

Gordon Ford College of Business
Administrative Council Meeting
Via Zoom
Thursday, April 16, 2020
9:00 am

Members present: Drs. Ray Blankenship, Indu Chhachhi, Lukas Forbes, Bob Hatfield, Alex Lebedinsky, Mark Ross, Evelyn Thrasher, and Chris Shook, presiding.

Dr. Chris Shook asked for approval of the minutes from the April 9, 2020 meeting. Dr Bob Hatfield made a motion to approve the minutes, and Dr. Ray Blankenship seconded. The minutes were approved with no change.

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

- Dr. Hatfield asked the Management faculty members how things they were going with online instruction and he had favorable responses. The faculty said the Zoom training they received was beneficial. They are also sending students encouraging messages and addressing issues promptly with instant videos.
- Dr. Thrasher mentioned our GFCB students being hired despite the pandemic. Students have been working with Ms. Adrienne Browning, preparing for interviews and updating their resumes.
- Dr. Ross explained that the Accounting Department has had seven students receive KYCPA scholarships

Dr. Shook provided a few updates from CAD (Council of Academic Deans):

- The Admissions office will be sending admitted students a survey to assess how this COVID-19 pandemic will affect their higher education plans. All TOP events will be held virtually for the foreseeable future. There are to be no 'in person' activities through the end of June. All currently planned events will be rescheduled. Students are encouraged to move forward with registering for a TOP. GFCB will be hosting an open forum via Zoom meeting. Prior to the pandemic, GFCB were up significantly on TOP registrations, and we are still up in numbers despite this crisis.
- The KCTCS system states their enrollments are down substantially. If that trend continues, it will impact our enrollment numbers for transfer students.
- The Admissions office is wanting to kick off Future Hilltopper Fridays, an initiative to engage prospective students on our social media platforms. GFCB plans to send out GFCB red towels to the students who have been admitted into our college.
- The university's budget will be restricted through the end of this fiscal year, June 30. There will be very limited of state funds, and spending of WKU Foundation funds is being encouraged. Next year's budget is anticipated to be quite austere. The Budget Executive Committee is looking at things such as travel, personnel, etc. to make sure we are in good financial standing next year. A couple of concerns GFAC members had include whether or not faculty would be able to attend virtual conferences (pay for registration costs) and how the faculty would meet the accreditation requirements if travel continues to be paused.
- President Caboni has established four subcommittees to assist our return to The Hill. Their tasks will be to determine how to reopen the university effectively, what does the student

experience look like in the fall, and what will facilities look like upon reopening the university. Dr. Shook is serving on the committee that addresses the students' experience. The President also established a steering committee to work with Huron Consulting Firm on how we can be the most cost efficient moving forward. Dr. Chhachhi is a member of this committee.

- Undergraduate students who are signed up for summer classes and meet certain criteria will be awarded a scholarship so that their online experience will cost the same as a face-to-face experience. For graduate classes that would not normally be charged an online fee this summer, the student's costs will be reduced to the same as face-to-face costs.
- Dr. Shook urged the Department Chairs, moving forward, to think about what we have learned this semester. For example, should GFCB establish a laptop requirement? Discussion occurred if physical labs are necessary, with the thinking of possibly offering a lab/lab software through the Cloud. Department Chairs each explained their computer lab needs.

Dr. Thrasher explained the university-wide commencement committee polled the graduating students and they have voted to host Spring 2020 Commencement the weekend of September 19, WKU's Parent Weekend. Since there are events already scheduled on Saturday, it is likely the ceremony will be held Friday evening. Details are still being considered. Spring 2020 graduates would be allowed to participate in either Fall 2020 or Spring 2021 ceremonies. Students are encouraged to order their regalia now. Cost for shipping the regalia is being absorbed by the university. The Alumni office plans to mail something to the graduates to celebrate this milestone. It was suggested to participate in a social media blitz, asking students to post something about their graduation.

Dr. Thrasher led the discussion for the next group of GFCB Center and Program reviews. At the next GFAC meeting, the Center for Entrepreneurship & Innovation, the Master of Accountancy, the Center for Professional Selling, and the Center for Leadership Excellence will be reviewed. Dr. Thrasher thanked everyone for the input and feedback for the reports. Dr. Shook asked the Department Chairs to let him know if they wish to be involved with the Center feedback meetings with their faculty.

The university received money earmarked for student's financial needs during the COVID19 pandemic. Dr. Shook asked the Leadership Team to work through their faculty to get the word out to students about this resource. The students can also reach out to Mr. Bryson Davis, Director of Student Financial Assistance.

There was a question about using Platinum Analytics to forecast future course needs. It was reported that the university will not continue the contract.

The meeting adjourned at 10:00 am. The next GFAC meeting is scheduled for April 23, 2020 at 9:00 am via Zoom.