

**Gordon Ford College of Business
Administrative Council Meeting
Minutes
September 1, 2011; 9:00 a.m.
Grise Hall 443**

Members present included Bob Hatfield, Chris Brown, Rick Shannon, Michelle Trawick, Steve Wells, Bob Reber, Jeff Butterfield, Zubair Mohamed and Jeff Katz, presiding. Guests included Dr. Peter Hamburger and Ms. Pat Jordan.

Dr. Katz opened the meeting and welcomed everyone.

Dr. Peter Hamburger, Head of the Department of Mathematics, distributed documents regarding Math 116 and Math general education. Dr. Hamburger has recommended that any student attending WKU with an ACT 26 or higher should not have a general education math requirement. He said he does not believe Math 116 should be a general education course. Dr. Hamburger said he welcomes anyone to his office that would like to talk with him about these issues.

Dr. Katz gave an update from the CAD meeting on August 31. He will forward an updated strategic priorities document later today. He announced scholarships for graduate students from Graduate Studies Research will be available for 2011/2012. Regarding faculty evaluations, Dr. Katz spoke to Dr. Emslie and GFCB can continue to follow the calendar year. He also announced that all departmental planning and closing the loop reports for the entire college need to be entered in Digital Measures before any classroom improvement money will be distributed to the college.

Dr. Trawick distributed the Colonnade Program Overview and gave a general education update. Discussion was held about the math requirement for GFCB and if there is a need for creation of a new math class that meets both general education and our college's curricular needs. Dr. Butterfield suggested using 109 for a business based quantitative reasoning class or equivalent. Dr. Trawick said as long as a course meets the five learning outcomes, GFCB can submit a class to the curriculum committee. Dr. Brown said a proposal with several options should be made by the chairs to the GFCB curriculum committee. Dr. Trawick suggested using BA206 for quantitative reasoning. Another option is the creation of a quantitative business class equivalent to 109.

Dr. Katz opened discussion regarding the 2012/2103 staffing plan. Regarding Phase 1, the associate dean, marketing chair, and AQ position in accounting each have a form 1 in place. Phase 2 requests should be submitted to the Dean's office by September 9. A document regarding Fall 2011 first-day enrollment patterns was distributed. Dr. Katz asked everyone to look at their majors and project growth when deciding which positions should be filled or added. Dr. Wells asked if there was consideration about hiring a marketing position. Dr. Katz asked everyone to send Kristina a list of what you are doing and want to do regarding marketing in your area. Dr. Shannon said the Marketing department is considering hiring an intern from the social media major to help with departmental marketing. Dr. Trawick asked about the possibility of deciding within the college if staff salaries can be increased and Dr. Katz said he would investigate.

Ms. Pat Jordan explained the Major Discovery Events initiative from AARC. At the events, there are several tables set up that exploratory major students visit to find out information about a specific major. Dr. Trawick and Dr. Shannon expressed concern about having separate events for each major. Dr. Mohamed would like to try an event with the Management department.

Dr. Katz said he was contacted and asked to support a classroom dedication for Dr. John Wassom. The GFAC unanimously agreed to support. Dr. Trawick announced that the Economics department will be placing a bench memorial.

Dr. Katz asked Dr. Hatfield to give an MBA and pMBA update. Hatfield announced that two years ago the MBA started using telepresence technology. Currently, there is a room being constructed at the Center that he said Dr. Baylis is paying to construct. Dr. Katz opened discussion about paying for the information technology expenses for this program.

Discussion was held regarding DELO distribution and how each department handles their share. Dr. Katz will make copies of the spreadsheet for the GFAC. He asked the chairs to share with him how they will use their allocations.

Dr. Katz announced that November 10 will be the Confucius Institute Lectures. He asked GFAC to look at which courses on that day will be good for speakers. Ambassadors will escort them and there will probably be a lunch. Dr. Katz will be a moderator at a dinner that night regarding dining etiquette in China. The college will most likely sponsor a table for students to attend. He asked for a nomination for a student to participate on the panel at the dinner.

Regarding other events, Kristina asked for attendees for the Hall of Distinguished Alumni luncheon. Dr. Katz announced RCAP applications are due by September 26. Tenure, Promotion and Sabbatical Applications are due October 1. Dr. Katz asked that each department chair and one department faculty member attend the Freshman Assembly on September 6 at 6 p.m. at Diddle Arena.

Dr. Katz distributed a document regarding Annual Undergraduate Tuition and Fees for Full-time Resident Students at WKU and Current Benchmarks.

Regarding other information, Dr. Katz announced the Strategic Planning Council will be meeting in the next couple of weeks. He said the Accreditation committee will be meeting soon, as well, and we will participate in the AACSB accreditation seminar in February. Regarding development, Jared Holland has secured another scholarship gift. Dr. Katz has secured close to 15 members for the Business Executive Advisory Council. Dr. Katz is working with Cody Turner on the website. Please copy Dr. Katz on your requests for website updates. Regarding GFCB Ambassadors, Dr. Katz announced they will receive a \$500 book scholarship or an iPad for their service.

For future meetings with the GFAC, the schedule will be every other week at 9 a.m. Dr. Katz will let GFAC know as soon as possible if a meeting needs to be called during an off week.

Dr. Reber distributed a spreadsheet of adjuncts and the budget. He asked everyone to double check the list and let him know of any changes.

The meeting adjourned at noon. The next meeting will be Thursday, September 15 at 9 a.m.