip to Greece. This year's MBA trip will be to Brazil.

Dr. Katz welcomed several guests to the meeting: Dr. Pat Jordan, Dr. Brian Meredith, Ms. Sharon Hunter, Ms. Cindy Burnette, Ms. Susan Fitzpatrick, Mr. Andy Wagoner, Mr. Donald Smith, and Dr. Jace Lux. He turned the meeting over to Dr. Brian Meredith from Enrollment Management. He distributed a card with details on the new scholarship program and Ms. Burnette explained the new model. Mr. Donald Smith explained scholarship funds from the College Heights Fund and the new software program selected, AcademicWorks, being used for scholarship management. The name of the website being used for WKU is TOPDollar. He distributed an information sheet and asked each department to review what is out there. Dr. Jace Lux spoke briefly about admissions and shared the importance of parents being involved in the recruitment process. He encouraged departments to get current students involved in the recruitment process as well. Lastly, he reminded GFAC departmental websites are important and at times are the very first page prospective students see. Dr. Katz explained the new course fees in GFCB and how they are being used to benefit the college in the recruitment process and retention. He explained the focus groups that have used to identify the needs course fees will be used to fund. Dr. Katz emphasized how the fees benefit students and the importance of letting them know the benefits.

The meeting ended at 11:55 a.m.