

Gordon Ford College of Business

Minutes

April 16, 2015

9:00 a.m.

Grise Hall 443

Members present: Drs. Ray Blankenship, Chris Brown, Cathy Carey, Bob Hatfield, Paula Potter, Rick Shannon, Michelle Trawick, Steve Wells, and Ms. Stacy Gish (Guest), Jeff Katz presiding.

Ms. Stacy Gish discussed the role of the communications coordinator and how it has changed over time. The coordinator was initially to improve communications; however, the position has grown to include many types of communication, including numerous types of social media, the Ford Report, the Annual Report, PEAK promotion materials, etc. In addition, the coordinator has also become a resource for faculty, with activities such as presenting in class.

Discussion of how to reach students via Blackboard and other social media ensued. There is a need for goals and a strategy to meet those goals. Ms. Gish suggested that social media is used for engagement, interaction and provision of information. Ms. Gish said that her current initiative is (next issue of the Ford Report) to focus on the theme of (faculty and student) research.

Dr. Katz asked for approval of the minutes from April 2, 2015. Dr. Hatfield made the motion to approve and Dr. Trawick seconded. The motion passed without changes.

Dr. Katz discussed the positive SACSCOC Review. He passed around suggested changes to the policy involving instructor ranks. He discussed the success of the ODE and BGS banquets and expressed appreciation to Dr. Carey and Drs. Spiller, Bolton and Thrasher for their work on the banquets.

There was consideration of the Jefferson Award Candidates. Each chair discussed his/her department's candidate. A secret ballot followed. Ms. Jenna Lehkamp was selected for the Jefferson Award.

Dr. Shannon submitted the Request for Proposals (RFP) for a GFCB Marketing Plan. Discussion followed. Initially the discussion focused on whether there should be different plans for different programs. The goal of the proposal is *not* to put together the program itself. The RFP would be open to anyone – faculty or staff – in the college. Additional discussion included things that should be in the proposal, such as setting goals that are measurable, trackable and assessable and aligning the goals to reflect the college's strategic objectives.

Dr. Trawick opened up discussion on the policy regarding the Responsibilities of Department Chairs. There was discussion on several points in the policy. Dr. Trawick moved to approve the policy. Dr. Brown seconded. The policy was approved.

Dr. Carey mentioned that the Economics Department Senior Conference will be April 29th from 3:00-4:30 in the 4th floor lobby area.

Dr. Blankenship mentioned a collaborative effort between IS and Marketing to create a dual major. Dr. Katz encouraged him to carefully consider the impact on possible resources since this is an especially focused area for the review of new programs across WKU.

Dr. Potter mentioned that she was waiting on Form 2 approval for a new position in Management.

Dr. Brown mentioned that KBMI Internship opportunity is open for applications until April 20.

The meeting ended at 10:45 a.m. The next meeting is April 30, 2015.