

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

Minutes  
April 19, 2018  
9:00 a.m.  
Grise Hall 443

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

Dr. Katz asked for approval of the minutes from the March 5, 2018 meeting. Dr. Trawick made a motion to approve and Dr. Hatfield made a second motion. The minutes were approved with a minor change.

Dr. Katz shared updates within our college. AACSB sent a note of continued accreditation. Only 13 schools nationwide have accreditation in both business and accounting at this board action, and we are one of them. There will be a reception this afternoon at 3:00 pm on the fourth floor lobby. Dr. Katz thanked GFAC members for their efforts towards our continued success.

Dr. Katz recognized Ms. Wendi Kelley with an “On The Spot” award. It was given in appreciation for her work making accreditation arrangements, working with the Hay Watkins speakers, and various other tasks.

The third candidate for the provost position is in today. An open forum will be held at 1:00 pm at GRH. Three candidates have been identified for the CEBS Dean search, and that process is ongoing.

Dr. Beth Laves provided Deans information regarding regional campuses. The handout reflects the score of occupations and the program associated with them for each regional campus. The chairs asked for a copy be emailed to them.

The investiture ceremony for President Caboni will be on Friday, April 27, 2018. Those interested in being involved in the procession and having a seat, please register as a college delegate. You will wear your regalia for the event. Any faculty member can march in the processional as long as they are registered. The rain site will be held at Van Meter.

Dr. Katz thanked everyone for attending the Business Executive Advisory Council meeting on April 6. It was a very nice session and the presentations were greatly appreciated. During the executive session, they were very complimentary of what we are doing. They would like to see a better structure and method of tracking where our students obtain jobs, what their compensation will be, etc.

The Omicron Delta Epsilon Banquet was held on Friday, April 6. Mr. Jim Finn was a guest speaker and it was an enjoyable evening. Dr. Katz thanked Dr. Carey for her effort towards a successful banquet.

Dr. Katz explained the Graduate Programs director compensation policy, which could possibly include MBA, MAE and MACC Directors. GFAC members were asked to think about the policy

as it is now and decide if it should be updated. The policy may be reviewed here: <https://www.wku.edu/business/faculty-and-staff/documents/gfcb-guidelines-for-director-compensation.pdf>

Dr. Katz thanked Dr. Trawick for her work in organizing our commencement/ recognition ceremony. Dr. Trawick explained the GFCB commencement/recognition plan. Friday night students are to be in front of the Kentucky museum at 4:00 pm. The processional will lead the students to the stadium. Each college's students will have a designated area to be seated. The ceremony begins at 6:00 pm and should last for about 45 minutes. The degrees will be conferred at this event. At the conclusion of the ceremony, GFCB will have a tent set up on South Lawn, where ice cream will be served in GFCB alumni cups. Saturday, the reception will begin at 4:00 pm in the back yard of Grise Hall. Tables and chairs will be set up under a tent. Graduates' family and friends are invited. Big Red will be there as well as several other 'festive' offerings. The students are to report to the auxiliary gym at 5:30. The graduation and hooding process was described. GFAC Chairs were asked to request their faculty to attend the ceremonies.

PEAK Coordinator letters of interest were discussed. Dr. Potter expressed her gratitude for the outstanding job that Dr. Thrasher did, and GFAC was in complete agreement. Comments were made to the value and importance of the program and to keep the momentum going. After a ballot vote, Ms. Monica Duvall was selected as the new PEAK Coordinator. Dr. Hatfield made a motion to approve the appointment and Dr. Todd seconded. Dr. Trawick will inform Ms. Duvall of her new position.

The Robert W. Jefferson award nominees were discussed. After a ballot vote, Ms. Elizabeth Moss was selected.

Dr. Trawick stated there is a safety issue with our building. There have been three break-ins this semester. Currently the building is being locked at 10:00 pm. After a brief conversation, it was agreed that a 9:00 pm lock-up time was appropriate. Dr. Trawick will follow up with Access Control.

Dr. Trawick mentioned that Ms. Jessica Thrasher held the position of Engagement Coordinator for GFCB, and the vacancy is felt by the advising office. She suggested hiring Ms. Judy Scott, as she is familiar with the college, will commit to the responsibility, and is interested in the part-time position. Ms. Scott submitted a proposal explaining her expected duties and budget of \$7,000. This position will be for the 2018-2019 academic year. Dr. Hatfield made a motion to accept Ms. Scott's proposal and Dr. Blankenship seconded the motion. Dr. Trawick will notify Ms. Scott of the approval decision.

In terms of updates:

- Dr. Trawick met with Mr. Chris Jensen regarding centralized advising and what the model may look like for GFCB. His thought was: first two years student speak to professional advisors and the last two years speak to faculty advisors. The discussion is ongoing. Dr. Trawick praised our advisors and offered that our advising model could be duplicated.

She has received a quote from Interfolio, a company comparable to Digital Measures. The start-up cost to switch is significant. Dr. Shane Spiller and Dr. Trawick agree that extending Digital Measures for a year, spending time to customize for GFCB needs, is a good option. After discussion, it was suggested to ask Digital Measures for a two-year quote. Dr. Trawick will follow up with Digital Measures.

- Dr. Chhachhi shared GFCB Business Finance participated in the Tennessee Valley Authority's Investment Challenge Program in 2017. The team placed third, out of 25 universities, missing the top spot by a slim margin. Dr. Chhachhi congratulated the students for their hard work.
- Dr. Potter announced The Management Advisory Board meeting would be held in May.

They are moving forward on the center director appointment. Monday is the deadline for applications.

Entrepreneurships Speaker Series will host Mr. Steven Dossey (WKU Alum) and Mr. Allen Dossey from Purple Toad Winery. They will present on April 24 at 4:00 pm, Grise H all 238.

- Dr. Todd mentioned the review of applicants for the vacant faculty position is ongoing.
- Dr. Carey stated the senior conference was held, with 36 presentations being given. It was very successful with many high quality papers. Dr. Carey congratulated Dr. Stephen Locke and Dr. Chris Biolsi saying they 'raised the bar'.

The Omicron Delta Epsilon Banquet was held on April 6 and went well. Mr. Jim Finn was the guest speaker and was well received.

Dr. Carey congratulated Mr. Eric Murrer for qualifying for the Thomas R. Pickering Foreign Affairs Fellowship.

- Dr. Hatfield said that the research committee met yesterday. He wanted to remind GFAC members that the faculty research program 'Aim High' has a fall deadline of November 1.

Dr. Hatfield mentioned Dr. Lelya Zhuhadar's presentation to the Business Executive Advisory Council on April 6<sup>th</sup>, and that he was impressed with her work. Dr. Katz expressed how he also felt she did an outstanding job.

The deadline for the Research Excellence Committee to update the journal list for the Aim High Faculty Research Support Program is October 1. The committee member from each department is to work with the department in advance to provide any improvements or updates.

Prior to Commencement, MBA students will participate in a pinning ceremony. It will begin at 4:00 pm.

- Dr. Lebedinsky stated that Kyla Scanlon received third place on her paper she presented at the 2018 Butler University Undergraduate Research. The title of her paper is “Effects of Terrorism on the U.S. Stock Market: Evidence from High Frequency Data”.

Dr. Lebedinsky also expressed his excitement taking on the role of Economics Department Chair. He is looking forward to this opportunity.

- Dr. Blankenship commented that new computers are being delivered to the computer labs. He asked for storage suggestions for the PEAK clothes closet as they will need that space for storage of computers.

The meeting ended at 10:53 a.m. The next meeting is scheduled for Thursday, May 3, 2018.