

Minutes of the Strategic Planning Council
March 21, 2008

The Strategic Planning Council of the Gordon Ford College of Business met on Friday, March 21, 2008, at 2:00 p.m. in Grise Hall 441. Members present were Dr. William Tallon, Chair, Dr. Richard Aldridge, Ms. Lindsay Bettermann, Dr. Ray Blankenship, Mr. Wayne Carter, Dr. Johnny Chan, Dr. Wil Clouse, Dr. Lukas Forbes, Ms. Pat Jordan, Mr. John Lamon, Dr. Dan Myers, Ms. Paula Newby, Dr. Bob Reber, Mr. Krist Schell, Dr. Shane Spiller, Mr. Cody Turner, Dr. John Wassom and Mr. Jared Holland.

Dr. Tallon called the meeting to order and introductions were made.

Dr. Tallon proposed a change to the bylaws, page 2, in red, that meetings be held the second Friday of October, December, March and May. Dr. Aldridge made a motion to approve, Dr. Wassom made a second and the change was approved.

Dr. Tallon announced that everyone's packet contains two articles regarding university rankings. Dr. Tallon asked the SPC to bring suggestions to the May meeting for other ways of describing the college beside rankings.

AACSB Annual Reporting Requirements – first 2 pages are the action team plan that we would like to create for each team and funding requirements that are needed. Dr. Tallon said Kristina Harvey will mail out Appendix E to be filled out and returned at the May meeting. Dr. Tallon will use input from Appendix E to create Appendix F for the ASSCSB.

Dr. Tallon discussed the Strategic Initiatives (Action Teams) for 2008-2009.

Dr. Tallon shared the Business Honors Program update from Dr. Michelle Trawick.

Mr. Cody Turner gave an update on communications and marketing for the college. Mr. Turner reviewed the handout in the packet that discussed the focus group held on February 28, 2008. The major points gathered from the focus group were brand the college and distinguish a relationship with alumni other than through the Alumni Association. The focus groups discussed the "brand" for GFCB and ideas for taglines and logos. Mr. Turner reviewed the new GFCB marketing campaign, "Go Beyond the Degree, Earn an Education." Concern was expressed that "WKU" was not included in the logo Mr. Turner displayed. Dr. Forbes suggested showing the campaign to classes such as BA 175.

Dr. Wassom gave an LLC report for Bethany Smith. Dr. Reber commented that overall the LLC was a success. The retention rate for these students was 93%.

Dr. Tallon announced that the students came up with a Student Code of Ethics. These are posted in the classrooms. Dr. Forbes suggested there is more that can be done besides posting it in the classrooms - what can be done to add a layer to it each year. Dr. Wil Clouse said Vanderbilt has an honors code that has to be followed. The next step is the faculty and staff code of ethics. Dr. Reber said that during orientation they talk about what is expected of the students and maybe this can be added. Ms. Pat Jordan suggested having a card made that can be handed out to the students.

Dr. Shane Spiller is the chair of the Faculty and Staff Code of Ethics Action Team and reported on the progress of the group. He asked the SPC their thoughts on what they would like to see the Faculty and Staff Code of Ethics Action Team accomplish. Dr. Johnny Chan suggested adapting the student code of ethics for faculty and staff as well. This was agreed upon.

Ms. Pat Jordan announced a Career Day for students on October 22, 2008. Dr. Tallon said this would take place the day before the job fair in the fall. GFCB will invite companies to participate and classes would be cancelled. The idea is to enhance the career poise of our students and educate them on what jobs are about. Students can also learn about opportunities from different employers. Dr. Forbes suggested having incentives for students, such as punching cards and being registered for prizes such as laptops, TVs and iPods. Dr. Aldridge commented that by October accounting students usually have jobs lined up. Mr. Wayne Carter commented that the successful job fairs he's attended have been in existence for a while. He suggested the faculty reach out to the major employers in the area asking them to participate in order to build the program. Discussion was held about the University Career Fair and why students do or do not attend. It was suggested that the GFCB hold its own career fair. Ms. Jordan concluded they should go back to the drawing board and include employers that business students would be interested in. Dr. Forbes suggested having some type of fee for employers to participate.

Dr. Tallon announced that May 1 will be "hot dog day." He will be asking faculty and staff to volunteer to cook hot dogs. Dr. Tallon would also like to invite companies that would like to sponsor or donate giveaways.

Dr. Tallon said the student quality action team has been charged with examining how we can elevate the quality of students. Mr. Krist Schell said the group decided the function of the committee was to provide suggestions to the SPC. The three things that keep coming up are requiring a business math course, tightening drop/add requirements and adopting a college wide writing style. Dr. Aldridge commented that the math department would be very open to a business math class. Dr. Tallon recommended that the action team think about structural changes that can be made. He also suggested having a "business passport" that contains a variety of events the students have to attend. Ms. Lindsay Betterman commented on her experience with the Foreign Studies program and the cultural and community events she was required to participate in. She said she thinks more of these requirements that can be used on the resume would benefit business students. Discussion was held on the maturity of students.

Dr. Reber announced that the assurance of learning committee is still meeting.

Dr. Dan Myers gave a report on the global learning team and passed out a report.

The next meeting will be the second Friday of May, the 9th.