

**Gordon Ford College of Business  
Strategic Planning Council Meeting  
March 28, 2014  
Minutes**

Attendees: Ray Blankenship, Johnny Chan, Mark Ciampa, Thad Crews, Stacey Gish, Andrew Head, Katie Honadle, Jeff Katz, Amy Miller, Andrew Newton, George Rasmussen, Rick Shannon, Shane Spiller, Patricia Todd, Michelle Trawick, Cody Turner, and Dick Gladden was a guest from BEAC.

Michelle Trawick moved for approval, Rick Shannon seconded. The minutes from last meeting were approved without changes.

**Dean's Report:**

The Business Executive Advisory Council will meet on April 11, 2014. Planned agenda items will be updates on various items, including some updates on working with employers in the region to determine what our students need to be successful. Andrew Head will be giving an update on the new Center for Financial Success. And, they will be discussing marketing and branding strategies for the College.

**Student Advisory Council Update:**

Katie Honadle discussed the Hays Watkins event coming in April -- David Dillon from Kroger is the speaker. Representatives from the various student organizations attend meetings once a month. Katie asked faculty to encourage student attendance for the speaker as well as the reception. Student groups will have information tables at the reception. There will be food and great opportunities to network.

**Action Team updates**

Student Recruitment -- Phillip Coleman and all colleagues were out of town so there was not a report.

Strategic Objectives -- Shane Spiller provided a two-page handout of current objectives and WKU goals. Task force had a brainstorming session in February to simplify and focus on four main objectives; these were distributed to the Council. Dean Katz suggested discussing the objectives today, and then they will go to GFAC for more input, then to the full faculty meeting in August. For each of these, think of metrics for measurement so that we can identify achievement. Suggestions were noted. Dr. Spiller will refine and deliver to GFAC soon for their comments and suggestions before bringing to the entire faculty in August

Dr. Crews asked Mr. Gladden about his take on the objectives and what caused him to select a recent graduate. Mr. Gladden indicated the mindset of career preparedness is important. The mindset of wanting to make a contribution and a willingness to keep learning. He also praised the aspect of being an applied business program. We need to make sure there is a relationship to learning about how business actually operates -- all the different aspects.

Marketing, Public Relations and Branding -- Patricia Todd deferred the report to Stacey Gish. Ms. Gish reported on the deliverables that have occurred since the January meeting -- Annual Report delivered to donors and on campus; currently preparing various recruitment items for various departments; the Ford Report has been delivered to the designer and will be delivered by graduation.

Dean Katz asked how we can coordinate what SPC is doing and what the BEAC is doing. Mr. Gladden responded that in his mind, the role of each SPC serves as the corporate memory and BEAC is the measure from business community. What is the hedgehog here? What does the school do best? What will really hit home with constituents? Who are the constituents that matter? What do they want to hear and what medium to use to hit them? Dean Katz provided an example of a career counselor at a local high school wondering how her students would be treated by us once they arrived. Will our advisors treat them the same as they've always been? That's a constituent that we are trying to focus more attention upon. As we recruit well prepared students, we need to communicate more with the students, as well. How often do they hear what good things are going on?

Mr. Gladden added: the measure of success of a business school is the success of the graduates. It's ongoing and long term. What are the constituencies that we need to hit? Mr. Head added that he would like to see more relationships with alumni. How do we not lose track of them after they graduate?

Dr. Trawick briefly mentioned the professionalism certificate program (through PEAK) that will require students to form a linkedin profile.

Mr. Head mentioned retirees wanting to continue to receive correspondence from the College.

Dr. Chan suggested utilizing more cost-effective methods of communication.

Mr. Rasmussen mentioned that military downsizing creates an opportunity for more students.

Scholarships -- Dr. Trawick reported we have awarded four scholarships through the Freshman Scholarship Program. They are getting ready to select BGS scholarships in the next few weeks. A decision to create a diversity scholarship was made and will require an essay, deadline April 30. Returning scholarships will be awarded after spring grades are in. Amy is working with departments to ensure that we are distributing these awards. Transfer scholarships are also being made available.

Awards and Incentives:

Regarding a \$1000 bonus for performance for faculty or staff idea from the December meeting, Dr. Chan said that hopefully his committee will have time before the next SPC meeting to establish policy and procedure how chairs can distribute these incentives.

Infrastructure:

Dr. Trawick provided an update to the idea SPC had last year about putting murals in the stairwell. The idea of working with the art department has fallen through. But, building

maintenance crews have offered to repaint the main central stairwell trims and clean the walls. They are preparing large smooth surfaces at each landing to apply photomurals. This option is relatively inexpensive. We will start with one and see how it looks. Additionally, Dr. Trawick announced she solicited estimates for renovating the other four floors, installing wood paneling and new signage and a single TV display for each floor. She distributed a photo of Mr. Turner's rendering of the fourth floor renovation. Relatively inexpensive because the costs of the first floor renovation included the stock ticker and BGS key.

#### Outreach:

Dr. Katz announced that Ms. Miller organized a very effective event for alumni on March 28th in Nashville. Approximately 45 alumni were in attendance, due to the assistance of two alumni in the area, and thanked Ms. Gish for attending and documenting the event.

Strategic Plan: Dean Katz reminded members that they have a copy of the Strategic Plan in front of them and asked for any potential changes. No changes were suggested. Dr. Shannon indicated that some marketing classes are still available for assistance in these areas.

Dean Katz asked for any new Action items for next year: what items will help advance our college? No new initiatives were suggested.

#### Items for the Good of the College:

Dr. Shannon reminded everyone to tell the stories letting people know all the good stuff that's going on. There's a lot of good stuff going on in classes, faculty research, consulting, organizations, and we just have to let the community/ communities know what's going on. He suggested we need to start looking at better interactions in Owensboro, Louisville, Lexington, and Frankfort and other larger metro areas in KY.

Dr. Chan discussed his concern about the recent budget cut news from the state. Raises for faculty are not coming so how can we supplement young and mobile faculty. They could leave because of compensation. What are the options? Looking at benchmark institutions, this could be student fee per class or tuition differentiation for the College.

Dean Katz asked should we form an action team about the financial structure? Fiscal Operations. Look at our peers like MTSU and see how they do this. Does anyone want to serve on this committee? Dr. Trawick suggested an open call to the College -- even a student perspective from Mr. Newton and Ms. Honadle. It's not a unique thing we just don't charge a fee, according to Dean Katz, we've been successful at stretching our dollar so far.

Meeting adjourned at 3:15 p.m.

Respectfully submitted by Stacey Gish