

**Gordon Ford College of Business  
Administrative Council Meeting**

Minutes  
September 22, 2016  
8:30 a.m.  
Grise Hall 443

Members present: Drs. Ray Blankenship, Cathy Carey, Indu Chhachhi, Bob Hatfield, Harold Little, Paula Potter, Patricia Todd, Michelle Trawick, and Jeff Katz, presiding. Ms. Adrienne Browning was a guest.

Ms. Adrienne Browning gave an update and shared a proposal for Dinnerview scheduled for October 19 in DSU at 6 p.m. She requested GFAC give her the names of students to invite to attend Dinnerview. She also announced the Job Fair is scheduled for February 15, 2017 and GFAC is invited to attend the luncheon beforehand.

Dr. Katz welcomed everyone and asked for approval of the minutes from September 8, 2016. Dr. Hatfield made a motion to approve and Dr. Trawick made a second motion to approve. The GFAC approved the minutes without changes.

Dr. Katz gave an update from the recent CAD meeting. He shared a new majors and minors website is underway and GFCB will receive a questionnaire about how we want our programs marketed. Ms. Gish will work with GFAC to fill out the survey. He also mentioned any student recruitment materials to be published should be reviewed by Enrollment Management. He shared an update from the recent AACSB training he attended. He shared that faculty bios can be used to tell what the college is focusing on. Dr. Trawick distributed a template to help gather feedback to update the biographies of faculty on the website. Impact, innovation, and engagement will hopefully be reflected in these updates. Dr. Katz shared the plans and timeline for the next AACSB review.

Dr. Katz reviewed the staffing plans for Phase I & Phase II. GFCB is currently looking for assistant professors in Economics and Finance. GFCB is also looking for an executive in residence for social media marketing. Two retirements were recently announced in the departments of management and accounting. Plans for replacement were discussed. Dr. Katz announced tenure and promotion packets are due to the chairs October 1<sup>st</sup> and due to the Dean November 1<sup>st</sup>.

Dr. Trawick shared plans for a new WKU summer program for incoming freshman, "First to the Hill." Students will take 6 credit hours and live in the dorm. GFCB has been asked to participate and recommend classes to offer business students that attend. There was discussion about what classes to offer business students for the 6 hours. Dr. Trawick has also recommended engagement events, speakers, etc. from the GFCB for the business students that attend.

Dr. Chhachhi distributed a proposal for an investment research/SMART lab. He asked GFAC to identify classes and programs that would benefit from the lab and how it will be used.

Dr. Katz asked for departmental updates. Dr. Carey announced she is working on two projects with Dr. Bolton and students. Ms. Harvey announced the upcoming Chamber dinner scheduled for October 13<sup>th</sup> and guest, Mr. Bryan Piskorowski's visit on October 18<sup>th</sup>. Dr. Trawick would like to

discuss graduation recognition in the future and if the college can work with the departments on how best to recognize graduates each semester. Dr. Blankenship asked GFAC for feedback on the need for the group Qtag. He also announced they are interviewing for the office associate position. Dr. Chhachhi said the Finance Department held a social and roughly 30% of the majors attended. Dr. Little said the Meet the Firms event was very successful. On September 30<sup>th</sup> they will host a continuing education program with over 60 participants registered. Dr. Potter gave an update on searches from the Management Department. They are also looking into how they can offer more Honors sections. The first speaker in the Entrepreneurial series took place and was successful. Dr. Todd announced a flyer has been created for social media marketing majors and gave an update on part-time faculty covering social media marketing and advanced marketing classes. Dr. Hatfield announced 46 students attended the graduate workshop. Dr. Trawick announced GFCB is in the final stages of posting the job for coordinator of constituent engagement.

The meeting scheduled for October 6<sup>th</sup> has been canceled and the next meeting will be October 20<sup>th</sup>. The meeting ended at 10:55 a.m.