

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

Minutes
March 8, 2018
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 shared the budget council recommendation and how GFCB was impacted and our future needs were discussed.

Dr. Katz asked for approval of the minutes from the February 22, 2018 meeting. Dr. Trawick made a motion to approve and Dr. Blankenship made a second motion. The minutes were approved with no changes.

Dr. Katz shared updates within our college. GFCB day was held on February 24 and was well attended. He thanked Ms. Nicola Sparks and Dr. Trawick for the work they put in to ensure a successful recruiting event. The activities of the day garnered great feedback by students and their parents. GFAC members were also thanked for their contribution towards the day. The MBA Program was awarded the ability to offer a JUMP program. Beta Gamma Sigma has approached Dr. Katz about hosting an alumni event on our campus. Approximately 50 attendees would be expected. Further discussion will occur before a final decision is made. There will be no GFAC meeting on March 22. WKU's Spring Break is March 12th – 16th. Dr. Katz wished safe travels to Dr. Hatfield, Little, and Trawick as they will be traveling with the PMBA students to Spain.

Dr. Katz mentioned Dr. Thrasher wants to step back from her PEAK director duties after more than three excellent years of service as she has taken on other roles. Dr. Trawick distributed a GFCB PEAK Coordinator job description. After review, suggestions were made to revise the job description. A college-wide announcement will be made advertising the position.

Review of center reports occurred.

- The annual AOL report was reviewed. Dr. Jean Snavelly provided the report. Dr. Katz commended her for her role in working with AOL.
- The Career Services report was submitted by Ms. Adrienne Browning and reviewed by the GFAC members. Dr. Katz mentioned how successful the GFCB Career Fair event was, and that 251 students attended. He also mentioned employers had positive feedback. Ms. Browning was praised for her efforts and dedication to the students.
- Dr. Blankenship assessed The Center for Applied Analytics. The center continues to expand, which includes internships. The center is working with TVA and they are hopeful for a long-term internship. Educational outreach with the Bowling Green Chamber will happen soon.

- Communications Coordinator, Ms. Stacey Gish, supplied her report. After review of the report, Ms. Gish was complimented for her excellent work.
- The Continuous Improvements report was offered by Dr. Shane Spiller. Dr. Katz thanked Dr. Spiller for his efforts and his role in the AACSB visit.
- The Internship program report was proposed by Ms. Monica Duvall. She was applauded for her work with the students.
- The technology activities and needs report was submitted by Mr. Jesse Willcut. He does an outstanding job keeping GFCB operating on a daily basis.
- The Undergraduate Student Services report was provided by Dr. Pat Jordan. The Leadership Team commended the efforts the advisors put forth to serve the GFCB students.

In terms of updates:

- Dr. Blankenship shared that the IS Department is working with Dr. Todd and the Marketing Department as well as Dr. Helen Sterk, Department Head of the Communication Department. They are in the process of developing a Digital Marketing Communication certificate.
- Dr. Carey announced Dr. Andrew Dustan, from Vanderbilt University, will be presenting on March 9.
- Dr. Todd also mentioned the Digital Marketing Communication certificate. She shared that Dr. Mary Jane Gardner has accepted the position for assistant professor.
- Dr. Little revealed they have had visitors such as The FBI and the Tennessee Department of Audit come in to speak to BAP/IMA. Ms. Barron will be back for the second bi-term. The Grise Hall 526 project is ongoing. Dr. Stacy Bibelhauser is planning a trip to Washington, D.C. with students. The Diversity and Inclusion Committee is currently selecting survey instruments. Dr. Susane Leguizamon and Dr. Little are working together on this and hope to conduct the survey no later than the fall semester.
- Dr. Potter said that the search is continuing for the management faculty position. In addition, the search for the Entrepreneur and Innovation Center Director will be completed by the end of the semester. Dr. Coder visited SKyCTC and was approached regarding the Human Resources program. Dr. Coder discussed the possibility of a smooth pathway for transfer students with the SKyCTC faculty member.
- Dr. Chhachhi stated that Dr. Ron Rhoades is traveling to K-State learn more about Living Learning Communities. He also shared his thoughts on the college's efforts with being conservative of our funds.

- Dr. Trawick commented on reimbursement expenditure requests and that faculty should be mindful of how they are spending funds. She will be attending the next Digital Measures workshop. The Commencement committee continues to meet and develop plans. One thought is that the faculty award winners be invited to sit on the stage during the ceremony. Dr. Trawick attended Mr. Chris Derry's workshop and found it to be valuable. She suggested that the chairs attend as well as encourage their faculty to attend the workshop.

The meeting ended at 11:00 a.m. The next meeting is scheduled for Thursday, April 5, 2018.