

Gordon Ford College of Business
Administrative Council Retreat
Minutes
August 6, 2014
8:00 am – 12:15 pm
U.S. Bank
Board Room

Members present: Drs. Chris Brown, Cathy Carey, Bob Hatfield, Rick Shannon, Michelle Trawick, and Jeff Katz, presiding.

Dr. Katz welcomed everyone and asked for approval of the minutes from May 8, 2014. Dr. Trawick made a motion and Dr. Hatfield made a second to approve the minutes. The GFAC unanimously approved the minutes without changes.

Dr. Katz reviewed the objectives for the retreat. He then welcomed Mr. Craig Browning, President of U.S. Bank. Mr. Browning welcomed the GFAC to U.S. Bank and shared his background with the group.

Dr. Katz asked GFAC to review the FY16 staffing plan in the retreat packet, as well as the course fee revenue allocations from FY13-14. The GFAC also looked at the staffing plan document provided by the Office of Institutional Research with statistics from Fall 2011- Fall 2013. Dr. Katz asked for recommendations from the GFAC for the phase I and phase II staffing plan. He asked GFAC to share their ideas about resources with Dr. Trawick. She will have her first meeting soon with the Fiscal Resources Task Group.

Dr. Trawick distributed documents containing budgets for review. One document included budgeted items for 2014-2015 and on included current commitments. There was discussion about the travel budget and plans for travel expenses. Dr. Trawick asked each department to reevaluate their budgets and share with her areas that can be trimmed.

Dr. Katz asked GFAC to share recruitment activities and targets. Dr. Trawick announced another Governor's Scholar Day is being planned for the Fall around a basketball game. Dr. Wells asked Dr. Trawick for assistance in tracking how many of the students from High School Accounting Day are coming to WKU. She also announced they are planning a minority recruitment event that will be similar to the Governor's Scholar Day but take place in Grise Hall and also include a basketball game. Dr. Carey said the Economics Department is working on an alumni placement brochure, an alumni survey, and updating their brochures. Dr. Carey is working on internship opportunities. She also said Dr. Wilson will be teaching a dual credit course at South Warren High School. Dr. Hatfield gave an update from the Management Department, as well as information about the cohorts and model changes to the classes of the MBA program. Dr. Brown shared Mr. Andrew Head's efforts in the financial planning program. Dr. Wells shared information about AP high school students in accounting and plans for recruiting them to WKU, as well as other recruitment efforts the department is making. Dr. Shannon announced the Marketing Department is trying to get into the high schools more for recruitment and presentations.

Dr. Katz announced the items on the agenda regarding the strategic planning process and faculty policies will be discussed at the next GFAC meeting on August 14th.

Dr. Katz showed GFAC a draft brochure being planned for the new building campaign. He is working on the brochure with Ms. Amy Miller and Ms. Stacey Gish. He asked GFAC to review the current proposed floor plans and give him feedback on whether the plans still fit their departmental needs.

Dr. Katz asked for suggestions for the agenda for the college wide meeting scheduled for August 20th and reviewed his recommendations for the day. The changes to the faculty evaluation process was mentioned.