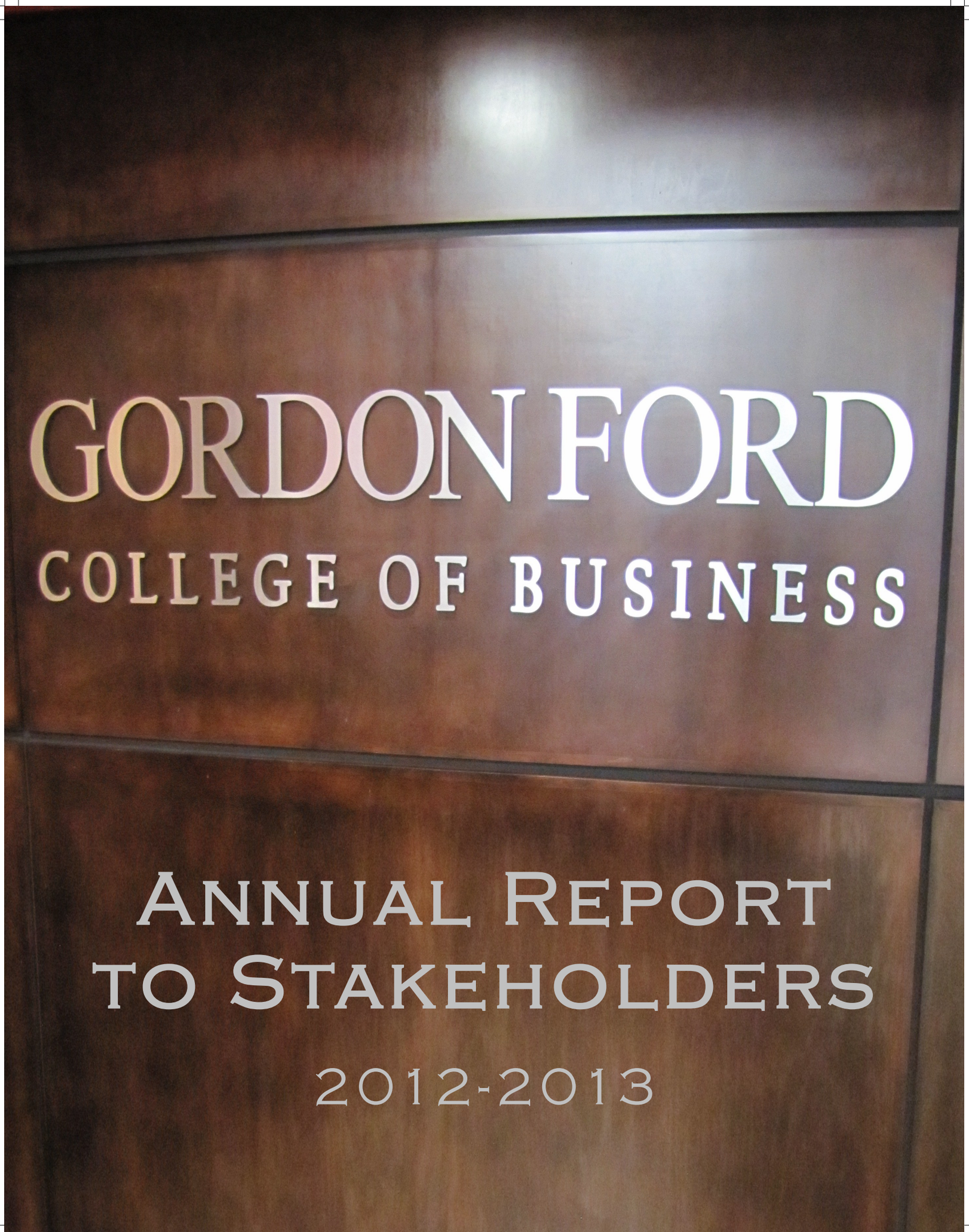

Annual Report to Stakeholders

2012-2013

WKU®

GORDON FORD
COLLEGE OF BUSINESS

Mission Statement

The mission of the Gordon Ford College of Business is to be a leader in providing high quality, applied undergraduate business education and select graduate programs that meet the needs of the business community.

The information in this report covers July 1, 2012 through December 31, 2013. Activities and events showcased reflect only a small sampling of the many activities held in the Gordon Ford College of Business during that time. The report is organized to share accomplishments within the seven strategic objectives of the College.

About the Cover:
A newly remodeled Grise Hall first floor greets students, faculty, staff, and visitors.

Report to Stakeholders prepared by:
Dr. Shane Spiller, AACSB Maintenance of Accreditation Chair
Ms. Stacey Gish, Communication Coordinator

AACSB Business Accreditation Standard

Standard 1

"The school articulates a clear and distinctive mission… The school has a history of achievement and improvement."

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The Enactus team won a Regional Championship in 2013, earning the opportunity to travel to the National Competition in Kansas City.

Dean Jeff Katz poses with the GFCB red towel in front of Harlaxton College in England.

Dean's Statement

What an exciting and successful year! As an "applied" college of business we take great pride in offering programs that prepare our students for long-term success. Our distinctiveness as an applied college of business is made possible by our outstanding faculty and staff members. This year, we were fortunate to have world-class faculty in the areas of accounting, economics, information systems, management, and marketing join the Gordon Ford family. Their engaging research activities and real-world classroom teaching serve as constant sources of inspiration to our students. Our real-world focus is also reflected by the six Centers of Excellence that link our academic programs with the business community. We added two centers this year: The Center for Financial Success and the Center for Leadership Excellence.

Speaking of students and business leaders, we were pleased to host almost 100 alumni of the Bowling Green Business University who graduated prior to its 1963 merger with WKU. What fun learning about business education in the 1930's from "BU" graduates who are now in their 90s! A more recent graduate of our college, Mr. Joe Natcher, CEO of Southern Foods, was the 2013 Hays Watkins Visiting CEO lecturer. His inspirational message emphasized that business and life are part of the same wonderful journey.

In recognition of our focus on high quality education, our college was reviewed and successfully maintained full accreditation by the Association to Advance Collegiate Schools of Business (AACSB International). We are very proud to be among the 178 collegiate schools of business in the world (of the estimated 13,000 in existence) holding AACSB accreditation in all business and accounting programs.

A truly world-class college of business is dedicated to innovation, impact, and engagement. As you will read in this report, our College is attracting more students, adding more world-class faculty, and preparing our students for successful lives as the future leaders in business and society. Your support through investments of time, expertise, and/or financial resources makes it all possible.

Jeff Katz

AACSB Accreditation: Why it Matters

AACSB International accreditation is the hallmark of excellence in business education and represents the highest standard of achievement for business schools worldwide. It confirms the GFCB's commitment to quality and continuous improvement, and assures our stakeholders that the College:

- manages resources to prepare competent and responsible business professionals and leaders;
- advances business and accounting knowledge through faculty research and scholarship;
- provides high-quality teaching and current curricula;
- cultivates meaningful interactions between students, faculty, and its stakeholders;
- produces graduates who have achieved specified, relevant learning goals;

To maintain accreditation, the business and accounting programs must undergo a rigorous internal review every five years, during which it must demonstrate its continued commitment to the AACSB's quality standards relating to faculty qualification, strategic management of resources, interactions of faculty and students, as well as a commitment to continuous improvement and achievement of learning goals in degree programs.

Learn more at http://aacsb.edu/accreditation/overview.asp

AACSB President/CEO John J. Fernandes, Associate Dean Michelle Trawick, Dean Jeffrey Katz, AACSB Maintenance of Accreditation Chair Shane Spiller, and Chief Accreditation Officer Robert Reid at the AACSB Recognition Reception, April 2013.

Accounting is AACSB Accredited

AACSB President/CEO John J. Fernandes, Accounting Department Chair Dr. Steve Wells, Dean Jeffrey Katz, AACSB Committee Chair Dr. Richard Aldridge, and AACSB Chief Accreditation Officer Robert Reid.

The Accounting program also successfully maintained AACSB accreditation in the 2013 review. The program was first accredited in 2009 and is reviewed every five years jointly with the College.

"The mission of the accounting program at WKU is to provide excellent accounting education and prepare students for successful and rewarding careers in accounting and business. Everything we do from the day students are admitted to the program to their graduation day is measured against our mission," Dr. Steve Wells said.

"In my opinion, the true measure of the quality of any academic program lies in the quality of its students, faculty, and staff. Maintaining separate AACSB accreditation speaks volumes about the quality of WKU's accounting program."

Business Executive Advisory Council

Helen Bradley
Plant Finance Manager
GM Corvette Plant

Gary Broady
President/CEO
Franklin Bank & Trust Co.

Valerie Brown
President/CEO
Service One Credit Union

Ron Bunch
President & CEO
BG Chamber of Commerce

Dr. Randy Capps
President
Leadership Strategies

D.C. Clement
Agent
State Farm Insurance

Spencer Coates
President
Houchens Industries

Mark Crothers
Division Vice President, Purchasing
Luvata

Chad W. Davis
Partner
Red Rock Business Advisors

Tim Earnhart
CEO/Creative Director
Werkshop Marketing

Mrs. Glenda Ford
Honorary Chair

Vince Foushee
President/CEO
The Lyons Company

Dick Gladden
President
The Data Vault

John Higgins
President
Bluegrass Supply Chain Services

Anderson Hostetler, Jr.
Vice President Education & CSB
Fruit of the Loom

Jim Ising
Retired Vice President, Marketing Services
Commonwealth Insurance

Tom Joyce
Vice President Global Customer & Industry Affairs
The Hershey Company

David Laird
Senior Advisor
KentuckyOne Health

Keith McGregory
Sr. Vice President
M.R. Beal & Company

Shawn Morris
President, Development & Innovation
HealthSpring,Inc.

Joe Natcher
CEO
Southern Foods, Inc.

Bob Owsley
Chairman
The Cecilian Bank

Dr. Karen Pickerill
Senior Managing Director
PricewaterhouseCoopers LLP

Steve Preston
Senior Vice President
CBRE, Inc.

Dan Reynolds
Managing Director, Institutional Fixed Income
PNC Capital Markets LLC

Heather Rogers
President
Junior Achievement, South Central Kentucky

Ron Sowell
Executive Vice President & CFO
Commonwealth Health Corporation

Don Vitale
President
Manchester Capital LLC

Greg Wassom
Portfolio Manager
US Bank

Scott Whitehouse
President
SLT Industries, LLC

Lisa Williams
Director
Lincoln Trail Innovation Center

Rick Wilson
Area Executive
BB&T

Executive Committee

Rick Wilson, Chair
Don Vitale, Vice Chair
Glenda Ford, Honorary Chair
Dr. Randy Capps
C. Anderson Hostetler, Jr.
Joe Natcher

The Business Executive Advisory Council draws upon the wisdom and experience of selected business and professional leaders and entrepreneurs who will assist the Dean and faculty of the College to maintain, develop, and promote programs of the College.

Business Executive Advisory Council Chair Statement

The Business Executive Advisory Council (BEAC) is pleased with the direction of the Gordon Ford College of Business and the leadership of Dean Jeff Katz and the Administrative Council. The leadership team has created an atmosphere that engenders innovation and professionalism in its faculty, its staff, and its students.

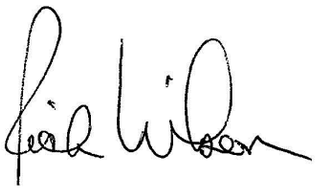
Examples of this innovation abound, but especially is noticed in two of the College's newest educational programs: the Business Informatics major and the Social Media Marketing concentration and in cutting edge delivery methods like the Plus-2 Online program and the Telepresence MBA. Innovation continues to be seen within the Centers, aiding the region in ways that spur economic growth.

Rick Wilson, Chair of the Business Executive Advisory Council, receives the Distinguished Service Medal from WKU President Gary Ransdell.

Professionalism is demonstrated in the Professional Education and Knowledge (PEAK) initiative, a crucial endeavor that strives to develop a culture of professionalism within the GFCB.

Finally, building renovations are an important step in establishing a professional work environment that students can see and with which alumni can be proud.

It is indeed an exciting time for the Gordon Ford College of Business. We look forward to the future and appreciate the opportunity to work toward the future of the College as well as WKU.



College Profile 2013-2014

Administrative Council (GFAC)

GFAC is the College leadership team that advises the Dean on a variety of policy issues regarding general college, departmental, program, resource, personnel, and operational concerns.

Dr. Jeffrey Katz, *Dean*
Dr. Michelle Trawick, *Associate Dean for Faculty & Administration*
Dr. Bob Hatfield, *Associate Dean for Graduate Programs & Research*
Dr. Steve Wells, *Accounting Chair*
Dr. Cathy Carey, *Economics Chair*
Dr. Chris Brown, *Finance Chair*
Dr. Jeff Butterfield, *Information Systems Chair*
Dr. Zubair Mohamed, *Management Chair*
Dr. Rick Shannon, *Marketing Chair*
Ms. Kristina Harvey, *Executive Assistant*

Strategic Planning Council (SPC)

The SPC is an on-going body with diverse and broad-based membership that administers the strategic plan by establishing priorities and developing action plans to meet the strategic objectives of the College.

Dr. Chris Brown, *Finance*
Dr. Indudeep Chhachhi, *Finance*
Dr. Kam (Johnny) Chan, *Finance*
Dr. Mark Ciampa, *Information Systems*
Dr. Phillip Coleman, *Information Systems*
Dr. Thaddeus Crews, *Information Systems*
Mr. Tim Earnhart, *Business Executive Advisory Council*
Ms. Stacey Gish, *Communication Coordinator*
Dr. Bob Hatfield, *Associate Dean*
Ms. Katie Honadle, *Student Representative*
Ms. Amy Miller, *Director of Development*
Dr. Pat Jordan, *Undergraduate Student Services Coordinator*
Dr. Jeffrey Katz, *Dean*
Mr. Jim Lindsey, *Information Systems*
Dr. Daniel Myers, *Economics*
Mr. Andrew Newton, *Graduate Student Representative*
Dr. Mark Revels, *Information Systems*
Dr. Mark Ross, *Accounting*
Mr. J. Krist Schell, *Management*
Dr. Shane Spiller, *AACSB Coordinator*
Dr. Rick Shannon, *Marketing*
Dr. Evelyn Thrasher, *Information Systems*
Dr. Patricia Todd, *Marketing*
Dr. Michelle Trawick, *Associate Dean*
Mr. Cody Turner, *Director of Technology*

Student Advisory Council (SAC)

The SAC comprises students who assist the Dean and faculty to maintain, develop, and promote College programs.

Jacob King, *Accounting Student Advisory Council*
Jasmine Morgan, *Alpha Kappa Psi*
Katie Honadle, *American Marketing Association*
Jeff Creech, *Beta Alpha Psi*
Emily Gott, *Beta Gamma Sigma*
Jenny Potts, *Delta Sigma Pi*
Zac Ritchey, *Financial Management Association*
Erika Klosterman, *Financial Planning Association*
Griffin Fruge, *GFCB Student Ambassadors*
Andrew Newton, *MBA Student Association*
Madison LeRoy, *Society of HR Management*
D'Andree Logan, *Enactus*

Dean Katz meets with the Student Advisory Council once a month to discuss activities of benefit to GFCB students.

College Committees & Their Chairs

Assurance of Learning
Dr. Ray Blankenship, Chair

Curriculum Committee
Dr. Michelle Trawick, Chair

Diversity Committee
Dr. Dan Myers, Chair

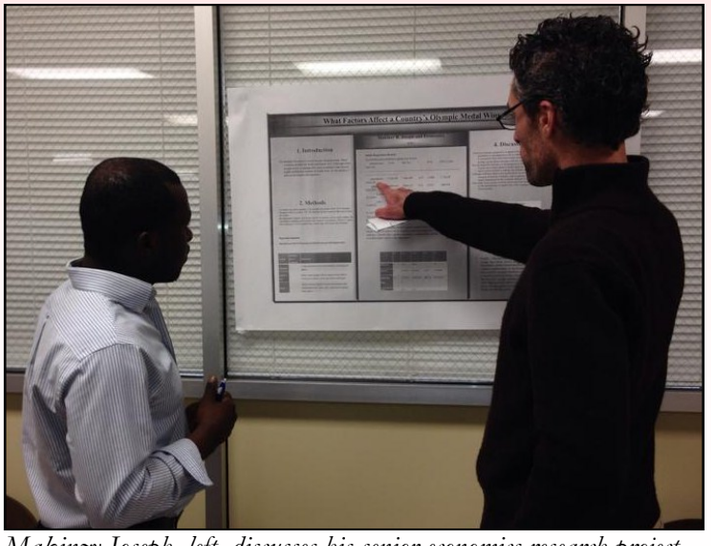
Graduate Committee
Dr. Bob Hatfield, Chair

Global Studies Committee
Dr. Dan Myers, Chair

Research Committee
Dr. Bob Hatfield, Chair

Maintenance of Accreditation Committee
Dr. Shane Spiller, Chair

Hays Watkins Fellows
Dr. David Beckworth, *Economics,* Research
Dr. Indudeep Chhachhi, *Finance*, Teaching
Dr. Dana Cosby, *Management*, Teaching
Dr. Afzal Rahim, *Management,* Research
Dr. Shane Spiller, *Management,* Teaching
Dr. David Zimmer, *Economics*, Research



Makinzy Joseph, left, discusses his senior economics research project with Dr. David Zimmer of the Economics Department.

Centers of Excellence

BB&T Center for the Study of Capitalism
Center for Applied Economics
Center for Entrepreneurship & Innovation
Center for Financial Success
Center for Leadership Excellence
Center for Professional Selling

University Distinguished Professor

Dr. Melvin Borland, *Economics*
Dr. Kam (Johnny) Chan, *Finance*
Dr. Brian Goff, *Economics*
Dr. Zubair Mohamed, *Management*
Dr. Afzal Rahim, *Management*

Dr. Johnny Chan is the newest appointed University Distinguished Professor.

Endowed Professorships

BB&T Professorship in Economics for the Study of Capitalism
BB&T Visiting Professorship
D. and S. Vitale Professor of Entrepreneurship
D.D. Lessenberry Professorship (Computer Information Systems)
Hays Watkins Professorship in Corporate Leadership
Hays Watkins Visiting CEO Professorship
Holland Professorship in Accounting
Knicely Professor of Leadership
Leon Page Professor of Banking and Financial Planning
Mary R. Nixon Professor of Accounting
Mattie Newman Ford Professor of Entrepreneurship
Meany Professorship in Accounting
Owsley Visiting Professorship in Business Leadership and Ethics
Wendell Cherry Visiting Professorship in Business Leadership and Ethics

Centers of Excellence

The Gordon Ford College of Business faculty and staff seek to serve the applied mission of the College to meet the needs of the business community as well as the University mission of enriching the quality of life for those within our reach through applied centers.

The Center for Applied Economics serves as an economic information access point for Bowling Green and South Central Kentucky.

Center Director: Mr. Dean Jordan
Website: wkuappliedeconomics.org

The BB&T Center for the Study of Capitalism is dedicated to educating students and the general public regarding the moral foundations of capitalism. The Center sponsored five major speaker events in 2013 with nationally respected economists such as Dr. Pierre Desroches, Dr. Steve Horwitz, and Dr. Casey Mulligan.

Center Director: Dr. Brian Strow
Website: wkubbtcenter.com

The Center for Entrepreneurship and Innovation seeks to infuse the entrepreneurial spirit among students, faculty, and community at large, and to stimulate new venture development.

entrepreneurship + innovation

Center Director: Dr. Zubair Mohamed
Website: wku.edu/cei

The Center for Leadership Excellence is committed to providing a world-class center for leadership development practices and research information. The Center was developed in spring 2013.

Center Director: Dr. Cecile Garmon
Website: wku.edu/leadershipcenter

WKU
CENTER *for* FINANCIAL SUCCESS

The Center for Financial Success is the GFCB's newest Center, approved by the Board of Regents in July 2013. This Center has been functioning as the Financial Success Initiative since 2011, assisting students, faculty, staff, and the community with personal financial needs.

Center Director: Mr. Andrew Head
Website: wku.edu/cfs

The Center for Professional Selling was established to enhance the perception of the sales profession while preparing students for a career in sales, and to strengthen the relationship between WKU and the corporations through partnerships that provide real-world classroom activities, internships, and employment opportunities.

Center Director: Dr. Lukas Forbes
Website: wku.edu/cps

Strategic Objectives

To achieve our strategic intent and realize our vision, the Gordon Ford College of Business is committed to seven strategic objectives that link to those of the University.

Strategic Intent

Our strategic intent is to make the Gordon Ford College of Business the school of choice for highly capable and motivated students from the Commonwealth of Kentucky and beyond. We also intend to make the Gordon Ford College a workplace of choice for faculty and staff.

Strategic Objective #1: To recruit and retain high quality and diverse students and provide all students with knowledge and applied experiences that will expand on their individual strengths and given them a competitive advantage in the global workplace and maximize their personal and professional advancement potential (Student Recruitment and Success) (Links to WKU Strategic Goal 1).

Strategic Objective #2: To recruit and retain high quality and diverse faculty and staff and provide them with opportunities and resources to develop their knowledge and skills while maximizing their career advancement potential (Faculty and Staff Recruitment, Retention, and Advancement) (Links to WKU Strategic Goal 2).

Strategic Objective #3: To provide a professional physical work environment with associated technology and resources that accommodate the effective delivery of knowledge and learning experiences and the performance of work activity in a setting that is efficient, effective, pleasant, and promotes a sense of community with the College (Physical Environment and Infrastructure) (Links to WKU Strategic Goal 4).

Strategic Objective #4: To promote a culture that recognizes and rewards the activities of students, faculty, staff, alumni, and business stakeholders that support and advance the mission of the College (Incentives and Rewards) (Links to WKU Strategic Goal 2).

Strategic Objective #5: To craft a comprehensive communication and marketing strategy that fosters high levels of communication both within and outside the College and promotes and elevates the image of the College to all stakeholders to support and advance the mission of the College (Marketing & Branding) (Links to WKU Strategic Goal 3).

Strategic Objective #6: To develop and maintain strong, enduring, and significant relationships with all internal University stakeholders to support and advance the mission of the College (Internal Relationship Building) (Links to WKU Strategic Goal 3).

Strategic Goal #7: To develop, broaden, and strengthen significant relationships with external stakeholders with a focus on alumni, business, and governmental organizations to support and advance the mission of the College (External Relationship Building) (Links to WKU Strategic Goals 2 & 3).

Objective 1: To Recruit and Retain High

Curriculum Changes

New Programs

Business Informatics: This undergraduate program focuses on the growing role of data, data analytics, business intelligence, and related fields

Actuarial Science Concentration: Designed as part of the Mathematical Economics major in response to a growing demand for employees with actuary education and experience

Social Media Marketing Concentration within Marketing in response to the explosive growth in this area of marketing

JUMP (Joint Undergraduate-Master's Program/ Accelerated Master's Program) within Economics to help recruit and retain our best economics students allowing an efficient completion of the Master's Degree

Additionally, faculty throughout the college developed a wide range of new courses in new formats, such as online, interactive television, and face-to-face

New Markets

Plus 2 Online Program: The program allows degree completion for students who would otherwise be geographically challenged to be a GFCB student.

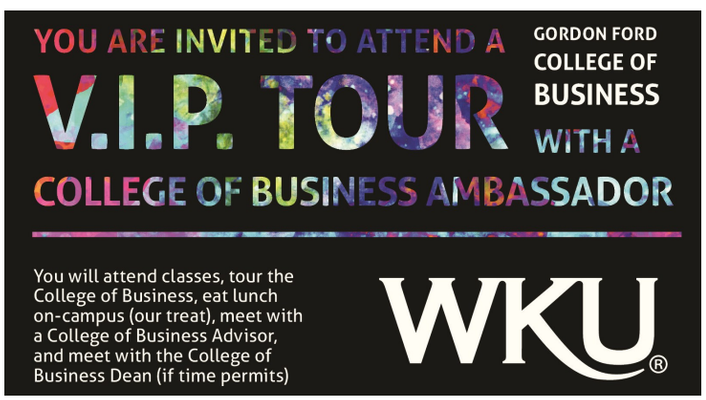
Expand Dual Credit offerings in the area high schools including an introductory Economics course and a Personal Finance course.

Built a partnership with the 2+2 Business Administration degree program with Hebei University in China that has grown to a cohort of 30 students

Recruiting

Undergraduate Student Services

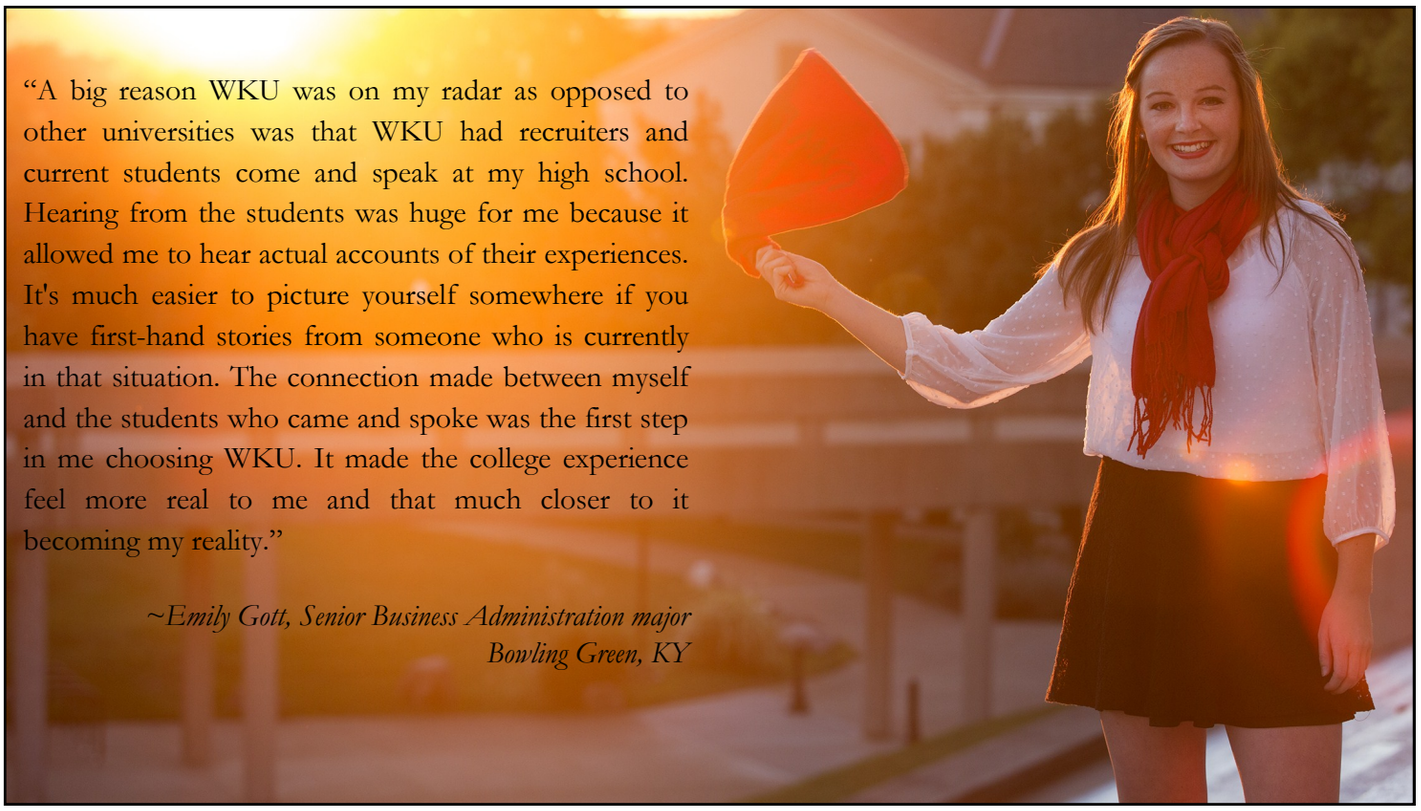
The College has four professional, dedicated academic advisors to serve all business majors, assisting them in registering for classes; completing necessary forms for scholarships, study abroad, and graduation; and supporting them in their various academic and extra-curricular endeavors. The academic advisors serve as the primary recruiters for the College at open house events across the Commonwealth



Governor's Scholar Luncheon

The Accounting and Finance departments invited 29 former Kentucky Governor Scholars Program participants and their parents to campus in the fall of 2012. The event was expanded in fall of 2013 to include the entire College, involving 64 students and 95 parents. Students learned about the opportunities of attending WKU from current GFCB students, played a stock market simulation game, and enjoyed snacks while parents attended a Q&A session with the Dean, faculty, and staff about the numerous opportunities available for their students in the College.

Quality & Diverse Students...



"A big reason WKU was on my radar as opposed to other universities was that WKU had recruiters and current students come and speak at my high school. Hearing from the students was huge for me because it allowed me to hear actual accounts of their experiences. It's much easier to picture yourself somewhere if you have first-hand stories from someone who is currently in that situation. The connection made between myself and the students who came and spoke was the first step in me choosing WKU. It made the college experience feel more real to me and that much closer to it becoming my reality."

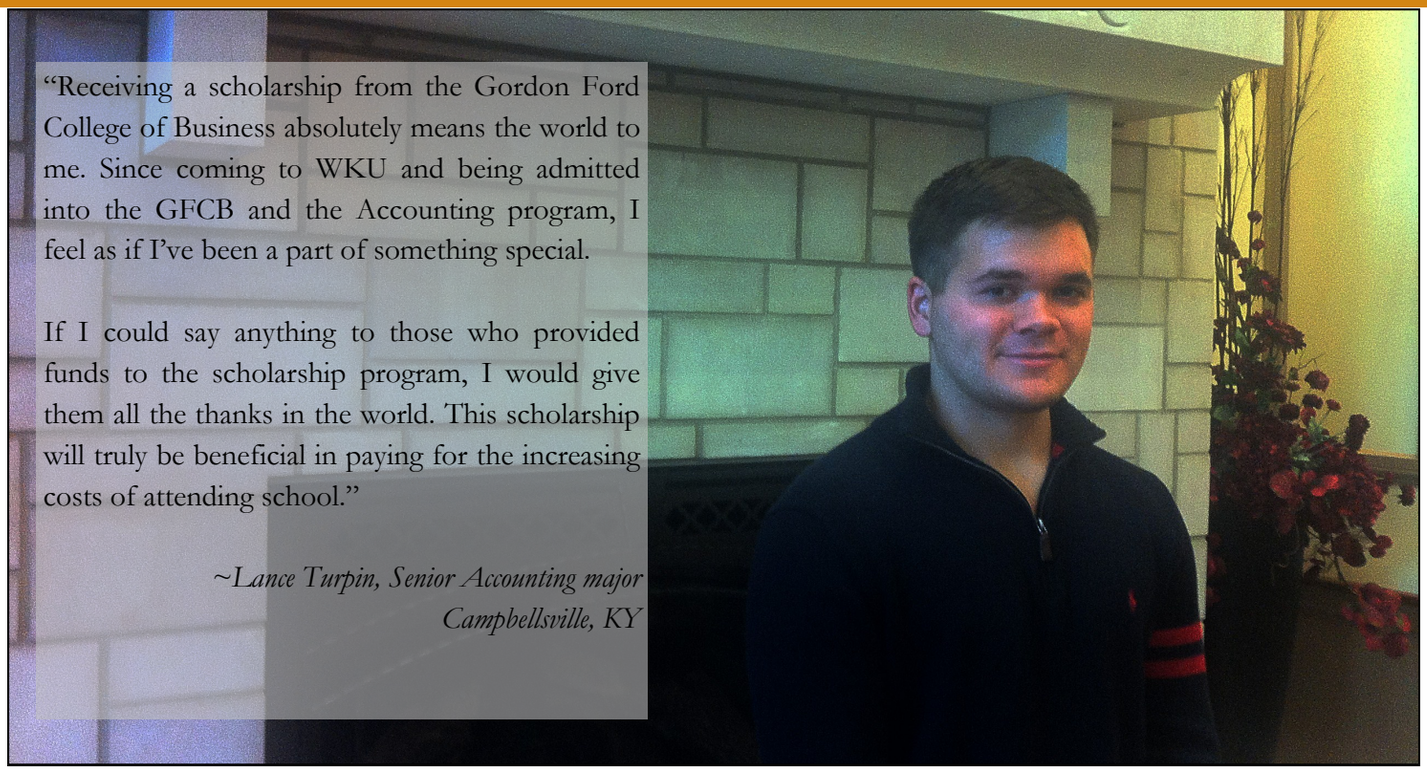
~Emily Gott, Senior Business Administration major
Bowling Green, KY

Accounting Careers Day

The Department of Accounting hosted its annual Accounting Careers Day for high school students and their instructors in the spring of 2013 and again in the fall of 2013. Accounting professors provided professional development for the teachers, while accounting majors and area professionals introduced the students to accounting as a career choice through games and activities.

Big Red enjoyed a lunchtime break with the students. These students from Barren County pose with Big Red.

Objective 1: To Recruit and Retain High



"Receiving a scholarship from the Gordon Ford College of Business absolutely means the world to me. Since coming to WKU and being admitted into the GFCB and the Accounting program, I feel as if I've been a part of something special.

If I could say anything to those who provided funds to the scholarship program, I would give them all the thanks in the world. This scholarship will truly be beneficial in paying for the increasing costs of attending school."

~Lance Turpin, Senior Accounting major
Campbellsville, KY

Pilot project AP Course in Accounting

The Department of Accounting created an innovative program to credit the Accounting 200 course to any high school student who successfully completed the Pilot Project Advanced Placement Course in Accounting and scored the appropriate score on the AP exam. WKU is one of only three universities in the U.S. granting credit for this course.

High School Visits

Dr. Steve Wells of the Accounting Department visited a high school in Ashland Ky., to discuss careers in accounting with the students. The school was unable to send its students to WKU's campus due to the costs of travel.

KCTCS Promotional Efforts

The College works extensively with the network of 50 Community and Technical Colleges across Kentucky to provide information and assistance to students wishing to continue their education at WKU.

Educational Cooperatives

Dean Jeff Katz and Undergraduate Student Services Coordinator Dr. Pat Jordan spent the Fall 2013 semester working more closely with the educational cooperatives in the WKU service area, providing information and expertise to school superintendents, principals, guidance counselors, and faculty members regarding the numerous opportunities available to them and their students. Those opportunities include: having faculty, staff, or students visit their high school campuses; providing ideas for in-class games and activities; and discussing college majors and eventual career opportunities in business.

Quality & Diverse Students...

Student Support & Activities

Student recruiting and retention is also supported by the student activities and opportunities afforded by the College. Some examples of this support include:

Competitions and Conferences

Student participation in national and regional events and competitions such as the National Collegiate Sales Competition, the Financial Planning Association of Kentuckiana, National Association of Government Defined Contribution Administrators, TVA Investment Challenge, Promote and Encourage Accounting (PEAK) Competition, Beta Gamma Sigma Student Leadership Forum, Enactus, Business Plan Competition, and more.

Honors College

Completed a new agreement with the Honors College that allows offering upper-level business courses. As of Fall 2013, there were 115 Honors students in the GFCB.

Student Organizations

Active student groups: American Marketing Association, Beta Alpha Psi, Beta Gamma Sigma, Delta Sigma Pi, Economics Club, Enactus, Financial Management Association, Financial Planning Association, MBA Student Organization, Omicron Delta Epsilon, and Society for Human Resource Management.

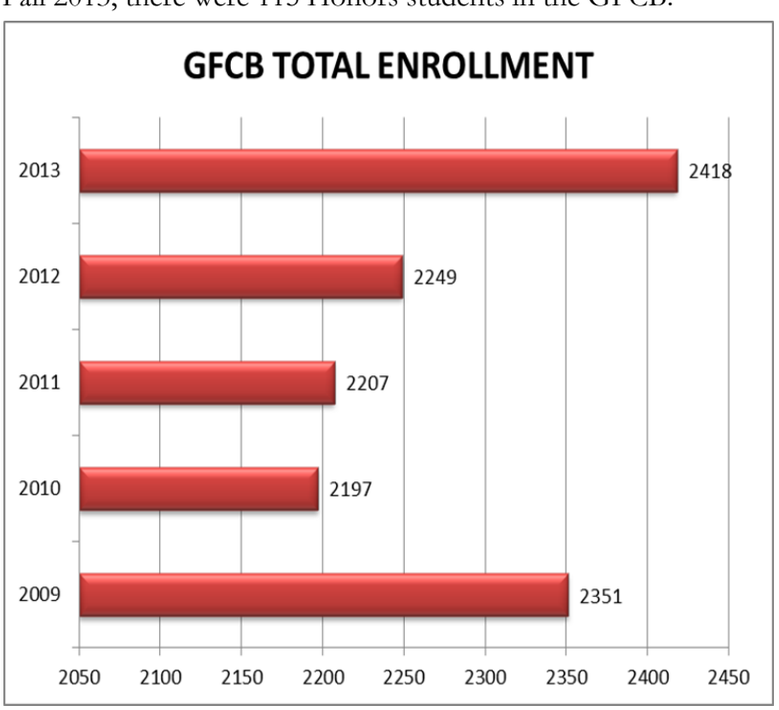
Other Opportunities for Students

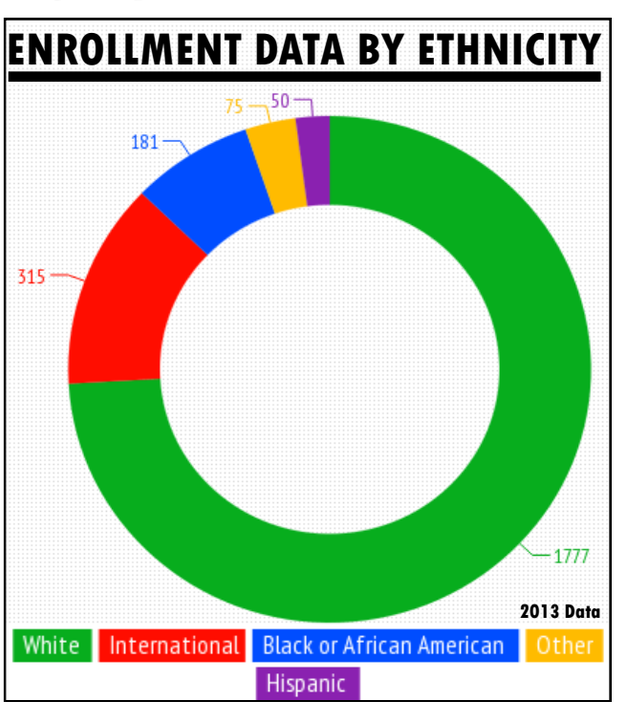
Arrange and support internships and small business analysis opportunities with area businesses.

Study abroad opportunities in Amsterdam, Australia, with the Semester as Sea program, and more.

Dual-degree opportunities

Scholarships for undergraduate students and assistantships for graduate students





AACSB
Business Accreditation Standard
Standard 4

"Policies and procedures for student admissions, as well as those that ensure academic progression toward degree completion, and supporting career developing are clear, effective, and consistently applied…"

Objective 2: To Recruit and Retain High

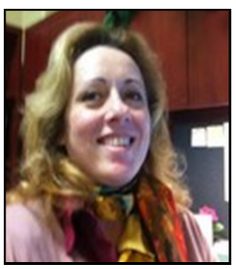
The Gordon Ford College of Business welcomed five new faculty members in Fall 2013.

Dr. Allen Hunt comes to the Accounting Department from SIU Edwardsville. He is a native Kentuckian and earned his Ph.D. from LSU. Dr. Hunt is a Certified Public Accountant and a member of the American Accounting Association. His research focuses on the economic effects of accounting numbers and firm characteristics on decisions and outcomes. His work has appeared in journals including the Journal of Accounting and Public Policy; the Journal of Forensic Accounting; Oil, Gas & Energy Quarterly; Advances in Accounting; Finance & Economics; and Advances in Accounting Education.

Dr. Joshua Hernsberger comes to the Management Department after receiving his Ph.D. in strategic management from the University of California at Irvine. Prior to enrolling in the Ph.D. program, he worked in the casino industry in Las Vegas. He has worked as poker dealer and in the business intelligence department for Caesars Entertainment. Dr. Hernsberger received the 2012 Outstanding Teaching Assistant Award from the Merage Health Care Executive MBA program at UC Irvine and has presented his research at various academic conferences.

Dr. Feng Helen Liang joins the Management Department after serving at Rutgers University. Her recent research focuses on technology spillovers from foreign direct investment to local firms in China. She also examines firm performance and welfare consequences of technology changes and globalization. Dr. Liang received her Ph.D. from the University of California at Berkeley. She will sharing her expertise in strategic management and international business courses.

Dr. Susane Leguizamon joins the Economics faculty as an Assistant Professor. She earned a Ph.D. in Economics from West Virginia University and comes to WKU from Tulane University. Her research interests include: public economics, spatial econometrics, international economics, and urban economics.



Dr. Leyla Zhuhadar joins the Computer Information Systems Department as an Assistant Professor. She earned her Ph.D. from the University of Louisville and has presented her research world-wide. Dr. Zhuhadar's recent research focuses on information retrieval and data mining. She plans to extend this research into predictive analytics in business intelligence. Personally, she has lived on three continents and is conversational in four languages. Dr. Zhuhadar's extensive expertise in data mining establishes a real-world link for the new Business Informatics program.

AACSB
Business Accreditation Standard
Standard 5

"The school maintains and deploys a faculty sufficient to ensure quality outcomes across the range of degree programs it offers and to achieve other components of its mission. Students in all programs, disciplines, locations, and delivery modes have the opportunity to receive instruction from appropriately qualified faculty."

Quality & Diverse Faculty & Staff…

During the time period of July 1, 2012 and June 30, 2013, GFCB faculty produced 69 peer-reviewed journal articles in publications such as *Contemporary Economic Policy*, *Journal of Private Enterprise, Journal of Banking and Finance,* and the *International Journal of Sport Finance*. Additionally, faculty made 71 other contributions to the advancement of the discipline, including presenting at academic conferences such as the American Accounting Association, International Academy of Business & Public Administration and the Atlantic Marketing Association.

A Comparison of User Preferences for Browser Password Managers

Dr. Mark D. Ciampa

***to be published in the* Journal of Applied Security Research**

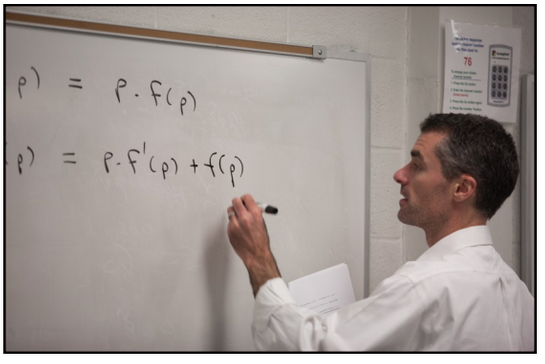
There are significant weaknesses in using and managing passwords. The primary flaw hinges on human memory: research has shown that human beings can memorize only about seven "chunks" of information. Memorizing a strong password that is of sufficient length and complexity to deter an attacker is difficult and most users have difficulty remembering these types of passwords. This flaw based on human memory is further compounded by the high number of passwords that users have today for managing multiple accounts.

This study compared a Web browser password management extension using remote storage against a Web browser "bookmarklet: (code that is stored in the Web browser as a bookmark or favorite) to determine which are more popular for users and which they would be inclined to implement. The results seem to indicate that users found advantages to a Web browser bookmarklet that generated passwords. These included ease of use and the ability to organize passwords, as well as eliminating the need to write down passwords so they would not be forgotten.

The Role of Copulas in the Housing Crisis

Dr. David M. Zimmer

***published in the* Review of Economics and Statistics**



Prior to the housing crisis, credit rating agencies predicted that houses located in different parts of the country were unlikely to experience simultaneous decreases in prices. Consequently, credit rating agencies awarded triple-A safety ratings to financial assets that pooled mortgages for houses from different parts of the country. This paper demonstrates that the statistical methods uses by the credit rating agencies were flawed. Using more appropriate methods, this paper demonstrates that price movements for houses located in different parts of the country are more closely linked than previous thought, and therefore, financial assets that pool mortgages have less diversified protection than assumed by the credit rating agencies.

AACSB
Business Accreditation Standard
Standard 2

"The school produces high-quality intellectual contributions that are consistent with its mission, expected outcomes, and strategies and that impact the theory, practice, and teaching of business and management."

Objective 3: To Provide a Professional Associated Technology

The renovation of the first floor of Grise Hall demonstrates a professional, business-like atmosphere complete with a stock ticker, business news showing on the TV monitors, and plenty of space to study between classes. The Beta Gamma Sigma key is located in the corner of the lobby, establishing the Gordon Ford College of Business as a premier business school.

The summer of 2013 saw Grise Hall restrooms undergo massive renovation. Bathroom stalls were repainted, faulty fixtures were replaced, no-touch sinks were installed into new countertops, and modern hand dryers and full-length mirrors were mounted onto clean wall panels.

Miscellaneous Updates

Classrooms in the CIS department were all completely upgraded in the summer of 2013. Servers used to support instruction among the various majors were also updated.

Updated technology for many faculty and staff office computers, including purchasing necessary software in order to conduct research.

Revamped a classroom on the Accounting floor into a professional graduate classroom.

The management and CIS department offices upgraded its furniture and repainted offices.

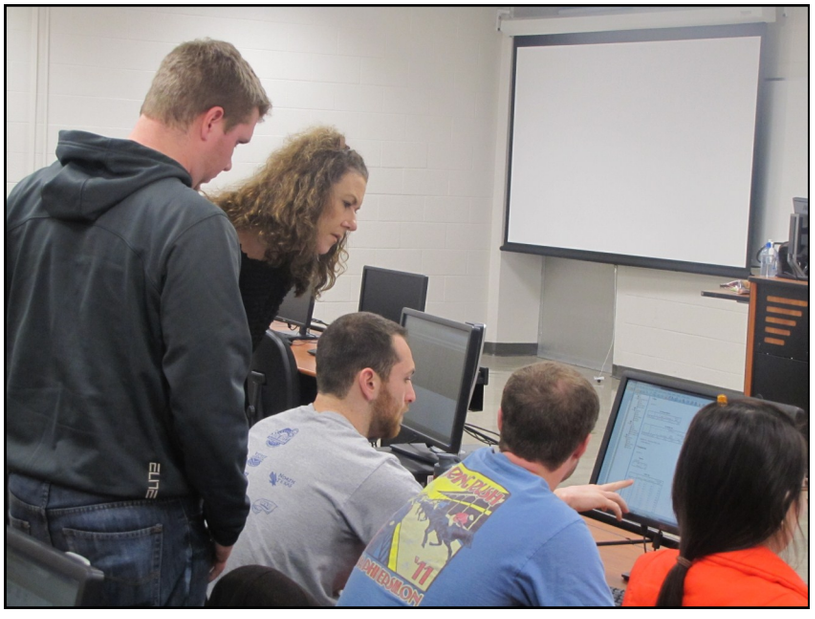
Physical Work Environment with and Resources...

Why I Give: Valerie Brown

This year I decided to include the Gordon Ford College of Business in my annual giving plan when the Business Executive Advisory Council took on the project of updating the lobby of Grise Hall. As an alumna of WKU with a business-related degree, I applaud the goal of spotlighting the practicality and excitement of this degree in a modern setting.

My career as CEO of Service One Credit Union had its roots in my business education. I quickly realized that every organization, whether for-profit or not-for-profit, must rely on sound business principles in order to prosper. Today, the contributions that I am able to make as a volunteer for numerous organizations flow from my understanding of business practice and culture. On a personal level, my daily life is enhanced from knowing and applying the practical skills of organization, planning and management.

The modern business model has expanded its scope from emphasizing economic efficiency and materialism to include long-term sustainability in the quality of life for society and our ecological systems. The outstanding leadership of GFCB has convinced me that GFCB's programs and curriculum instill the values of conducting business in a socially responsible manner.



Dr. Dawn Bolton works with MBA students in one of the GFCB computer classrooms. These classrooms were updated with new PCs, installation of anti-plagiarism software, and the relocation of projector screens.

Environmental conditions inside Grise Hall offices and classrooms are also improving, due to the HVAC upgrades that are occurring on each floor.

Objective 4: To Promote a Culture that of Students, Faculty, Staff,

Student Recognition

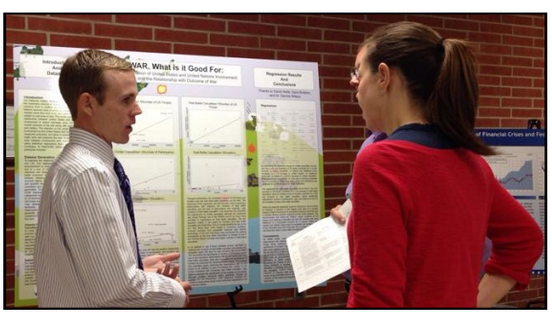
Student achievement is recognized through three students honor societies: Beta Alpha Psi for Accounting, Omicron Delta Epsilon for Economics and Beta Gamma Sigma for all business majors.

Beta Alpha Psi was named a Superior Chapter in 2013, and was given a $275 award from the KPMG Foundation.

Beta Gamma Sigma's annual initiation banquet honors GFCB students. Emily Gott was awarded a scholarship and Victoria Lange was selected to attend the BGS Leadership Conference. The GFCB chapter was again honored as a premier chapter in 2013, resulting in a $500 scholarship donation from the national BGS office.

The WKU chapter of Omicron Delta Epsilon was reinstated in 2013 and inducted 26 students. The group honored alumnus Richard Holton, president of Holton, Blackstone, and Mayberry as its honorary inductee.

The Economics department regularly funds student research and gives students "Best Paper" awards of $500, $300, and $200 for first, second, and third places in the annual competition. They also sponsor the Economics Senior Conference each semester for students to showcase research

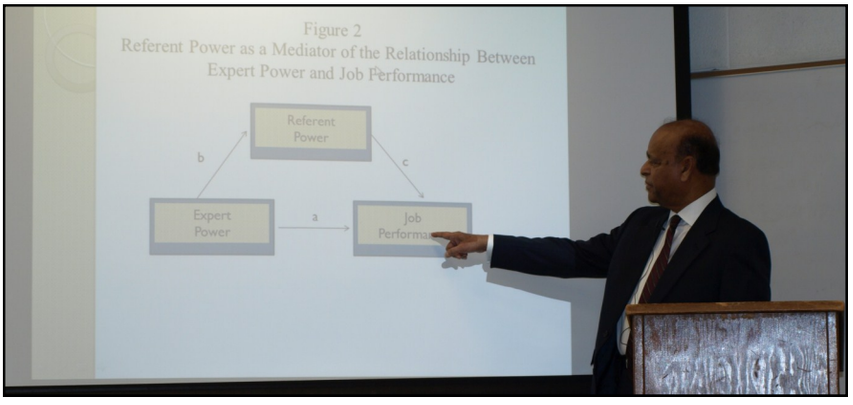


Beta Gamma Sigma honored Don and Linda Vitale as honorary initiates at the 2013 banquet. The Vitales provided their words of wisdom to the students during their separate speeches.

Richard Holton was honored at the Omicron Delta Epsilon banquet. He reminded students to enjoy their educational journeys and always be proud of being a WKU alum.

Recognizes & Rewards the Activities Alumni, and Business Stakeholders...

The annual Backyard BBQ allows student organizations and academic departments to learn more about the extra-curricular opportunities offered in the College. In 2013, rain chased the BBQ indoors, but students still found their way around to the various booths and enjoyed hot dogs and brownies.



Dr. Afzal Rahim presents his research during 2013 REACH Week. Dr. Rahim is one of five of the College's University Distinguished Professors. Other faculty achievements include:

~Sabbaticals for Dr. Youn Kim, Dr. Alex Lebedinsky, and Dr. Joanna Phillips-Melancon

~The Hays Watkins Fellows program honored Dr. Dana Cosby for teaching and Dr. David Beckworth for research.

~Four faculty — Dr. Dawn Bolton, Dr. Afzal Rahim, Dr. Evelyn Thrasher, and Dr. Zeyla Zhuhadar — have earned Research and Creative Activities Program (RCAP) grants for future research projects.

Student Recognition

The College promotes a culture of getting involved and making lifelong connections through activities like the Backyard BBQ.

The numbers of FUSE (Faculty-Undergraduate Student Engagement) grants obtained by GFCB students and faculty has dramatically increased. An example of this grant is the project that Dr. Mark Ross worked with Catherine Reeves entitled, "The Sentencing Structure of White-Collar Crime."

Multiple GFCB faculty serve as advisors on Honors College thesis projects.

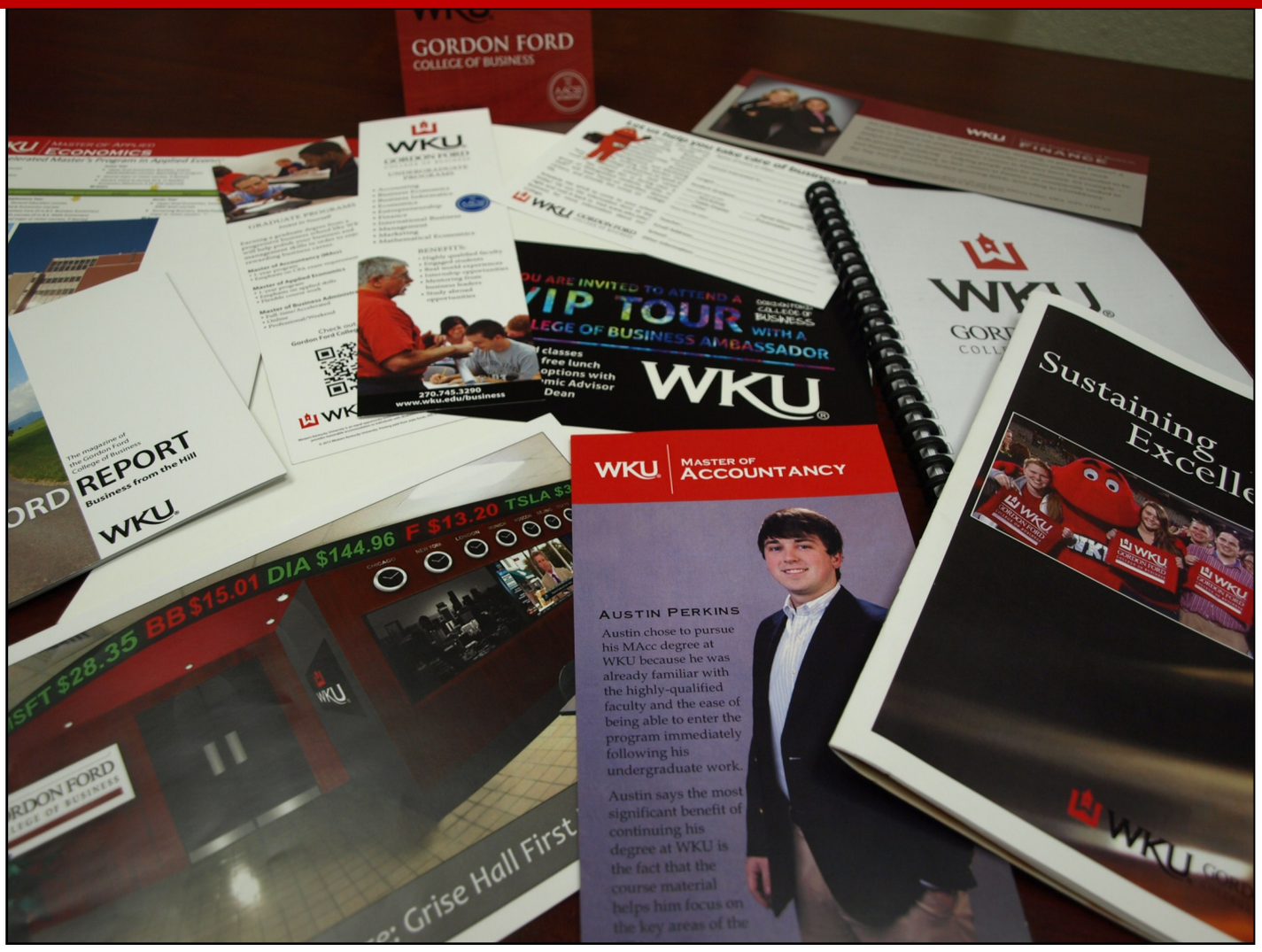
REACH (Research Experience and Creative Heights) involves 12 faculty who serve as research mentors and conference judges. Two students won awards for their research presentations in 2013.

Two economics students showcased their research at the annual Posters at the Capitol event in Frankfort.

The Entrepreneurship Center's business plan competition drew 20 entries, with three going on to the Idea U State Competition. The top prize of $35,000 was awarded to GFCB student Kyle O'Donnell to assist him in creating a sustainable sock manufacturing company.

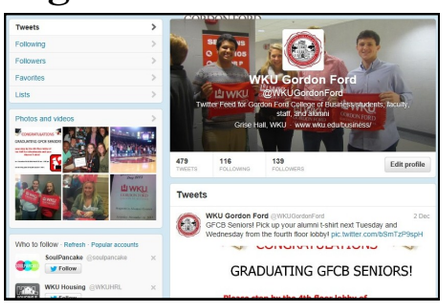
The College boasts two recent Ogden Foundation Scholars: Amy Winkler in 2012 and Daniel Burton in 2013. The Ogden Scholar is WKU's highest award for a graduating student.

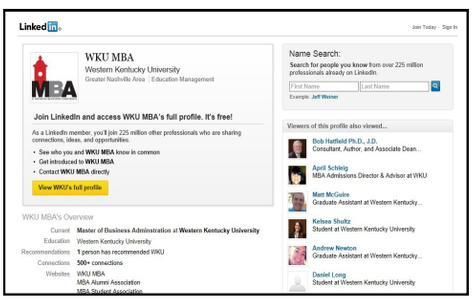
Objective 5: To Craft a Comprehensive



GFCB hired a Communication Coordinator in the summer of 2012 to direct the communication and marketing strategies for the College. Above is a sampling of the printed documents that the College has produced since that time. The Ford Report bi-annual magazine, the Sustaining Excellence development brochure, and recruitment materials are among the numerous printed items the College produces to keep all of its constituents informed of its activities and accomplishments.

Social Media Across the College





The Gordon Ford College of Business, the MBA program, several academic departments, and some Centers for Excellence all utilize social media sites such as Facebook, Twitter, and LinkedIn to publicize the accomplishments and activities of their students and faculty.

Communication & Marketing Strategy

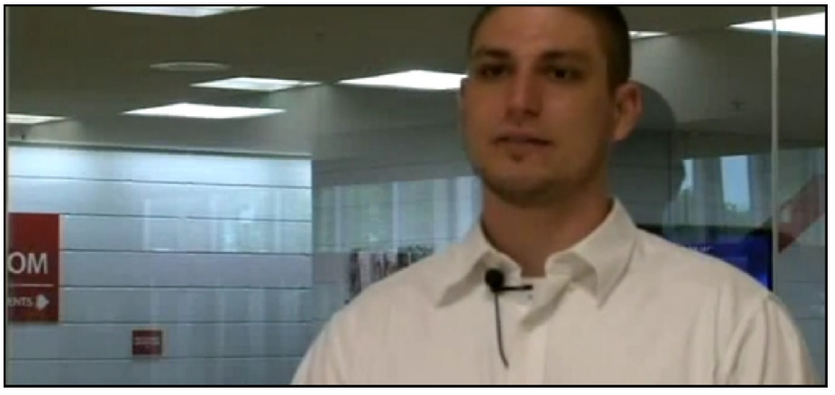
View From the Hill

After receiving word that the College had maintained its AACSB accreditation in March 2013, Amy Bingham interviewed Dean Jeff Katz, AACSB Maintenance of Accreditation Committee Chair Shane Spiller, and Student Advisory Council member Andy Cullen for the View from the Hill segment that aired on WBKO, the Bowling Green ABC affiliate.

Other View from the Hill segments this year featured the heart-warming story of Ogden Scholar Daniel Burton in May 2013 and the nationally-ranked MBA program in August 2013.

Dean Katz being interviewed by Amy Bingham.

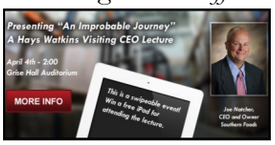
Andy Cullen readies for his interview.



Daniel Burton appears in a View From the Hill segment.

Academic departments all participate in WKU-sponsored fairs as well as travel to Open Houses and high schools to promote their majors.

The College website offers information for many constituents.



Video monitors located on all floors in Grise Hall offer the latest news and information.

Objective 6: To Develop & Maintain Relationships with all University

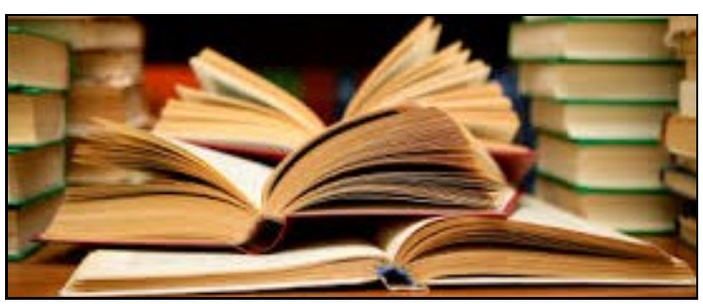
The College in 2012 entered into a partnership with the Communication Department to share resources to employ a communication specialist to assist students with presentation skills and serve as a liaison for the College regarding curriculum issues. College majors in Fall 2014 will enjoy a newly-revised Fundamentals of Public Speaking and Communication course that fits the needs of business majors. Above, the TVA Investment Group practices their presentation.

Research Implications

A new Associate Dean position was created to facilitate efforts with the WKU Office of Research and coordinate graduate programs in the college. This resulted in an increase in research proposals funded and has encouraged collaboration with more partners across campus.

For example, Dr. Leyla Zhuhadar's grant examining the impact of course sequencing as pathways to success in STEM is a collaborative effort with WKU's mathematics and sociology departments and the University of Louisville.

Dr. Evelyn Thrasher and Dr. Kirk Atkinson will explore the use of video-based simulations to increase social skills among autistic individuals in a joint effort with Instructional Design and special education groups.



Strong, Enduring, & Significant Stakeholders...

Miscellaneous

The GFCB has worked to be a major program provider at each of the WKU Regional Campuses. This includes introducing new programs that meet the needs of these campuses, investing in technology to facilitate course delivery, and direct advising of students in these areas.

A telepresence classroom at the Center for Research & Development (CRD) was built in partnership with Information Technology, the CRD, and the office of Graduate Programs. The unique room allows the Professional MBA program to be taught at distant sites. The Owensboro campus (WKU-O) made similar investments into classroom technology to provide an enhanced learning experience. A similar project is planned for Elizabethtown.

Faculty and staff serve on committees and task forces across campus.

The GFCB curriculum committee has been engaged in ongoing collaboration with the math department to create a math course specific to the needs of business students.

Adrianne Browning was brought to GFCB in fall 2013 to serve as Career Development Specialist in a collaborative effort with the Center for Career and Professional Development to provide in-house career advice and professional skills development. GFCB students will be able to meet with Ms. Browning both in Grise Hall and on our Regional Campuses. Here, a student receives assistance in preparing a résumé.

Objective 7: To Develop, Broaden, and Relationships with

Students in Dr. Patricia Todd's Strategic Marketing course spent the Fall 2013 semester working with the Cave City Tourism Commission in developing branding and marketing strategies for the group to use to increase tourism. They presented their suggestions to the Commission in December. This is just one example of how faculty work cooperatively with local organizations to develop real-world case studies for students to practice class concepts and theories.

Centers of Excellence

The six Centers of Excellence serve the applied mission of the College through interactions and engagement with external stakeholders. Some examples of center activities include:

- The Center for Entrepreneurship & Innovation and The Federal Reserve Board of St. Louis jointly sponsored "Immigrant Entrepreneurship: An Emerging Economic Development Tool" which drew more than 50 participants from Bowling Green and surrounding areas.
- The Center for Applied Economics has posted relevant local research projects on its website (wkuappliedeconomics.org): gas prices, trends in basketball attendance, monetary policy, employment trends, and more. The Center recently entered a partnership with the Bowling Green Chamber of Commerce to develop a regional data center, which will display current economic variables in real time.
- The Center for Financial Success coordinated the offering of a dual credit Personal Finance class to six area high schools, conducted more than 100 personal finance counseling sessions with students, faculty, staff, and community members, and has developed seminar sessions to aid local refugee groups at the Bowling Green Alive Center.
- Dr. Brian Strow of the WKU BB&T Center for the Study of Capitalism has appeared on multiple media programs offering economic insights for the state, nation, and community.

Strengthen Significant External Stakeholders…

Academic Expertise

The Economics Department has taken an active role in providing commentary and expertise the region.

Dr. Catherine Carey presented a regional outlook to a regional economic development meeting on the topic of the "Golden Triangle West" (or the economic region bounded by Owensboro, Elizabethtown, and Bowling Green). She also presented an economic outlook for the Commonwealth of Kentucky to the Board of the Kentucky Department of Financial Institutions

Dr. Brian Strow presented at a Federal Reserve sponsored event on Immigrant Entrepreneurship on the topic of Increasing International Diversity in Bowling Green: The Impact of Immigrant Entrepreneurs. Dr. Strow has also appeared on a number of occasions on KET's Kentucky Tonight to offer insights on various fiscal policy issues.

Dr. Brian Goff has a regularly featured blog (http://www.forbes.com/sites/briangoff/) on the Forbes website where he presents his observations in Sports Economics.

Dr. David Beckworth has presented on three occasions in Washington, D.C. to various federal congressional staffers and advisors on the topic of monetary policy. He also has a widely read and cited blog called, "Macro and Other Market Musings" (http://macromarketmusings.blogspot.com/) and has op-eds published in the National Review and Lane Report.

Leadership

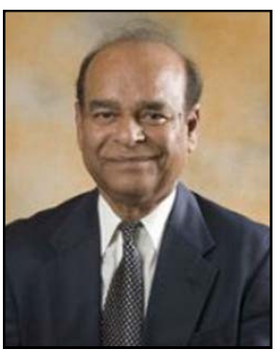
Numerous faculty serve in leadership positions within their discipline. Some examples include:

Dr. Lukas Forbes
Executive Committee
University Sales Center Alliance

Dr. Cecile Garmon
Chair
Kentucky Fulbright Chapter

Mr. Andrew Head
Board of Directors
Financial Planning Assoc. of Kentuckiana

Dr. Randall Kinnersley
AICPA Government Accountability & Performance Committee



Dr. Afzal Rahim
President
Int'l Conference on Advances in Management

AACSB
Business Accreditation Standard
Standard 13

"Curricula facilitate student academic and professional engagement appropriate to the degree program type and learning goals.

Objective 7: To Develop, Broaden, & with External

GFCB students have the opportunity to participate in internships, mentoring, and job shadowing through the generosity of alumni and other business leaders who wish to be invested in the education of our students. Above, Katie Honadle (far left) sits in a meeting at Bluegrass Supply Chain Services during her job shadowing day in the human resources department.

Guest Speakers Across the Gordon Ford College of Business

Below is a small sampling of the guest speakers who visited Grise Hall during the past few semesters, enlightening students, faculty, staff, and the community with their business expertise and advice.

Dr. Kay Meggers
Alcoa

Guillermo Magana
Fruit of the Loom

Dr. John Liu
Hedge Fund Manager

Joe Natcher
CEO, Southern Foods

Strengthen Significant Relationships Stakeholders...

Partnerships

The MBA program is working to build relationships with regional chambers of commerce. A model for cooperation was developed based upon three contact points: MBA Case Practicums, Sponsorship of Community Leadership Programs, and "Chamber Discounts" for chamber members to the PMBA program. This outreach began with the Bowling Green Area Chamber then was shared with the three chambers located at our regional campuses: Hardin County (Elizabethtown), Glasgow/Barren County, and Greater Owensboro. This model for chamber relationships was next extended to other important chambers in our region: Allen County Scottsville, Simpson County, and Grayson County (Leitchfield).

The ENACTUS team is actively engaged in several outreach projects. The Kenya Basket Project helps women in Kasigua, Kenya, sell their handmade baskets; the WKU SIFE Print Center; and Community Threads which centers around refugees from Burma currently living in Bowling Green. The Burmese refugees create scarves to sell.

Mary Cohron
Management Consultant

Ian Welsh
Harlaxton College

Blane Ruschak
KPMG

Dr. Pierre Desroches
University of Toronto Mississauga

Assurance of Learning

The faculty of the Gordon Ford College of Business engage in an Assurance of Learning (AOL) process designed to document and improve student learning. This process assesses students throughout the program to ensure the expected learning outcomes are being met.

During the time frame covered by this report, the most intensive intervention undertaken by the College to improve student learning included working with the Communication Department to improve student performance on oral and written presentations, in response to concerns about student performance, and Business Executive Advisory Board feedback regarding the importance of performance on this goal. A College Communication Coordinator was hired to work specifically with students and faculty in this area, providing tutorials on the website, workshops for classes, and even one-on-one instruction for students seeking assistance for their individual or group presentations.

Undergraduate AOL Goals

Goal	Measurement Outcome	Next Scheduled Measurement
Communication		**Fall 2013**
Legal and Ethical Awareness	✓++	**Spring 2014**
Strategic and Critical Thinking		**Fall 2013**
Global Awareness	✓++	**Spring 2014**
Discipline Knowledge	✓+	**Fall 2013**

Graduate AOL Goals

Goal	Measurement Outcome	Next Scheduled Measurement
Organizational Leadership (Communication, Ethics, Teamwork)	✓++	**Spring 2014** (Communication) **Fall 2014**
Business Knowledge	✓++	**Spring 2014**
Strategic and Critical Thinking		**Spring/Summer 2014**
Global Awareness (PMBA only)		**Fall 2013**

✓++ Exceeds the desired outcome ✓+ Meets the desired outcome ✓- Below the desired outcome

LEARNING GOALS

1. The ability to communicate effectively in written and oral forms.
2. An awareness of ethical issues in business and society.
3. Critical thinking skills through strategic problem-solving using integrated business knowledge.
4. An awareness of the global business environment.
5. A basic knowledge of the business disciplines and areas.

WKU GORDON FORD COLLEGE OF BUSINESS

AACSB ACCREDITED

This Learning Goals poster reflects the undergraduate learning goals and is displayed all across Grise Hall as visual reminders for students and faculty.

MBA AT WESTERN KENTUCKY UNIVERSITY

Learning Goals & Objectives

Goal 1: Organizational Leadership

Our students and graduates will be competent to provide effective leadership in organizations

Goal 2: Business Knowledge

Our graduates will have a solid understanding of the knowledge within the relevant business disciplines

Goal 3: Critical and Strategic Thinking

Our students and graduates will be able to think critical and innovatively and be able to apply strategic thinking in a changing business environment

Goal 4: Global Awareness
(Professional MBA only)

Our students will be able to explain the increasingly integrated world economy and the forces behind this integration

ETS

The ETS Major Field Tests are comprehensive MBA outcomes assessments designed to measure critical knowledge and understanding.

Summer 2013 Results:
~Professional MBA cohort earned a Top 5% rating
~Full-Time MBA cohort earned a Top 20% rating

Summer 2012 Results:
~Online MBA earned a Top 10% rating

AACSB
Business Accreditation Standard
Standard 8

"The school uses well-documented, systematic processes for determining and revising degree program learning goals; designing, delivering, and improving degree program curricula to achieve learning goals; and demonstrating that degree program learning goals have been met."

Financial Report

Receipts	Category	10-11	11-12	12-13
	State Funds	$11,471,621	$12,071,618	$11,890,324
	Gifts - non scholarship	$288,888	$313,517	$319,697
	Gifts - scholarship	$80,850	$93,415	$164,779
	Total Gifts	$369,738	$406,932	$484,476
Expenses				
	Program Support - State	$10,887,048	$11,381,200	$10,908,409
	Program Support - Non-state	$458,828	$407,961	$309,757
	Student Support - Scholarships - Non-state	$40,400	$31,798	$46,734

Total annual gifts to the Gordon Ford College increased by $114,738, or 31%, since July 1, 2010. The increase has primarily occurred in the scholarship area, which has more than doubled in the past three years. Our non-state program and scholarship expenditures decreased in FY 12 due to the reduction in expendables allowed by the WKU Foundation. Despite this reduction, our increase in gifts for scholarships resulted in more scholarship disbursements in FY 13.

ENDOWMENTS		
Balance as of:	**7/1/2011**	**12/31/2013**
WKU Foundation	$12,324,731	$14,595,506
College Heights Foundation	$2,744,661	$1,525,600
Total	$15,069,392	$16,121,106
Change	$1,051,714	
Percentage Change	7%	

The Gordon Ford College of Business' endowed gifts are held in both the WKU Foundation and the College Heights Foundation which manages all endowments directed toward student support. The total endowments for our college have increased by more than $1 million, 7%, in the 2.5 years preceding 2014.

AACSB
Business Accreditation Standard
Standard 3

"The school has financial strategies to provide resources appropriate to, and sufficient for, achieving its mission and action items."

PEAK:
professional Education & Knowledge

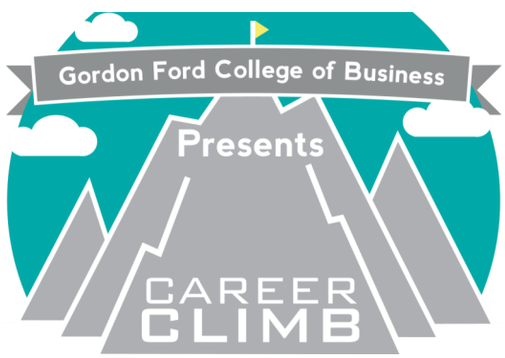
Preparing students for entry into the professional business environment is an important focus area for the Gordon Ford College of Business. PEAK was formed as a comprehensive resource that will complement content knowledge that students learn and practice each day in the classroom.

Professional success doesn't begin when a student wears the cap and gown and receives a diploma. Preparing for professional success is a process that begins the moment a student walks into Grise Hall for the first time. This is where PEAK steps in, giving students a multitude of information and advice in these and more areas:

- Career awareness and exploration opportunities
- Personal improvement workshops
- Real-world experiences through mentoring and internships
- Continued professional development

PEAK

Gordon Ford College of Business



PEAK held its first Career Climb in October for freshmen and sophomore students. Above, students practice their handshake skills. Below left, Robert Unseld from the Center for Career and Professional Development shares how to craft a professional brand. Below right, Victoria Phung practices her networking skills with BB&T executive Scott Gary. More than 30 business leaders helped with the event.

Donor Recognition
July 1, 2012–December 31, 2013

$10,000+

Baulch Family Foundation
David and Robin Ciochetty
Commonwealth Altadis, Inc.
Mildred R. Fray Estate
Larry and Cecile Garmon
Mr. and Mrs. Richard Darnell Holton
Donna and Dr. Stephen E. Lile (d.)
Dr. Kay H. Meggers
Mary Catherine and Jon N. Peterson
Elizabeth and Don O. Pickerill
Hays T. and Betty J. Watkins

$5,000-$9,999

BB&T
Bowling Green Area Chamber of Commerce
Chad W. and Danielle Davis
Nathaniel J. Gardner
Peter C. Holyoke
Nancy and David G. Laird
Service One Credit Union, Inc.
Southern Kentucky Estate Planning Council

$2,500-$4,999

Georgena Ann Brackett
Gail and Gary Broady
Joan and Dr. Randall Capps
Mr. and Mrs. Matthew S. Coffey
Danny Ray Foster
Katie and Steven L. Jackson
Thomas J. Joyce
Dr. Lee and Ray Knight
Lyons Company, Inc.
McGraw Hill Education
Cheri and Joe B. Natcher, Jr.
Vikram J. Patel
Dr. Karen L. Pickerill
Procter & Gamble
Marion W. and Joni L. Ray
John and Carolyn Ridley
Southern Kentucky Society of Human Resource Management
State Farm Mutual Auto Insurance Co.
Katie and Brent M. Stinnett
Tom James Company
Mr. and Mrs. Joseph Lee Walters

$1,000-$2,499

Alice and Dr. Basheer Ahmed
Donald F. Barrickman
Bessemer Trust
BKD, LLP
Gaby and Rick Brewer
Maria Nilda J. Cann
Kevin L. Cardwell
Carr, Riggs & Ingram, LLC
Deloitte Foundation
Debra and Samuel S. Francis
Elizabeth and Richard G. Gladden
Barbara and John D. Grider
Heartland Sign Solutions
Christy and Jerry T. Henderson, Jr.
Hershey Foods Corporation
Frederick G. Holcomb, Jr.
Donna and Richard C. Holland
Doug and Mary Barr (d.) Humphrey
Julie and E. James Ising
J. B. Hunt Transport Inc.
Theresa and William J. Jones
Julie and Jeff Katz
Megan and Ryan K. Meredith
Tina and Shawn Morris
National Collegiate Sales Company, Inc.
Martha and Bob Owsley
Prida-Guida & Company, P.A.
Mr. and Mrs. Troy D. Puckett
James Phillip Regnier
Amy and Dan M. Reynolds
Ron and Dr. Debra Sowell
Tennessee Valley Authority
Vanguard Charitable Endowed Program
Wells Fargo
Martha and Harold E. Wills

$500-$999

L. Stuart Augenstein
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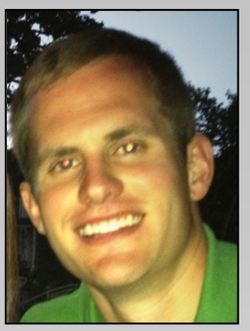

The main reason I donate is to demonstrate the pride I hold from the education I received from the Gordon Ford College of Business. I believe that donating to the College will increase the potential learning experience for future Hilltoppers.

My education from GFCB was definitely enhanced from preceding alumni donations, and I believe it is important to continue to help when I am able.

With the new renovation taking place, students will be able to receive their education from an updated business college. A revised learning environment will boost the educational experience that the current and incoming business students will receive.

Finally, an updated school of business will positively increase the national recognition of GFCB for future Hilltoppers and their success. I am extremely proud of my Gordon Ford College of Business degree and am pleased to have the opportunity to give back to Western Kentucky University.

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Why I Give: Karen Pickerill

I didn't enter college to be a business major; that idea was anathema to me as a child of the '60's. However, as design major I was forced to take "Principles of Macroeconomics", and my entire life changed.

The GFCB economics faculty was bright, passionate about their field and their students, and willing to mentor a woman to pursue economics as a career. At that time, economics was deemed a "man's field", so I was an anomaly. They recommended additional readings in economics, provided career counseling (dragging me kicking and screaming to the math department to get the technical tools needed to attend graduate school), wrote letters to the admissions committees of econ PhD programs, and listened to my insecurities during the econ PhD program and the first years of teaching.

They continue to be excellent examples of collegiality, intellectual honesty, compassion and dedication to their students. I donate to the GFCB so its faculty can continue to provide an atmosphere that allows students to have life changing experiences as an undergraduate or master's student.

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