

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

Minutes
June 28, 2018
9:00 a.m.
Grise Hall 443

Members present: Drs. Ray Blankenship, Indudeep Chhachhi, Bob Hatfield, Alex Lebedinsky, Paula Potter, Patricia Todd, Michelle Trawick, and Cathy Carey, presiding. Pat Jordon, guest.

Dr. Carey asked for approval of the minutes from the May 31, 2018 meeting. Dr. Little made a motion to approve and Dr. Todd made a second motion. The minutes were approved with minor changes.

Dr. Pat Jordan provided an update on enrollment initiatives and activities. She shared the GFCB student enrollment data and explained that efforts are being made to reach out to current or previous students who have not registered for fall classes. Dr. Carey will follow up with Ms. Belinda Higginbotham to see if a rule can be put into place stating that students owing \$500 or less be allowed to register for courses. Since the new funding model will be based on student enrollments, Dr. Carey encourages all faculty to act as recruiters for our college. Dr. Jordan will follow up with each department, reporting their particular student data for their review.

Dr. Carey shared Council of Academic Deans updates:

- No WKU logos can be altered. This includes the cupola, white squirrel, red towel, Big Red, etc.. Approval must be received before using an altered logo. Please work through Ms. Stacey Biggs, Chief Marketing Officer in Public Affairs, and Ms. Stacey Gish before moving forward with any project involving a WKU logo.
- For informational purposes for Dr. Terry Ballman, the incoming Provost, we are asked to submit an overall staffing plan. Using a five-year window, this plan is to reflect current staffing needs. The deadline to submit to the Provost's office is July 15th.
- Dr. Lee's last day as Provost will be July 27. August 1 is Dr. Ballman's start date.
- It has been requested that enrollment caps should be increased for the fall semester if there is a need. GFAC discussed how best to meet our students' course need.
- Any new faculty letters of appointments should contain 'one-year temporary' phrase.
- Do not offer online only courses for those courses that are required for a major. There should be a face-to-face option.
- Merit pay has been figured into the budget and was passed by Board of Regents. It has yet to be decided who will make the judgement on who will receive it and on what it will be based (actual merit, cost of living, or a combination). It will take effect January 1, 2019
- It has been requested to review current qualifications of faculty and confirm they are up to date. Dr. Trawick will follow up on this.
- Only a financial conflict of interest policy for research exists. A policy may now be developed to address other areas as well.
- The University Budget Council has requested a comprehensive evaluation of fees for all programs. This request is in response to Board of Regents feedback.

Dr. Carey also mentioned:

The Administrative Calendar reflects sabbatical reports are due to Department Chairs July 4.

Reminder to submit budget requests to Ms. Jenna Aikins. There is an Excel template that will be a helpful guide. Please enter your request by July 26, for discussion at the summer retreat.

Dr. Carey asks that each Departmental Chair let her know who is up for tenure and promotion so that she is aware.

Dr. Carey presented GFAC with our new AACSB certificates. She shared Dr. Katz's comments of "thanks for a 'textbook' Peer Review Team process. We have the best team I have ever been honored to serve!" Congratulations to everyone.

Dr. Carey thanked Dr. Hatfield for his efforts and years of service to the MBA Program.

A survey will be sent out to all alumni from the past five years. Our Alumni Association will send out an email on our behalf. We are wanting to know how the college's curriculum and experience prepared the students for success. The purpose of the survey and additional questions to be asked was discussed. GFAC members were encouraged to submit questions they wish to be included to Dr. LeAnne Coder. Dr. Coder will submit the completed survey to the IRB board to be reviewed.

Dr. Trawick reviewed the Graduate Director Stipend Policy. She made adjustments to the policy based on previous conversations. Compensation levels were explained. Dr. Hatfield made a motion to approve the policy and Dr. Blankenship seconded. Dr. Trawick will follow up with Mr. Jesse Willcut to upload the new policy to the GFCB website.

Dr. Trawick mentioned our Hays Watkins Fellowship Program. It was proposed to consider offering a fellowship for teaching or research, on a 2-year rotation basis, not at the same time. Hays Watkins Fellowship Program information was distributed. It was suggested endowed chairs were not eligible to compete for the fellowship but they are now able. It was also suggested Chairs can compete but would not be allowed to vote. Dr. Chhachhi suggested to use funds in a similar fashion as the Aim High grant, to encourage the teaching aspect of the fellowship program. Discussion occurred how the framework of this new initiative would be built and monitored. Dr. Chhachhi will follow up with Dr. Jerry Daday.

Dr. Carey mentioned Dr. David Lee's email on the Transitional Retirement Proposal. In practice, GFCB has a 5-year window of transitional retirement. Approval has been given to 37.5% and two years plus one year. Dr. Trawick will update GFCB's policy to reflect the university's. Qualifications and requirement of TRP faculty members were considered.

GFCB Fall retreat topics will be discussed during the July 12 GFAC meeting.

Dr. Carey explained Dr. Coder and Ms. Cara Cordell have been working on a GFCB Freshman Binder. The artwork will be submitted through Ms. Stacey Gish and Ms. Stacey Biggs to ensure university guidelines are met. The binder is a result of the Student Success Action Team of the Strategic Planning Council and is seen as a retention effort. Discussion occurred as to the best delivery methods, cost of production, advertising of sponsorship, and timing of distribution.

In terms of updates:

- Dr. Trawick has drafted a memo between ACDC and our college regarding advising
- Dr. Hatfield thanked everyone for the collegiality over the past 12 years. He will send out reminder to update Digital Measures
- Dr. Blankenship shared update on personnel.
- Dr. Little asked GFAC members to consider serving on the Service Once Credit Union board. He also shared an update on personnel.

The meeting ended at 11: 10 a.m. The next meeting is scheduled for Thursday, July 12, 2018.