

Gordon Ford College of Business

Administrative Council Meeting

Via Zoom

Thursday, April 9, 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. LeAnne Coder, guest.

Dr. LeAnne Coder provided an Assurance of Learning update. The committee is meeting soon to examine the best practices for moving forward in meeting SACS requirements. The departments' reports are due to Dr. Coder by the first of September for the 2019 academic year. She asks the department chairs to continue collecting data.

Dr. Chris Shook asked for approval of the minutes from the April 2, 2020 meeting. Dr. Bob Hatfield made a motion to approve the minutes, and Dr. Lukas Forbes seconded. The minutes were approved with no change.

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

- Dr. Shook explained the Day of Caring project initiated by WKU Philanthropy and the WKU Alumni Association. It is an effort to support our students and connect with the WKU Family (both alumni and current) during the COVID-19 pandemic.
- Dr. Forbes shared that the restaurant project #SaveOurRestaurants continues and is successful for both the students and the participating restaurants. Has been in contact with a local restaurant chain owner for future projects withing the Marketing Department.
- Dr. Ross congratulated Mr. Justin Morris, former Accounting student, as he has been named Vice President and CFO at Service Once Credit Union.
- Dr. Blankenship mentioned Dr. Mark Ciampa recently released a book on cyber security.
- Dr. Shook also congratulated Mr. Jason Daughtery, who minored in Marketing at WKU, and has recently been named the Dean at Indiana State University.

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

- Fall financial holds are being lifted so students are able to register for summer and fall classes. All senior advising holds have also been lifted. Dr. Shook commented that Dr. Pat Jordan and the other GFCB advisors are doing a fantastic job and are in a good position. Juniors will have to be advised if they are under a certain credit hour. Freshman and sophomore students will still have to seek advisement.
- It has been determined that all summer classes will be offered online. It is undecided if Graduate Assistants will be working during the summer.
- All hiring across campus has been put on hold until April 18, 2020.
- Before the COVID-19 pandemic the GFCB enrollment was up. There is some hope for our future as our numbers still look promising. GFCB will be sending out red towels to admitted students, encouraging a marketing campaign of #RedTowelTuesday. GFCB's Strategic Planning Council has suggested sending a 'goodie' box to graduating seniors with the intent of posting on social media. Overall, the President is optimistic about WKU's future.

- There was discussion during CAD about the overall mental health of faculty. Dr. Shook asked the Leadership Team how their faculty and students seemed to be fairing during the challenges they are facing during this uncertain time. There was conversation about our GFCB faculty and student issues and how they are being addressed.

Dr. Thrasher gave a brief update on the status of internships. Ms. Monica Duvall sent a spreadsheet to the Leadership Team. Dr. Thrasher commented that most of our internships were in good shape as the students continue working on projects or have plans to complete projects once the order for social distancing has been lifted. Dr. Thrasher will ask Ms. Duvall to touch base with department chairs on an 'as needed' basis.

Following up on Dr. Thrasher's email sent earlier this week:

- Dr. Shook spoke about calibrating instructional expectation of professors. He asked the department chairs to touch base with faculty to assure reasonable expectations.
- He addressed the proper protocol for addressing instructional concerns. If a student has an issue, he/she is to go to the instructor first. If the issue is not resolved, then he/she discusses it with the Department Chair. If not resolved, then the issue is to be brought to the Associate Dean.

Dr. Shook announced the GFCB Fountain Square location will be released at the beginning of July. Faculty that have offices at the location will need to eventually retrieve their belongings. However, given the circumstances, there is no rush.

Centers and Programs were reviewed:

- Dr. Thrasher followed up regarding the Honors Program Coordinator position. GFAC members were in agreement that this position should be more of a recruiting role. Evelyn will also follow up with the current coordinator and the Honors College to ask their requirements and adjust the job description to fit current needs.
- She asked GFAC members to have feedback on the Personal Financial Planning Program, the Center for Financial Success, and the Center for Applied Data Analytics to her by next Wednesday (4/15).

A survey will be sent to the Department Chairs, asking for an evaluation of Dr. Shook. He asked them to be on the lookout for it to arrive soon.

Dr. Hatfield asked if there had been any conversation during CAD meetings about graduation and commencement ceremonies. Dr. Shook explained nothing has been mentioned in CAD. Ms. Nicola Sparks is currently working with the Commencement Committee. There are several options being considered. The committee is scheduled to meet next week and Dr. Thrasher will have more to update at the next GFAC meeting.

The meeting adjourned at 9:52 am. The next GFAC meeting is scheduled for April 16, 2020 at 9:00 am via Zoom.