

Gordon Ford College of Business

Administrative Council Meeting

Grise Hall 443

Thursday, October 24 2019

9:00 am

Members present: Drs. Ray Blankenship, Lukas Forbes, Bob Hatfield, Alex Lebedinsky, Mark Ross, Evelyn Thrasher, and Mr. Seth Newby, Dean for the Day participant, presiding.

Mr. Seth Newby asked for approval of the minutes from the September 26, 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.

Mr. Newby asked the chairs to share good news going on in the departments.

- Dr. Alex Lebedinsky shared that the student experience at the Anthem Actuarial Career Night in Louisville was fruitful. One student accepted an internship with Anthem.
- Dr. Hatfield explained the Management Department hosted Women Mean Business on October 22nd, in honor of Women Entrepreneurship Week. The event was well attended. Business Without Borders hosted International Coffee Hour with Brad Thomas on October 23rd. It was also well attended. He is pleased there are numerous applications for the open faculty positions.
- The Information Systems Advisory Board met on October 16, Dr. Ray Blankenship said. The Board is in agreement to move forward with the Cyber Security Analytics and Data Analytics graduate certificates.
- Dr. Forbes explained four students attended the AT&T National Sales Challenge Competition. Our students were in the top 12 and went on to compete further in Dallas, TX. One student participating in the competition was offered a position with AT&T while at the competition. They will attend the Northwoods challenge in Wisconsin, next.
- Dr. Ross celebrated Ms. Allyson Taylor, an accounting major, being crowned 2019 WKU Homecoming Queen.

Mr. Newby explained that all employees are expected to complete the Title IX training, as explained in the October 1 email from Andrea Anderson. The training module should be completed by November 15.

Mr. Newby shared that during a medical emergency, our physical address is needed so the ambulance can find the patient. Grise Hall is located at 1551 Normal Street. Signs have been made and distributed to each floor. GFAC members are asked to ensure the signs are attached to the Emergency Procedures poster already located in each classroom. Please notify faculty and staff where they can be found.

Mr. Newby thanked the Leadership Team for their involvement during all the activities of Homecoming (Summit of Excellence reception, BEAC meeting, HODA Luncheon, tailgating tent). He asked for feedback of the various events. Having the GFCB tent located on South Lawn was favored over having it on Grise Hall's lawn. The 'Pin the Glasses on the Dean' game was enjoyed by alumni and guests. The taco bar menu was enjoyed by attendees. It was noticed there was not a lot of people from BEAC attending HODA. Suggestions were made how to engage BEAC members for future luncheons.

Dr. Evelyn Thrasher reviewed the current auditorium scheduling policy. She previously sent, via email, the current policy for GFAC members to review. She asked for input from the leadership team comparing the class rotation (current) method versus a departmental rotation (proposed). It was decided the departmental rotation was the best option and Dr. Thrasher will update the policy to reflect the new rotation procedure. Brief discussion occurred about the space in the building and she shared that we are in the beginning stages of space assessment of Grise Hall. The travel policy and the computer lab policies will be reviewed next.

Dr. Thrasher distributed a pamphlet, *Communication Resources 2019-2020*, put together by Ms. Stacey Gish. The university is in the process of approving various recruitment materials, such as rack cards. It is recommended that each department review their rack cards for up-to-date information. It was suggested to use departmental or program contact information instead of individuals (example: marketing@wku.edu or entrepreneurship@wku.edu). Ms. Gish is happy to assist each department and Chairs are encouraged to schedule a time to chat with her about departmental communication needs.

Mr. Newby shared there is no CAD updates as they did not meet this week. The next one is scheduled for Wednesday, October 30th. If anything of urgency is discussed, Dean Shook will be in contact with you. Otherwise he will give you updates at the next GFAC meeting.

In terms of departmental updates:

- Dr. Blankenship said that one of the Information Systems board members conducted a SAS workshop for the entire campus on October 15. The department hopes to host a JUMP training for the university in the spring. Also, the department wants to purchase a JUMP license for the entire university, giving all students/faculty/staff access.
- Dr. Hatfield explained Dr. Afzal Rahim will be conducting a 2-hour training session in LISREL to faculty sometime in November. Seats are limited to 15 seats with GFCB faculty given priority. LISREL allows structural equation modeling which, among other things, allows research to empirically test their models.

Mr. Newby asked GFAC members about course fees and how they are utilized. Dr. Thrasher explained the course fees are used to cover expenses such as: Ms. Monica Duvall's salary (Internship Coordinator), Ms. Stacey Gish's salary (Communications Coordinator), 70% of Ms. Adrienne Browning's salary (Professional Development Specialists), PEAK program, student travel, printing services (larger poster size), tutoring center, summer research, classroom improvements (active learning classroom) to name a few. The measure of using course fees is, "Is

there a benefit to the students?”. It was explained that a committee, made up of faculty members, PEAK Director, and two student representatives, ensures transparency and fiscal responsibility.

Dr. Thrasher mentioned there will be a workshop for new faculty on November 4th. Dr. Marko Dumancic, with the Center for Innovative Teaching and Learning, will be discussing electronic portfolios. He will present another workshop in the spring, as well.

Mr. Newby thanked the GFAC members for allowing him to attend the meeting and for their hospitality.

The meeting adjourned at 9:50 am. The next GFAC meeting is scheduled for October 31, 2019 at 9:00 am in GH 443.