

Gordon Ford College of Business

Administrative Council Meeting

Grise Hall 443

Thursday, February 20, 2020

9:00 am

Members present: Drs. Ray Blankenship, Bob Hatfield, Indu Chhachhi, Lukas Forbes, Alex Lebedinsky, Mark Ross, Evelyn Thrasher, and Chris Shook, presiding.

Dr. Chris Shook asked for approval of the minutes from the February 13, 2020 meeting. Dr. Hatfield made a motion to approve the minutes, and Dr. Blankenship seconded. The minutes were approved with no change.

Dr. Shook asked the chairs to share good news going on in the departments.

- Dr. Mark Ross mentioned Frank Zheng got an internship from KPMG in New Zealand.
- Dr. Indu Chhachhi explained that Zach Jones is working with Bethany Smith, going out to high schools to promote the financial planning camp.
- Dr. Chris Shook shared that application numbers for our college are looking good. We are up about 8% from this time last year and T.O.P.s' registration figures are also strong.

The first Associate Dean candidate will present at the end of GFAC today.

Dr. Shook provided updates from the recent CAD (Council of Academic Deans) meeting.

- A legislative update was given. It's too early to tell what the legislature will do with the Governor's budget.
- Hopeful to have a budget out of the legislature by April 2nd.
- Commencement update was provided.
- There is a freshman cohort pilot program where students will participate in multi-term registration. They would register for 15 hours in the fall and 6 hours in the spring.

Dr. Evelyn Thrasher distributed and reviewed the second draft of the GFCB Course Material Policy with the Leadership Team. She asked for, and was given, feedback from the GFAC members. Dr. Hatfield made a motion to approve the updated policy per the discussion, and Dr. Blankenship seconded. The motion passed with a majority vote.

Dr. Thrasher explained that GFCB will be participating in a DECA recruiting event this summer, in Nashville, TN. It will be held April 29 – May 2nd. She asked that chairs think about each department having a representative attend. Suggestion to ask the GFCB Ambassadors to participate was made. Dr. Thrasher will develop and circulate a schedule.

The issue of part-time job postings at WKU's Regional Campuses was brought up. For SACS and AACSB, our college needs to have a role in selecting business-related course instructors at the campuses. Currently, GFCB is not included in the hiring process. Dr. Thrasher will follow up with HR to ensure the appropriate department chairs are included in the selecting procedure.

Dr. Thrasher gave a brief update of the Diversity, Equity, and Inclusion Committee. The members of the committee are volunteers from across GFCB. A first priority of the committee will be to raise awareness and provide educational opportunities for faculty, staff, and students. The Women in Business and Beta Alpha Psi student organizations are partnering to plan DEI events March 2nd – 6th. The committee will be looking into implementing a DEI component into the PEAK program. The committee agreed to serve in an advisory role for our college's events (re: dates, menu, etc.) Dr. Susane Leguizamon also serves on the DEI Committee at the university level, so she can be a liaison for the college.

Dr. Chhachhi will discuss our MBA's JUMP program at the next GFAC meeting.

In terms of departmental updates:

- Dr. Ross explained that Beta Alpha Psi are co-hosting with Alabama in the regional meeting's competition. It will take place in Louisville.

Our next Business Executive Advisory Council (BEAC) meeting will be held on Friday, April 3. The meeting will only consist of BEAC member and will not include other department's advisory board members.

Saturday, February 22nd, we will be hosting GFCB Day. Dr. Thrasher described the day's itinerary to GFAC members. Attendees will be incoming freshman who have been accepted into WKU and their parents. Most of them have selected a major in our college. Information regarding our majors/minors/certificates and student services will be provided.

Dr. Lukas Forbes asked the Leadership Team about recruiting events, such as Head for the Hill. He wondered if there was a more effective and efficient way to conduct them. It was explained that the fall recruiting events have more traffic than the spring ones.

The meeting adjourned at 9:30 am. The next GFAC meeting is scheduled for February 27, 2020 at 9:00 am in GH 443.