

**Minutes  
October 21, 2016  
8 a.m. – 11 a.m.  
Augenstein Alumni Center**

The council enjoyed a continental breakfast with Dr. Anthony McAdoo, Executive Director of the WKU Alumni Association.

Dean Katz and Mr. Chad Davis, Chair, welcomed everyone. Mr. Davis welcomed guest Coach Rick Stansbury, WKU Head Basketball Coach. Coach Stansbury shared his insights on building the WKU basketball team and the season ahead.

Dr. Jeff Katz, Dean, introduced new council members, Ms. Terri Wiethorn of Fruit of the Loom, and Mr. Wes Barton of Third Prime Capital. He gave an update from the college. Dr. Katz shared why the Gordon Ford College is the best applied business college in the Commonwealth: excellent faculty, relevant programs, and engagement with our educational value chain partners to provide innovative programs with mission-based impact. Gordon Ford College of Business student enrollment has increased 19 percent as of October 12, 2016. The GFCB has made investments in the PEAK program, part-time instruction, facilities, a Grise Hall Tutoring Center, and staff positions: career development specialist, communication coordinator, and internship coordinator.

Dr. Mark Ciampa, chair of the GFCB Strategic Planning Council, gave a presentation about strategic planning. He asked the BEAC to break into groups and brainstorm about student success, retention, and recruitment, faculty and staff success, facilities, and external engagement, marketing and public relations. Dr. Ciampa will share their ideas with the GFCB Strategic Planning Council.

In conclusion, the BEAC held an executive session with Dr. Katz. They asked Dr. Katz to share with them job placement and retention statistics that demonstrate why GFCB is the best return on investment in Kentucky. Dr. Katz agreed to have information to share with them at the Spring meeting.

The meeting concluded at 11 a.m. and the BEAC attended the WKU Hall of Distinguished Alumni Luncheon. The next BEAC is scheduled for March 31, 2017.