

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

Minutes

September 7, 2017

9:00 a.m.

Grise Hall 443

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

Dr. Katz asked for approval of the minutes from August 24, 2017. Dr. Trawick made a motion to approve and Dr. Little made a second motion to approve the minutes from August 24<sup>th</sup>. They were approved with minor changes.

Dr. Katz shared updates for the GFCB. He mentioned WKU President Tim Caboni attended the Council of Academic Deans on Wednesday, September 6, and discussed retention and enrollments. Dr. Katz shared some of the data with GFAC that President Caboni presented during the CAD meeting. President Caboni shared that December's Graduation will likely proceed as it has in the past, but the structure of Spring Graduation will be reevaluated. A Graduation Committee has been formed, to which Dr. Katz has been appointed. Dr. Katz distributed the proposed 2018/2019 academic calendar. The August 2018 start date was pushed back a week to give faculty time to prepare for the semester. Dr. Jace Lux also attended the CAD meeting and provided an update regarding enrollment. He reported that there is an increase of 1000 students being admitting to the university over last year, but only 4 actual students enrolled. Dr. Lux offered strategies to the Deans in hopes to increase enrollment in their college. Dr. Katz proposed to GFAC to have a GFCB Day on January 27<sup>th</sup>. This is the same day as WKU's basketball game against Marshall. This would be an opportunity to reach out to prospective students. President Caboni selected Dr. Chhachhi to chair the University Budget Council. Dr. Potter has been selected to co-chair the University's Strategic Planning Committee. It is because of these recent appointments, the Associate Dean's review for Dr. Hatfield and Dr. Trawick is postponed. The Hays Watkins lecture, with Mr. Bracken Darrell of Logitech, has been rescheduled for April 5, 2018. A handout for the 17<sup>th</sup> Annual Posters At-The-Capitol, to be held in Frankfort, was distributed. Former Secretary of Labor, Robert Reich, will be the Culture Enhancement guest speaker to our campus. On October 18<sup>th</sup>, he will be at Van Meter Hall at 7:30 pm. Dr. Katz plans to meet with Dr. Larry Snyder regarding how Mr. Reich can benefit GFCB faculty and students. Please provide input for any ideas you may have and Dr. Katz will share with Dr. Snyder. The Meeting of the GFCB Professors will take place on September 22<sup>nd</sup>. GFAC was asked for input for the agenda.

Dr. Trawick met with Chris Jensen of AARC. She reported that AARC plans to hire five new advisors with GFCB having a liaison with undeclared business students. She shared their discussion of the AARC's role is and the GFCB Advisors role. There was also conversation of how to best serve the undeclared business students and ensure their educational success.

Dr. Katz asked GFAC about meeting with the GFCB Advisors and staff to work through Spring registration issues. Current advising procedures were discussed. It was agreed that GFAC will

request that Dr. Pat Jordan meet attend the next GFAC meeting. GFAC was asked to send agenda items to Dr. Katz and Dr. Trawick, and Dr. Jordan will do likewise.

Dr. Hatfield presented an update of graduate enrollments and how they affect hiring GAs. He has worked with Stacey Gish, Laura Ricke and others from DELO to develop a marketing strategy. The Graduate Workshop is September 21<sup>st</sup>. This event is usually well attended, even by undergraduate students in preparing for their future studies. The first cohort of the professional MBA Programs will be celebrating their 10-year reunion next year. Conversation occurred as to who should be invited to the celebration. The program intends to develop a 5-year and 10-year plan and would appreciate input from GFAC.

Dr. Little reported that Adrienne Browning and Aquesha Daniels have volunteered to join the Diversity & Inclusion Committee, as well as students Flavio Chavarro and Maria Hernandez. He gave an update of activities the committee has been involved. He offered to show a Ted Talk Video during the next retreat. Dr. Little also summarized his telephone conversation with Dr. Chris Clements regarding moving forward with best practices of diversity and inclusion. If you have additional ideas, please feel free to share those with Dr. Little. There is a possibility Dr. Clements may visit campus in early October.

Dr. Trawick recently met with PDC regarding additional space for a new advisor, if funds are available for the hire. Dr. Trawick reported the Continuous Improvement Review Committee met to discuss the progress of preparing for their visit. She asked that all faculty add their information into the database – including items such as research, accomplishments, etc., on to a one-page document. She also discussed various math courses that are available and what GFCB can accept as transfer courses. Dr. Chhachhi brought up issues regarding lack of classroom space the Finance Department is facing. He also mentioned on September 18<sup>th</sup> they will be having their second social. They are inviting all incoming students to introduce the faculty and other GFCB administration. Dr. Todd agreed that Marketing is also in need of classroom space. She also shared that her department had a meeting to discuss continuance and the faculty has been informed of the decisions. Dr. Little shared that BKD had an open house that it was well attended by students. The new accounting major orientation was a success. September 28<sup>th</sup> is the next Accounting Advisory Council meeting, which will occur at the Pushin Building. Dr. Potter reported that Management had their continuance meeting and results have been delivered to the faculty. Dr. Carey said that the Economics Department has also had their continuance meetings. She shared her recent visit to the Dugas Family Park and their plans moving forward. Dr. Hatfield expressed his and his student's enthusiasm for teaching at the Fountain Square space. Dr. Blankenship reached out to Laura Ricke and DELO for help in marketing Systems Management online. He mentioned several delivery options. Dr. Katz suggested Dr. Blankenship follow up with Dr. Miller regarding the load/out of load concern for online programming.

The meeting ended at 11:17 a.m. The next meeting is scheduled for Thursday, September 21, 2017.