

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

Minutes
July 13, 2017
9:00 a.m.
Grise Hall 443

Members present: Drs. Ray Blankenship, Cathy Carey, Bob Hatfield, Harold Little, Paula Potter, Patricia Todd, Michelle Trawick, and Jeff Katz, presiding.

Dr. Katz asked for approval of the minutes from June 1, 2017. Dr. Hatfield made a motion to approve and Dr. Blankenship made a second motion to approve the minutes from June 1st. They were approved with minimum changes.

Dr. Katz shared the next CAD meeting will be on July 26th and he plans to inform the chairs of items discussed at the following GFAC meeting. He thanked Dr. Hatfield and Dr. Trawick for their efforts on the GFCB Fountain Square project. There will be a ribbon cutting at 4:30 pm on August 8th. Please make plans to attend and invite center directors as well. Dr. Trawick shared some of the details for getting the space ready for occupying the offices. Dr. Katz encouraged the chairs to work with Jessica Thrasher, the coordinator of the space, in utilizing the space. Dr. Katz mentioned he just attended the Southern Business Deans Association Summer Workshop. One of his take-aways from the conference is a job matching website, jobZology. This site utilizes a personality assessment and then aligns the user up to job categories, then links the user to active job searches. The user would make a one-time payment, but would be granted lifetime access to the program. Dr. Trawick will follow up with the vendor about doing a trail session with her BA 175 summer term class. Dr. Katz mentioned that he reviewed the AOL plan and was impressed with what was reflected. Dr. Katz mentioned that FY 16/17 philanthropy has wrapped up and GFCB had a successful year of \$1.29 million in cash donations. He believes this is a direct reflection of the hard work by the department chairs and our faculty. Dr. Katz will be traveling to Louisville next week to thank donors personally and provide updates to select advisory council members. Dr. Trawick communicated enrollment numbers, and explained what those numbers represent for the college.

Dr. Trawick mentioned the need for a formal procedure to process student complaints. She presented the guideline draft to the chairs and discussion occurred. Updates to the guidelines will be made to reflect the suggestions given. The updated version will be sent to GFAC electronically for final review, and a vote will be requested through email.

Dr. Katz addressed GFCB enrollment growth and student advising. A GA has been hired to help the advisors. Discussion occurred about the role of the advisors and the stress they are under overseeing so many students. Appreciation for the advisors efforts were communicated by the chairs. Dr. Trawick shared that there has been discussion of not enough course sections available for students to register for, to keep the integrity of their program. Solutions were discussed.

Dr. Katz discussed the fall faculty and staff field trip. Amy Miller and Jessica Thrasher are working on a one-day trip during fall break week.

Dr. Katz shared the background of the BB&T Visiting Professorship. Dr. Katz asked the chairs to consider how the funds could best be utilized. Discussion occurred regarding the limitations and the purpose of the funds. Dr. Katz asked for suggestions of who should be awarded the professorship.

Dr. Trawick handed out a map of the GFCB Fountain Square space. She also shared that Jessica Thrasher is taking a leadership role, will represent GFCB at recruitment events, along with an ambassador and one other person. Ms. Thrasher will be the point of contact for our college for the Head for the Hill event. Expect her to reach out to you for your participation input. Dr. Trawick's BA 175 class starts Monday, which she team-teaching with Stacey Gish. She shared her digital measures efforts. Ms. Kelley reviewed the upcoming important dates for the college chairs to be aware of. Dr. Blankenship shared that several of his faculty members had a successful visit to The Foundry, with more visits with other companies planned. He mentioned several events he's attended this summer and his takeaways from those events. Dr. Potter mentioned the conference her and her faculty plan to attend is next week here in Bowling Green. She also mentioned that August 15th will be their faculty meeting. Dr. Todd mentioned that Twitch, a live streaming video platform, has offered to host Master Plan, doing a live stream on our campus – the first time they have done this for a college campus. Their faculty meeting is also August 15th. Dr. Hatfield offered that he submitted his QTAG report and shared some of the report's contents. Dr. Carey mentioned a few projects the center is involved with in the fall, one in particular will be with SKyPAC, that will involve student participation.

The meeting ended at 11:09 a.m. The next meeting is scheduled for Thursday, July 27, 2017.