

**Gordon Ford College of Business  
Strategic Planning Council  
September 19, 2017  
8:00 am  
Minutes**

Attendance included Kristine Barron, Ismail Civelek, LeAnne Coder, Phillip Coleman, Scott Cox, Monica Duvall, Stacey Gish, Cecile Garmon, Kelsey Hughson, Pat Jordan, Jeff Katz, Sebastian Leguizamon, Jim Lindsey, Kay Meggers, Ron Rhoades, Melloney Simerley, Shane Spiller, Evelyn Thrasher, Michelle Trawick, and Mark Ciampa, presiding.

Dr. Mark Ciampa welcomed everyone and asked for approval of the minutes from April 18, 2017. Dr. Michelle Trawick made a motion to approve the minutes and Dr. Ismail Civelek made a second motion. The minutes were approved by the SPC without changes.

Dr. Jeff Katz welcomed the SPC and student member Ms. Kelsey Hughson. Dr. Katz shared a brief history of the Strategic Planning Council as well as the purpose of the council. Members of the council introduced themselves.

Dr. Shane Spiller shared updates about preparations for AACSB's visit. Meet with the council on [January 29 or 30 during the AACSB Peer Review visit](#). He stated that AACSB simply wants to know our college's mission and what are we doing to achieve that mission. There is a meeting is scheduled in November [at the next SPC meeting](#) for follow up. Dr. Spiller explained what can be expected during AACSB's visit in January. Dr. Katz thanked Drs. Harold Little, Shane Spiller, Michelle Trawick, and Steve Wells for their efforts preparing for their visit and ensuring a positive outcome. Dr. Spiller also raised a concern for parking for faculty and staff while they are working for the good of GFCB. He wondered about possibly getting a loading/unloading parking spot. This suggestion will be forwarded to [SPC Facilities Action Team](#). Dr. Spiller also mentioned 8:00 am class schedules and why they can be seen as helpful to the students.

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Dr. Ciampa shared this is his last year as SPC chairperson as his three-year term is ending. Therefore, a new chair is needed for next year. Dr. Ciampa and Dr. Katz shared some of the responsibilities for the role, as well as its importance. SPC was asked to consider volunteering for the position.

Dr. Ciampa explained the Facilities Action Team responsibilities. He reviewed the suggestions made to the team in an effort to update Grise Hall. Dr. Ciampa and Dr. Trawick reviewed the six Action Steps (Safety, HVAC, Classroom, Faculty, Student, and Aesthetics) and the status of progress on each. Discussion occurred regarding a microwave for the students in Grise and it was suggested the Student Advisory Council could assess the option. Mr. Jim Lindsey revisited safety concerns for the classroom and possible cost-effective solutions were discussed.

Dr. Phillip Coleman updated SPC on faculty and staff success. He will be asking for additional assistance on this committee, and would like both faculty and staff representatives. He discussed the WKU Challenge Course that GFCB members completed, and the benefits of participating in the program for faculty and students. He intends to offer a survey to the faculty to complete, asking for feedback on what can make the work environment more pleasing. Dr. Trawick suggested that Dr. Coleman reach out to Stephen Locke for input.

Ms. Stacey Gish, who is leader of the marketing and public relations Action Team for the SPC, mentioned the numerous resources that are available and that she has submitted a document outlining the College resources to the mentoring program. She shared her plans of reaching out to retirees on a monthly basis through email, keeping them abreast of GFCB news. Ms. Gish also mentioned offering a resource spotlight once a week, focusing on internships, that will be seen on various social media outlets and the video monitors. She continues to work on brand awareness, signage, photos, etc. She disclosed Business Week is the week of November 6. Our college will be having a Majors and Minor Fair just for our students. GFCB will also have another student organization awareness opportunity, in addition to the Welcome Back BBQ.

Ms. Monica Duvall, who works with external engagement opportunities for the college, shared details of the various activities they have been involved. Events such as the ~~multiple~~ Discover WKU events and Head for the Hill. She had the chance to meet with alumni on June 29<sup>th</sup>, and had a positive response. GFCB will be going 'On the Road' on October 5<sup>th</sup> to visit Glasgow and Elizabethtown Regional Campuses. Several employers have been invited to attend the campuses, giving an opportunity to meet our faculty and staff. Dr. Katz explained Jessica Thrasher's role, as our Constituent Engagement Coordinator, and how she benefits our college.

The student success action team is overseen up by Dr. Kirk Atkinson. He is requesting that someone take over his responsibilities. If anyone is interested in overseeing this valuable team, please let Dr. Ciampa know.

Dr. Ron Rhoades, over the student retention and recruitment team, asked Dr. Pat Jordan to share an update for BA 175. She explained some of the issues the course experienced and how they redesigned the course. It will be reevaluated at the conclusion of this semester and they will make adjustments if deemed necessary. Conversation took place as to which students take BA 175. Dr. Rhoades mentioned giving a survey to students regarding the various activities on campus and freshman engagement. He hopes to present to the leaders of student organizations best ways to connect to the students. Living and Learning [Communities are receiving heightened interest at WKU and there will be some examination to find out what is working.](#) Smile, Greet, and Engage Day will be combined with PEAK week. Dr. Rhoades also discussed class start times. He would like to bring it up at the university level. Dr. Katz mentioned on February 10<sup>th</sup>, we will be hosting a GFCB Day, giving students an opportunity to meet with faculty and learn more about our programs. Conversation occurred regarding retention efforts for our college.

Dr. Ciampa thanked everyone for coming to the SPC meeting. The meeting ended at 9:16.

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