

**Gordon Ford College of Business
Administrative Council Meeting
Minutes
January 26, 2012, 9 a.m.
Grise Hall 443**

Members present included Drs. Chris Brown, Jeff Butterfield, Bob Hatfield, Zubair Mohamed, Rick Shannon, Michelle Trawick, Steve Wells and Jeff Katz, presiding. Dr. Ray Blankenship was a guest.

Dr. Katz opened the meeting and welcomed everyone. Dr. Blankenship, AACSB Assurance of Learning Coordinator for GFCB, distributed scores from the Spring 2011 and Fall 2011 senior assessment exam and embedded questions for Fall 2011. Dr. Shannon expressed concern that students may not have enough time to answer all of the questions. Dr. Blankenship said the assessment committee is considering changes to the exam for Fall 2012. Dr. Trawick suggested faculty should be encouraged to embed questions from the senior assessment exam in their classes and exams throughout the semester.

Dr. Katz asked for approval of the minutes. Dr. Hatfield made a motion, Dr. Mohamed made a second and the minutes were approved by the group.

Dr. Katz said Academic Affairs would like colleges to review the process and procedure on Tenure and Promotion and make sure it matches the provisions of the University's Faculty Handbook. He announced GFCB will participate in WKU Research Week. Both Hays Watkins Research Fellows will make a presentation on the afternoon of March 23. Dr. Trawick announced a business paper session will be available at the WKU Student Research Conference on Saturday, March 24. Dr. Cathy Carey is the GFCB representative for Research Week and can be contacted for more information.

Dr. Katz announced that Ms. Harvey is putting together packets for the Business Executive Advisory Council and to give her any materials the GFAC would like to see included. He also invited the chairs to attend the meeting on February 17. Regarding the 2020 Plan, Dr. Katz plans to present it the GFAC for approval before presenting it to SPC on March 16. He asked for any suggestions or recommendations for his email newsletter update to be sent to him or Ms. Harvey.

Dr. Katz distributed the AACSB Maintenance of Accreditation Handbook and announced he would like a draft of both reports before May 31. He also announced he would like to send letters of invitations to the college advisory boards regarding the Hays Watkins CEO Lecture and reception on March 29. Dr. Trawick suggested arranging transportation and parking. Dr. Katz suggested using a shuttle to bring them from the Sloan Convention Center parking lot.

Dr. Katz distributed information regarding enrollment totals by department for the last five years. Discussion was held about opportunities for planned enrollment growth. Dr. Shannon asked if departments should focus on minors and Dr. Katz agreed that minors are an important part of the college's academic position. Dr. Trawick opened discussion about use of part-time faculty and

current resources. Department chairs were asked to look closely at current use and to think about staffing for scheduling in the Fall.

Dr. Katz asked for department updates. Dr. Trawick announced Economics is inviting candidates to campus for the Assistant Professor position. They will meet next week to approve a formal Economics process on promotion and tenure. Dr. Hatfield announced he met with Kinchel Doerner in Graduate Studies regarding graduate assistantships. Dr. Shannon announced the Marketing department has made an offer on the assistant professor in Sales position. Dr. Brown announced the OCC will be back on campus soon and applications are available online. Dr. Mohamed said he is working with the Chamber on seminars presented by GFCB faculty. Dr. Wells announced the Accounting department has candidates visiting campus for the AQ position. The faculty has agreed to change the GPA for Accounting 200 and 201 before they can proceed into 300.

The meeting ended at 10:45 a.m. The next meeting is scheduled for Thursday, February 2.