

Gordon Ford College of Business
Administrative Council Meeting
Grise Hall 443
Thursday, December 5, 2019
9:00 am

Members present: Drs. Ray Blankenship, Indu Chhachhi, Lukas Forbes, Bob Hatfield, Alex Lebedinsky, Mark Ross, and Evelyn Thrasher presiding. Dr. LeAnne Coder, guest

Dr. Evelyn Thrasher asked for approval of the minutes from the November 22, 2019 meeting. Dr. Bob Hatfield made a motion to approve the minutes, and Dr. Lukas Forbes made a second motion. The minutes were approved with no change.

Dr. LeAnne Coder shared that we are in a good position at the college level with the GFCB Assurance of Student Learning for SACS, but that SACS would like an examination of our majors, certificates, and graduate degrees. She distributed and reviewed Program Outcomes data for each department. Conversation took place of what should be included in future reports. The deadline for department chairs to submit their 2018-2019 reports to Dr. Coder is January 15, 2020 and the 2019-2020 reports are due to Dr. Coder September 1, 2020.

Dr. Thrasher asked the chairs to share good news going on in the departments:

- Dr. Hatfield explained that the Management Department is ready to make an offer for the General Management faculty position.
- Dr. Blankenship shared that Dr. Lily Zhuhadar students' poster presentations will be next Wednesday, from 10:30 -11:30, on the second floor lobby. The Information Systems Department is also getting ready to hire new instructor.
- Dr. Lukas Forbes told of the Marketing Department hosting a senior send-off today. Faculty who are available plan to attend as well.

Dr. Thrasher explained BA 495 is a zero-credit course and its purpose is to be used as a 'place holder' while confirming students have completed everything for their PEAK Professionalism Certificate. Dr. Thrasher suggested making Ms. Monica Duvall, PEAK Coordinator, the instructor of record for BA 495. In order to do so, the degree field memo for BAxxx courses must be updated to include an exception for BA495. Dr. Hatfield made a motion to move forward with the edits for the degree field memo, and Dr. Forbes seconded. GFAC members unanimously agreed.

Dr. Thrasher led the discussion of when students participate in internships versus when they seek credit. It was agreed the preference is that the internship credit should be issued the same semester it takes place. Dr. Indu Chhachhi made a motion to allow students to participate in a fall or spring internship which can be counted in the following semester (spring or fall, respectively) with prior approval from the Department Chair, and Dr. Hatfield seconded. It was agreed that students may seek internship credit up to one semester after the work has been completed, but on a case-by-case basis with prior approval from the Department Chair. Dr. Thrasher will follow up with Ms. Duvall.

The Research Committee met recently and discussed endowed professorships with Aim High. It was determined that endowed professors are not able to apply individually, but they may apply in partnership with someone else. Endowed professors can receive up to \$5000 summer support as a collaborator, acting as a mentor to other faculty. Dr. Forbes made a motion to accept the Aim High conditions of endowed professors applying for grants in cooperation with other faculty, and Dr. Hatfield seconded the motion. GFCB members agreed.

There was a request for input from GFAC members about faculty members using their own textbook for their class. Dr. Thrasher will look at policies at other universities and will present it to GFAC in January. The Leadership Team will then develop a GFCB Textbook policy. Dr. Ray Blankenship made a motion that there is to be a copy of the textbook in the library, there can be no grade or points attached to the textbook, and the faculty member has to have prior approval from the department chair. This includes all course materials (packets, books, etc.).

Dr. Shook provided updates from Council of Academic Deans (CAD) via email.

In terms of departmental updates:

- Dr. Forbes mentioned that Dr. Patty Todd is experiencing success and gaining momentum with her eSports project. She received a \$12,000 grant from WKU Sisterhood a few months ago and they are developing a course curriculum. She will be working with Ms. Stacey Gish, who will be interviewing her and developing a press release.
- Dr. Indu Chhachhi shared the Finance Department will be bringing in their last candidate on Monday of next week. A final decision should be reached soon.
- Dr. Mark Ross congratulated Mr. Aaron Jacobs, a senior Accounting major is the Ogden Scholar for the university.
- Dr. Alex Lebedinsky shared that Mr. Jeremy Ashworth, Economics Major, is giving the commencement speech.

Dr. Thrasher described an email she received from DELO, that they are attempting to increase dual-credit with on-campus experiences. It was decided that GFCB will offer 100 level classes and then reevaluate at the end of the fall semester. Dr. Laves would like to know by January 10th which courses will be offered in fall 2020 semester.

It was brought up that faculty from the Marketing department are asking about strategies for marketing the college. It was explained that a process for developing a marketing audit is in the works.

The meeting adjourned at 10:35 am. The next GFAC meeting is scheduled for January 9, 2020 at 9:00 am in GH 443.