

Gordon Ford College of Business
Strategic Planning Council
May 14, 2014
Minutes

Members present included Dale Brown, Cathy Carey, Johnny Chan, Mark Ciampa, Dana Cosby, Stacey Gish, Joshua Hensberger, Amy Miller, Zubair Mohamed, Andrew Newton, Rick Shannon, Shane Spiller, Evelyn Thrasher, Patricia Todd, Michelle Trawick, Cody Turner, and Jeff Katz presiding.

Dr. Katz gave a brief update from the last Business Executive Advisory Council and announced a fiscal resources task group has been formed to research and compare peer and aspirant institutions. Dr. Katz said a GFCB building campaign is in the works. He also gave an update on behalf of the Dean's Student Advisory Chair, Katie Honadle. An invitation for the next Hays Watkins speaker has been sent out.

Dr. Katz asked for approval of the minutes from March 28, 2014. Dr. Trawick made a motion to approve. Dr. Spiller made a second and the SPC approved the minutes.

Dr. Evelyn Thrasher gave an update from the student success action team and said her and Phillip Coleman have been trained on the Institutional Research software. Dr. Cosby asked about initiatives for sophomore retention and Dr. Thrasher said her action team would be happy to hear recommendations. Mr. Dale Brown said WKU is also looking at initiatives to focus on these students and working on giving colleges detailed reports about students that fall into these categories. Dr. Shane Spiller suggested Dr. Dana Cosby and Ms. Adrienne Browning join this action team.

Dr. Michelle Trawick gave an update from the scholarship action team. She said they have rubric developed for scoring the essays submitted for the diversity scholarship. After final grades are submitted, returning student scholarships will be determined. One recruit for the Fall has declined and the committee will be determining a replacement.

Dr. Johnny Chan gave an update from the awards & incentives action team and shared two different proposals for the Dean's Merit Award. There was discussion about the pros and cons of each proposal. Dr. Chan suggested the GFAC review both proposals and agree on one proposal. Dr. Trawick made a recommendation that GFCB University award winners receive matching funds.

Dr. Trawick also gave an update for the Infrastructure action team. She said the main stairwell will be painted this summer and some treads may be replaced. Quotes for lobby renovations on each floor are being evaluated.

Dr. Todd gave a report from the marketing and public relations action team. She distributed information from a SWOT analysis from her classes.

Dr. Katz referred to the draft strategic objectives and shared that it had been approved by the GFAC with a minor change. Dr. Dana Cosby made a motion to approve and Dr. Todd made a second. The SPC approved the draft strategic objectives and they will be presented to the GFAC faculty at the August college meeting.

Dr. Shannon shared an update from the Outreach action team. He said Dr. Bob Hatfield has been very involved with many regional chambers of commerce.

Dr. Katz asked if there are any action teams that need to be added or deleted. Dr. Chan suggested we may not need to continue the awards and incentives action team. Dr. Katz suggested substituting it with the fiscal resource task group because it can fall under that action team. Dr. Trawick asked if PEAK should somehow be included. Student Success would be split between recruitment & retention and internships & placement. Dr. Shannon asked about what kind of focus there will be on international students. GFAC will be evaluating the current purpose of SPC and action teams at their retreat in August.

It was also decided that Directors and committee chairs of the college will be asked to provide an update at the August college meeting, along with planned events for the school year.

The meeting ended at 3:30 p.m.