

**Minutes
October 19, 2012
8:00 a.m. – 11:30 a.m.
Holiday Inn Plaza, Salon B**

Business Executive Advisory Board members present included Helen Bradley, Gary Broady, Randy Capps, D. C. Clement, Mark Crothers, Chad Davis, Tim Earnhart, Vince Foushee, Richard Gladden, Anderson Hostetler, Jim Ising, David Laird, Shawn Morris, Bob Owsley, Steve Preston, Dan Reynolds, Peter Steger, Don Vitale, Scott Whitehouse, Rick Wilson, and Jeff Katz presiding. Members from the college leadership team included Chris Brown, Jeff Butterfield, Cathy Carey, Bob Hatfield, Zubair Mohamed, Rick Shannon, Michelle Trawick, and Steve Wells.

Dr. Katz welcomed everyone and introduced President Gary Ransdell. President Ransdell gave a short welcome and update about WKU.

Dr. Katz made introductions and inducted three new members to the council: Richard Gladden, David Laird, and Dan Reynolds.

Dr. Katz gave an update for the Gordon Ford College of Business. He shared information regarding AACSB Accreditation and presented the adopted Strategic Plan. Dr. Katz also explained the Professional Education and Knowledge (PEAK) program being developed by GFCB.

Mr. Mark Crothers gave an update for the By-laws committee. Three changes have been made to the by-laws. Article II is now titled duties instead of Activities. Also, under Article II, Item 7 was added: Assist in mentoring undergraduate and graduate students as the occasion arises. Added under Article III, Section II is an update to the Terms: July 1, 2012 is the current start date for council members. Mr. Bob Owsley made a motion to accept the new by-laws. Mr. Pete Steger made a second and the by-laws were adopted by the Business Executive Advisory Council.

Dr. Rick Shannon gave an update for the Civic Engagement committee. He said the committee will have a more active report at the next meeting. Dr. Hatfield announced there are two civic engagement projects GFCB is currently working with the Chamber of Commerce on and the MBA program is involved in a project with USA Cares.

The Employer Needs committee was represented by Dr. Zubair Mohamed. He said the committee is interested in organizing summer faculty internships with business. Faculty would then be able to bring the information learned back to the classroom. The committee is also working on a survey for alumni and asked council members to email suggestions for questions.

Dr. Randy Capps gave a report for the Executive Education committee. They are planning a program based on fundraising for University Presidents in April 2013. He asked for suggestions for future topics.

The Facilities committee was represented by Mr. Vince Foushee. He distributed a report explaining current restraints of Grise Hall. He also explained immediate steps that should be taken to fund and implement upgrades and renovation to Grise Hall. Mr. Foushee suggested efforts made toward realization of a new building may be best directed at finding alternative financing, such as the successful model recently used to construct the Nursing Building.

Mr. Tim Earnhart gave a report from the Branding & Marketing committee. The committee recommends rebranding the GFCB. He explained the recommended phases for the rebrand: Brand Research, Brand Strategy & Messaging, Brand Creative Development, and Brand Marketing and Communications Plan.

The report for the Student Recruitment & Placement committee was given by Mr. Chad Davis. Regarding recruitment, the committee would like to decrease impediments for transfer students, for example increasing scholarships, but not for incoming freshman. We should increase our focus on recruitment outside of the region. He encouraged the college to send ambassadors to alumni events and travel with WKU athletics to recruit outside the region. The committee would also like to see GFCB students required to have an internship in order to graduate. They committee also recommended externships, which could consist of one to two days of job shadowing.

Seven students from the Dean's Student Advisory Council served on a student panel. Students and council members asked each other question. Discussion focused heavily on internships.

Dr. Katz conducted a confidential executive session with the council. The meeting concluded at 11:30 a.m. and some attended the WKU Hall of Distinguished Alumni Luncheon.