



# 2014 Gordon Ford College of Business Annual Report to Stakeholders



Honoring Our Past,  
Embracing Our Future





The *Mission* of the Gordon Ford College of Business is to be a leader in providing high quality, applied undergraduate business education and select graduate programs that meet the needs of the business community.

Activities and events showcased in this report reflect only a small sampling of the numerous activities held within the Gordon Ford College of Business in 2014. This report is organized to share accomplishments within the four strategic objectives of the *College*.

The cover of this report displays the transition of the Gordon Ford College of Business from its roots as one of the South's most respected schools of business education into an internationally-known, distinctive institution of higher *Learning*.

*2014 Annual Report to Stakeholders* Editors:

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# Message from the Dean

## *Sharing*

information about our accomplishments during 2014 is truly a special pleasure! It was a very successful year for the Gordon Ford College of Business in terms of key outcomes and development of programs that will shape our future. This Annual Report to Stakeholders provides strong evidence that the “business model” being implemented by the outstanding faculty, staff, students, alumni, and key constituents of our college reflects the activities of a world-class, student-centered College of Business.

Our unique focus as an “applied” College of Business, where students and the business community share the learning experience, is increasingly successful in many ways, most importantly in the success of our students as future leaders of business, industry, and government. As you will read, last year our College experienced increased student enrollment levels, a higher number of students studying abroad, more students interested in seeking an honors degree in business, and important additions to our applied academic programs. In my humble opinion, we continue to be the best applied College of Business in the Commonwealth and beyond!

During the past year, our faculty, staff, and students recommended revisions to our strategic objectives:

1. Recruiting and retaining well-prepared students and highly-qualified faculty and staff,
2. Offering high-quality applied business programs that prepare students for lifelong learning and success in a diverse global workplace,
3. Building a recognized culture of professionalism among students, faculty and staff, and
4. Developing, broadening, and strengthening significant relationships with all internal and external stakeholders with a focus on alumni, business, and governmental organizations.

Examples are provided throughout this report that share in very personal ways how we are accomplishing those important goals.

An excellent College of Business is attentive to the requirements of its accrediting organization and also seeks to adopt the best practices of business colleges when those practices meet our mission and provide outstanding programs of benefit to our students, faculty, and the business community. For example, in the following pages you will read about enhancements to our “educational value-chain” that encourage us to partner with high school business educators as we seek to recruit and retain well-prepared high school students to our College. By providing prospective students a realistic preview of their College experience and subsequent career opportunities, we are able to demonstrate the need for our students to strengthen their “soft” skills, such as communications and leadership, which are important factors to their future lives after graduation. Our recently implemented Certificate in Advanced Professionalism reflects our effort to assure our students are “job ready” with the skills necessary to be successful in business and life. Your support makes this possible!

Thank you for your connection to our college and your support for our programs. It is my distinct honor to serve as the dean of a truly outstanding College of Business!

*Jeff Katz*



*Dean Jeffrey Katz (far right) joins Dr. Bob Hatfield and Dr. Dawn Bolton in tapping MBA students into the Beta Gamma Sigma International Honor Society.*

# Business Executive Advisory Council

The Business Executive Advisory Council includes select business and *professional* leaders and entrepreneurs who assist the Dean, faculty, and students of the Gordon Ford College of Business to maintain, develop, and promote programs that will advance the College into a position of excellence through continuous improvement. The Council meets twice a year to review *programs* and provide professional advice and counsel to the Dean and faculty. Members of the Council serve three-year terms with the opportunity for reappointment.

**Ms. Helen Bradley**  
*Plant Finance Manager*  
GM Corvette Plant

**Mr. Vince Foushee**  
*President/CEO, Retired*  
The Lyons Company

**Dr. Karen Pickerill**  
*Senior Managing Director*  
PricewaterhouseCoopers LLP

**Mr. Gary Broady**  
*President/CEO*  
Franklin Bank & Trust Co.

**Mr. Dick Gladden**  
*President*  
The Data Vault

**Mr. Steve Preston**  
*Senior Vice President*  
CBRE, Inc.

**Ms. Valerie Brown**  
*President/CEO, Retired*  
Service One Credit Union

**Mr. Jim Ising**  
*Retired Vice President,*  
Commonwealth Insurance

**Mr. Dan Reynolds**  
*Managing Director,*  
*Institutional Fixed Income*  
PNC Capital Markets LLC

**Mr. Ron Bunch**  
*President & CEO*  
BG Chamber of Commerce

**Mr. Tom Joyce**  
*Vice President Global Customer*  
*& Industry Affairs*  
The Hershey Company

**Ms. Heather Rogers**  
*Executive Director*  
*Southern KY Community & Technical*  
*College Foundation*  
BEAC Vice Chair

**Dr. Randy Capps**  
*President*  
Leadership Strategies  
BEAC Executive Committee

**Mr. David Laird**  
*CEO & Co-founder*  
PrescriptLink

**Mr. Ron Sowell**  
*Executive Vice President & CFO*  
Commonwealth Health Corporation

**Mr. D.C. Clement**  
*Agent*  
State Farm Insurance

**Mr. Joey Lanius**  
*Managing Director*  
Accenture Strategy

**Mr. Don Vitale**  
*President*  
Manchester Capital LLC  
BEAC Executive Committee

**Mr. Spencer Coates**  
*President*  
Houchens Industries

**Mr. Keith McGregory**  
*Sr. Vice President*  
Drexel Hamilton

**Mr. Greg Wassom**  
*Portfolio Manager*  
US Bank

**Mr. Mark Crothers**  
*Division Vice President, Purchasing*  
Luvata

**Mr. Shawn Morris**  
*COO*  
Cigna-HealthSpring, Inc.

**Ms. Michelle Wells**  
*VP Finance, The Restaurant HUB*  
YUM! Brands, Inc.

**Mrs. Glenda Ford Dangremond**  
*BEAC Honorary Chair*

**Mr. Joe Natcher**  
*Former CEO & Owner*  
Southern Foods, Inc.  
BEAC Executive Committee

**Mr. Scott Whitehouse**  
*Director of Consumer Products*  
Brinly-Hardy Co.

**Mr. Chad W. Davis**  
*Partner*  
Red Rock Business Advisors  
BEAC Chair

**Mr. Bob Owsley**  
*Chairman*  
The Cecilian Bank

**Mr. Rick Wilson**  
*Market President*  
BB&T

**Mr. Tim Earnhart**  
*Founder/Chief Strategist/Brand Builder*  
Werkshop

## Message from the Chair

*The* last year was filled with exciting new directions and programs for the Gordon Ford College of Business. The Business Executive Advisory Council continues to be pleased with the direction of Dean Jeff Katz and the GFCB leadership team. The College is providing innovative and applied business programs that serve the needs of students and the service region. The College has thrived by finding ways to engage with stakeholders and develop new initiatives that prepare students for future success.



*BEAC members attend the Fall 2014 meeting at the Augenstein Alumni Center.*

The College recently adopted new strategic objectives that will help it realize its mission of being a leader in providing high quality, applied business education. Some selected evidence of progress toward these objectives is presented in this *Annual Report to Stakeholders*. While examples abound, an easy indicator is the outstanding faculty and well-prepared students who choose to make the GFCB their place to work and to learn. These new faculty have the opportunity to work at many prestigious institutions and they chose WKU to further their research agendas and to attend to the educational needs of a diverse group of students facing a more global workplace. Students in the GFCB are fortunate to be able to take advantage of the numerous opportunities for learning and service provided them.



*Chad Davis presides as BEAC Chair.*

We encourage the faculty, staff, and students of the GFCB to continue working to bring high-quality business education to the service region in ways that create opportunities for those that attend WKU as well as those who are impacted by our actions.

The members of the BEAC are grateful to former chair Rick Wilson for his past service to this group and the College. I look forward to leading this distinguished Council.

Sincerely,

  
Chad Davis

# LEADERSHIP

## New Directions Two New Department Chairs Begin Duties in 2015

*The* College began 2015 with two fresh faces taking over departmental leadership roles.

Dr. Ray Blankenship has served as a professor in the Department of Information Systems since 1998. His research focuses on the areas of electronic commerce, online training and education, telecommunications, and artificial neural networks.

He earned his Ph.D. in Management Information Systems from the University of Mississippi. Additionally, he holds an MBA from WKU. In 2010, he received the Gordon & Glenda Ford Award of Faculty Excellence.

Dr. Blankenship said one of his goals is to “enhance the career opportunities for our students by teaching them current data analytic skills and best business practices.”

Dr. Paula Potter joined the Department of Management in 1996. Her research explores organizational justice issues with a focus in procedural justice and voice effects. She also studies the socialization of employees and students within organizations.

She earned her Ph.D. from the University of Kentucky after earning her Bachelor’s and her MBA from WKU. She received the GFCB Teaching Award in 2003.

Dr. Potter expressed that her goals for the department mirror those of the College.

“Consistent with the strategic goals of the GFCB that promote high quality students, faculty, staff, and business programs, my emphasis will be to build a recognized culture of professionalism among our students, faculty, and staff,” she said. “Moreover, professionalism is the key to establishing and maintaining strong relationships with stakeholders and is essential in today’s environment since it embodies the core building blocks of respect and trust. Professionalism, upheld by respect and trust, allow excellent communication in both face-to-face interactions but even more so in high growth areas of online business and social media platforms.”



**Dr. Ray Blankenship**  
Information Systems



**Dr. Paula Potter**  
Management

# ADMINISTRATIVE COUNCIL

The Gordon Ford Administrative Council (GFAC) is the College leadership team who *advises* the Dean on a variety of policy issues regarding general college, departmental, program, resource, personnel, and operational concerns. Members include:

Dr. Jeffrey Katz, *Dean*

Dr. Michelle Trawick, *Associate Dean, Faculty & Administration*

Dr. Bob Hatfield, *Associate Dean, Graduate Programs & Research*

Dr. Steve Wells, *Accounting Chair*

Dr. Cathy Carey, *Economics Chair*

Dr. Chris Brown, *Finance Chair*

Dr. Ray Blankenship, *Information Systems Chair*

Dr. Paula Potter, *Management Chair*

Dr. Rick Shannon, *Marketing Chair*

Ms. Kristina Harvey, *Executive Assistant*

# COLLEGE OBJECTIVES

Our strategic *intent* is to make the Gordon Ford College of Business the school of choice for highly capable and motivated students from the Commonwealth of Kentucky and beyond. We also intend to make the Gordon Ford College a workplace of choice for faculty and staff.

The priorities of the College are reflected in the four new strategic goals:

1. Recruiting and retaining well-prepared students and highly-qualified faculty and staff,
2. Offering high-quality applied business programs that prepare students for lifelong learning and success in a diverse global workplace,
3. Building a recognized culture of professionalism among students, faculty and staff, and
4. Developing, broadening, and strengthening significant relationships with all internal and external stakeholders with a focus on alumni, business, and governmental organizations.

These goals were refined and adopted by each of the key oversight groups of the college:

*Recommended by the Strategic Planning Council on March 28, 2014*

*Endorsed by the GFCB Administrative Council on April, 24 2014*

*Approved at GFCB Faculty and Staff meeting on August 20, 2014*

*Endorsed by the GFCB Student Advisory Council on September 24, 2014*

*Approved by the GFCB Business Executive Advisory Council on November 7, 2014*

# EDUCATIONAL VALUE CHAIN

The Educational Value Chain visually depicts how the Gordon Ford College of Business partners with various entities to enhance the lifelong educational experiences of all Kentuckians.

The GFCB engages its K-12 partners to prepare students for the collegiate experience by volunteering with programs such as Junior Achievement, training AP program teachers, and providing dual credit courses. Our College benefits by enrolling well-prepared students who are better able to embrace their college years and take advantage of more of the activities our College has to offer. When students actively participate in the college experience, they are better prepared for success at WKU and beyond. When the workforce is better prepared for success, the Commonwealth of Kentucky enjoys a more robust economy and a brighter future.



# Strategic Objective 1

## Recruit and retain well-prepared students and highly-qualified faculty and staff

The Gordon Ford College of Business recruits and retains students who demonstrate high *potential* for successful completion of the programs of the College.

# STUDENT FOCUS

## Finding a Home: 2014 Ogden Scholar Discovers Wealth of Opportunities at WKU

*Zac Ritchey*

came to WKU looking for a fresh start and new opportunities. He admits he didn't take high school as seriously as he could have so the Atlanta native drove north and found a new

home at WKU. Coming to Bowling Green allowed Zac to meet new people, join numerous student clubs, and begin finding a course of study that would serve as a fulfilling career. His enthusiasm, desire, and academic success has led to his being named the fall 2014 Ogden Scholar, the highest award that a graduating senior can receive from the university.

"I wanted to try something different," Zac said. "It was a big deal for me to come here. But WKU offered an in-state tuition incentive and the city of Bowling Green appealed to me. So I decided this was the place for me."

Academically, the 4.0 student knew he wanted to study business but ruled out a couple of other majors before deciding upon finance, which he does not regret.

"I love when we get an 'aha' moment in class," he said. "I like when what we study in the text makes sense in the real world. I've been able to study two areas of finance: financial management and financial planning. I feel very prepared for both of those because the finance department is awesome. The faculty will help you in many ways — whether it's finding an internship or a job." Zac further solidified his decision to seek a career in finance when he served as a summer intern for the FDIC.

"Everything I did was exciting to me," he recalls. "I was able to understand how every bank is different; how they all have a strategic plan. I was able to talk with CEOs and learn how they interact with people."

After his December 2014 graduation, Zac joined a financial planning firm in Omaha, Nebraska, where he will have the opportunity to put his extensive coursework to practice.

"I have a passion to help others specifically with their financial health and hope that I can make a difference in people's lives," he said.

He eagerly anticipates life away from the Gordon Ford College of Business.

"WKU will slingshot me into the future in the direction of my career goals and targets," he said. "I feel well prepared to tackle the world outside the realm of college."



**Zac Ritchey**  
Finance Major



## **Doubling Up:** Double Major Finds the GFCB a Perfect Place to Prepare for Law Career

*Bennett Peck*

had made up her mind: she wasn't attending WKU. But she ended up coming on a tour of campus and the beauty of campus and all the

amenities were enough to create doubt in her mind.

"WKU has the benefits of a small school but all of the advantages a large school," she said. "I know my friends at other schools have 400 people in a class. But here, our classes are smaller. Our teachers know who we are and they are genuinely concerned about us."

Their concern allows professors to advise students having trouble with class concepts, to encourage them to get involved in discipline-related student organizations, and to help students find valuable internships.

Bennett admits that an economics and finance double major doesn't look like the most logical path to a law degree and an eventual run for public office, but after four years, she knows that her education in both those fields has more than prepared her for whatever her eventual career paths will throw at her.

"I've found after working as an intern at a law firm the past two summers that these majors are very helpful," she said. "I'm not just learning an equation, but I'm learning about the application of that in real life."

Bennett will graduate in May 2015 and will enter law school in the fall.



**Bennett Peck**  
Economics/Finance Major

**STUDENTS**

## **BY THE NUMBERS** **2014**

**2261** TOTAL GFCB ENROLLMENT

TOTAL GFCB GRADUATES **451**

**46** GOVERNOR'S SCHOLARS

# Strategic Objective 1

## Recruit and retain well-prepared students and highly-qualified faculty and staff

The Gordon Ford College of Business is committed to *servicing* the region by bringing exceptional faculty and staff to WKU, and implementing processes that reward inspired research, dedicated teaching, and professional development.

# RESEARCH FOCUS

## Ties That Bind? A Mediation Analysis Exploring Contract Use in Family Versus Nonfamily Firms

*Family* firms are commonly considered to be more efficient at controlling problems within the firm due to the closely held ownership and management of the business. Given this unique alignment, family businesses often rely on less formal methods of monitoring managers and employees and controlling outcomes than nonfamily businesses. For example, trust and loyalty may play a larger role in setting and regulating behaviors in family firms than formal contracts or job descriptions. However, some research has shown that family businesses taking more steps toward professionalism experience better outcomes than those that do not.

Dr. Whitney Peake's research explores the likelihood that a family business will craft a written agreement among the owners. The study also examines two factors: goals for the firm and the level of risk management capabilities, which may lead to the implementation of a contract within a family business. The results suggest that family businesses are less likely to have a formal contract among the owners than a typical nonfamily business.

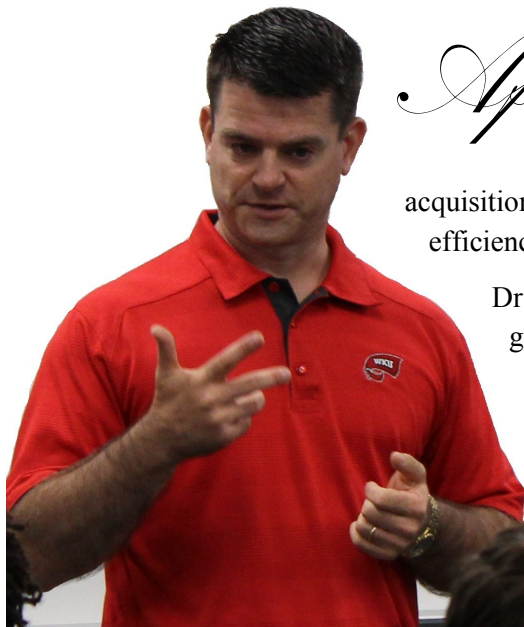
However, when family firm owners have a primary goal of profit and growth for the firm, then the family firm is much more likely to have a contract among the owners. The same does not hold true for risk management capabilities. Although firm owners who perceive themselves as having greater risk management capabilities are overall more likely to have a contract among the owners, there is no distinct advantage for family firms.



**Dr. Whitney Peake**  
Management

— published in the *Journal of Small Business Management*  
*Dr. Peake joined the GFCB in Fall 2014*

## Outcome-Focused Market Intelligence: Extracting Better Value and Effectiveness from Strategic Sourcing



**Dr. Tim Hawkins**

Marketing

*After*

the implementation of the Budget Control Act of 2011, federal government agencies are giving more priority to efficiency in acquisition. Prior to this new law, efficiency often was not a critical objective so the government's acquisition workforce lacks specific skills required for attaining the most efficiency.

Dr. Tim Hawkins' paper provides recommendations that could help government agencies achieve this new priority of efficiency in acquisition. It is suggested that the best way to increase efficiency and effectiveness in government acquisition is by applying strategic sourcing. The underpinning of effective strategic sourcing is market intelligence. Market intelligence can help government agencies determine: one, whether goals are attainable, two, cost drivers and total costs of ownership, and three, reliable savings estimates from contract consolidation and economies of scale. Currently, government agencies' resources are limited; and in this situation market intelligence can help government agencies determine products and services that should be strategically sourced and acquisition strategies that would achieve the greatest

efficiencies. The paper proposes a new model of market intelligence and then demonstrates it in three strategic sourcing applications.

—published in the *Journal of Contract Management*

*Dr. Hawkins joined the GFCB in Spring 2014*

# BY THE NUMBERS 2014

**50** Articles published by faculty in peer-reviewed journals

Books published by faculty in 2014: **2**

**51%**

of all intellectual contributions were "Contributions to Discipline"

**8%**

of all intellectual contributions were "Contributions to Instruction"

**41%**

of all intellectual contributions were "Contributions to Practice"

## Strategic Objective 2

Offer high-quality applied business programs that prepare students for lifelong learning and success in a diverse global workplace

The Gordon Ford College of Business offers courses and programs that provide learning opportunities for students that are *current* and relevant to an increasingly interconnected and diverse *world*.

# HONORS PROGRAM

15 Honors Courses Offered in 2014

Enrollment Growth 2011-2014 86%

151 Honors Students in GFCB in 2014



Students in the Gordon Ford College of Business have more opportunities to take upper-level Honors courses than ever. These students were a part of Dr. Jean Snavelly's Principles of Financial Management Honors course during the fall 2014 semester.



*GFCB students take time to pose before the Melbourne Victory Football Club begins its match. Dr. Dennis Wilson led the study abroad tour to Australia during the January 2014 Winter Term. His course, International Sports Economics, allowed students to discuss various economics topics within the world of sports, including officials who run the Australian Open tennis tournament.*

## STUDY ABROAD



## Strategic Objective 2

Offer high-quality applied business programs that prepare students for lifelong learning and success in a diverse global workplace

The Gordon Ford College of Business provides *unique* opportunities to take classroom knowledge and apply it to real-world scenarios.

### Topper Tank: Inaugural Event Showcases Student Entrepreneurial Spirit



**Samantha McCormick**  
Entrepreneurship major

*Samantha*

McCormick has had a dream of establishing a non-traditional dance fitness studio for women called “Taboo Fitness” for several years. She made a 90-second pitch to three judges during the College’s first Topper Tank Elevator Pitch Competition, relaying the need for her business in the Bowling Green community. The judges agreed, giving Samantha’s idea one of two first-place prizes among 34 total business ideas.

Not only did Samantha take away a \$400 cash prize, but she was able to solicit more personal advice from the business leaders who served as judges for the competition: Jeff Hook, Director of the Center for Research and Development at WKU; Jim Martens, Bowling Green area real estate investor and owner of J-Mar Properties; Doug Rohrer, Associate Vice President for Research and Development at WKU’s Center for Research and Development; and Steve Shirley, owner and partner of a variety of private businesses, primarily in the pharmaceutical industry. Dean Jeff Katz and Associate Dean Michelle Trawick served as judges from the GFCB.

The Topper Tank was the brainchild of the Center for Entrepreneurship and Innovation. They provided \$1,500 in cash prizes to eight student groups.

“The Topper Tank was an opportunity for budding entrepreneurs to meet with business professionals to receive feedback and assistance that will help them further their ideas,” said Dr. Dawn Bolton, Interim Director of the Center for Entrepreneurship and Innovation. “We were thrilled that 34 students were able to spend quality time with business leaders who once were in their positions — students with just a dream.”

## S U S T A I N A B I L I T Y

*Continuing*

the tradition of leading the Commonwealth in integrating sustainability courses into the overall MBA program, the Graduate Certificate in Business Sustainability was developed and approved in 2014. This allows business professionals and students an opportunity to study the international standards of sustainability which affect businesses, including compliance, metrics, supply chain issues, and marketing strategies. Students can complete the certificate by taking 12 credit hours.



## The Real World: Internships Provide Students With On-The-Job Training

*Jacob King*

realizes that internships provide important links between the classroom and the real world. He has not been shy about stepping up to test his knowledge of accounting concepts and practices during his time on the Hill, spending the summer of 2013 at Red Rock Business Advisors in Washington, D.C., the spring 2014 semester at a CPA firm in Ft. Lauderdale, Florida, and the fall 2014 semester in Bowling Green at Manchester Capital, LLC.

At Manchester Capital, Jacob was responsible for the bookkeeping and recording of investment transactions for the organization. Those transactions can range from the buying and selling of equities and bonds, dividend distributions, and options trading.

“My graduate accounting courses this semester have helped me develop my research skills, which have been greatly needed in this internship,” he said. “Dr. (Mark) Ross’ financial accounting courses provided an accounting foundation that I use daily as a bookkeeper at Manchester.”

Textbook concepts have become real through the internship experience. His mentor at Manchester Capital, Mr. Don Vitale, spent time teaching Jacob about the role and relationship between the Federal Reserve and the Department of the Treasury.

Having a mentor like Mr. Vitale is the best part about his internship experiences.

“I have been blessed to intern with terrific role models in Don and Linda Vitale and Chad Davis of Red Rock. They have provided me invaluable experience and motivation to be the best I can be.”



**Jacob King**  
Master of Accountancy student

## STUDENT PROJECTS



**Ben Conniff**  
Marketing major

*Students*

in Dr. Joanna Melancon’s Social Media Marketing class spent the fall 2014 semester working with five Bowling Green area organizations to develop social media marketing plans. Ben Conniff’s group devised a social media plan for the HillTopp Music Festival. Additionally, students in Dr. Melancon’s Honors Basic Marketing Concepts class were able to utilize grant money to develop a new product and compose a marketing plan around that product.

These classes are one of many throughout the College that allow students to apply their classroom knowledge to local businesses and non-profit organizations. Example projects include students engaging in a variety of topics such as supply-chain operations, international business expansion, small business consulting, leadership development and coaching, training and development, human resource planning, data mining, website advising, social media marketing, marketing proposals, and sales.

# Strategic Objective 3

## Build a recognized culture of professionalism among students, faculty, and staff

The Gordon Ford College of Business is committed to a professional environment that creates a *positive* workplace for faculty and staff, and a positive *environment* for students. This environment supports student learning of professional behaviors and expectations.

### **PEAK:** Professional Education and Knowledge (PEAK) Initiative Sponsors Events to Promote Student Work Readiness



#### **Christian Morton**

Accounting/Finance Major

how to handle social media.

**Perfect Your Interview Program:** Ten human resources professionals spent an afternoon on campus conducting 30-minute mock interviews with students. Twenty students took advantage of this opportunity.

**Business Etiquette Dinner:** Business etiquette professional Barbara Johnson led 20 senior students in an evening of learning about proper dining etiquette.

**Career Trek:** 18 students spent two days traveling to the Cincinnati area in March to visit Procter & Gamble, Clear Measures, Tier 1 Performance, Toyota TEMA, and Valvoline/Ashland Oil and learn how their business majors relate to real-world businesses.

**Job Shadowing:** Nine students spent a day in January with business professionals at organizations such as the National Corvette Museum, Macy's Regional Headquarters, and Georgia Pacific's Dixie Cup facility.

At least 350 students have taken the first step toward earning the Certificate for Advanced Professionalism. Students who complete the certificate will have demonstrated a heightened level of preparedness for entering the workforce upon graduation.

### *Preparing*

students for entry into the professional business environment is an important focus area for the Gordon Ford College of Business. PEAK was formed as a comprehensive resource that will complement content knowledge that students learn and practice each day in the classroom.

**Career Climb:** 164 students took part in this power-packed, one-day workshop focused on self-branding, building a professional image, and professional networking. More than 30 business professionals assisted in this event by networking with students.

**Senior Summit:** This culminating event saw 36 graduating seniors in both the spring and fall semesters learn about finances after graduation, negotiating job offers, and



*Meredith Kilgore, Cody Crowe, Kayla White, and Ellie Thomas were among a group of students who visited various companies during the PEAK Career Trek in March.*



# Communication Success Workshops Assist Students Develop a Variety of Professional Skills

## *Equipping*

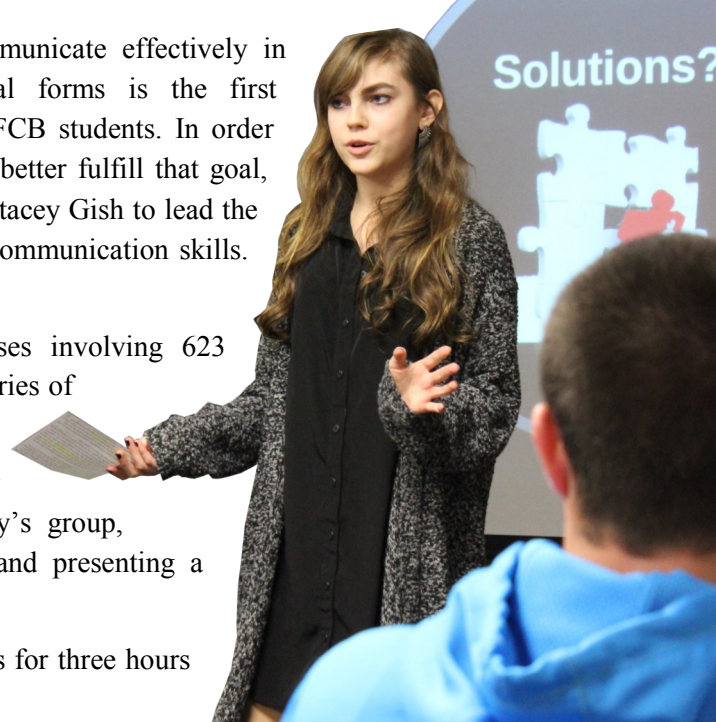
students to communicate effectively in written and oral forms is the first learning goal GFCB students. In order to help students better fulfill that goal, the College hired communication instructor Ms. Stacey Gish to lead the efforts to assist students with their professional communication skills. 2014 statistics include:

**Presentation Refresher Workshops:** 26 classes involving 623 students for 24.5 hours, including developing a series of video tutorials for online students.

**Group Presentation Coaching:** 13 groups for five different classes, including Fiona Mowbray's group, who was looking for assistance in organizing and presenting a debate in their Management 305 course.

**Individual Presentation Coaching:** four students for three hours for four different classes.

**Student Organization Presentations:** 184 students among eight student groups for eight total hours.



**Fiona Mowbray**  
International Business/Performing Arts Major

# CAREER READINESS

## *Helping*

students prepare their resumes and cover letters for the job market is one of the responsibilities of Professional Development Specialist Ms. Adrienne Browning. The College partnered with the Center for Career and Professional Development to have Ms. Browning lead the efforts in this area. Statistics for 2014 include:

**Individual Appointments:** 207 student meetings to assist with composing cover letters and resumes, conducting mock interviews, and performing searches for internships and jobs.

**Career-Related Presentations:** 26, which includes in-class presentations and those made to student organizations.

**Events:** Nine, which includes PEAK and department-related events.

One student who benefitted from Ms. Browning's services was marketing/sales major Michael Huff. After three separate meetings to perfect his resume, Michael landed a sales internship with Clear Defense Pest Control in Raleigh, N.C. for summer 2015.



**Michael Huff**  
Marketing Major

"Everyone who has seen my resume has offered me a job," he said. "I appreciate Ms. Browning's help with getting my resume in great shape."

# Strategic Objective 4

## Develop, broaden, and strengthen significant relationships with all internal and external stakeholders with a focus on alumni, business, and governmental organizations

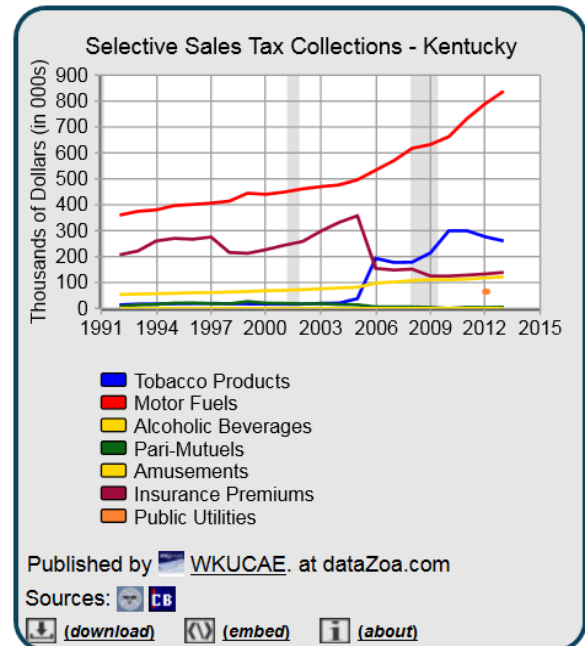
The Gordon Ford College of Business works within the university and the community to actively *engage* others to develop relationships that build opportunities for our stakeholders. Such opportunities include grants, applied class projects, interdisciplinary programs and research, and research that aids the university, local business community, and governmental *organizations*.

# APPLIED CENTERS

*The* applied mission of the College is reinforced by engaging the business community through the six applied centers of excellence.

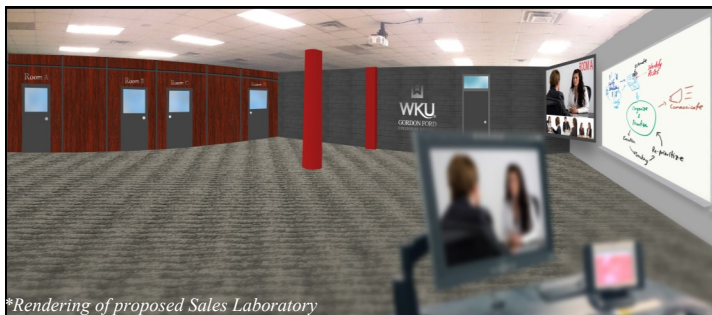
For example, the Center for Applied Economics serves as an economic information access point for the South Central Kentucky region. The Center serves as a bridge between academic economics research and community members who benefit from that research.

A partnership between the Center and the Bowling Green Area Chamber of Commerce has resulted in the mining of key economic data indicators that assist businesses and economic development teams understand critical economic benchmarks. The Selective Sales Tax Collections graph at right is just one of 686 live data streams that anyone can access through the Center for Applied Economics website ([wkuappliedeconomics.org](http://wkuappliedeconomics.org)). These 686 data streams provide up-to-the-minute county, state, and national data.



*The* Center for Professional Selling engages approximately 25 corporate partners each semester. Company representatives actively participate with more than 200 sales majors and minors each semester in conducting mock sales presentations and interview sessions. Many of these corporate partners additionally offer job shadowing and internship opportunities for sales students.

Currently, the Center is in the process of designing and fundraising for a state-of-the-art Interactive Sales Laboratory



that will help students apply their sales skills without having to leave campus. The room is designed to be a five-room classroom suite consisting of main classroom seating for 35 students; four soundproof rooms to practice sales presentations, negotiations, and other sales strategies; and state-of-the-art video equipment that transmits interactions from the soundproof rooms to the main classroom to allow for instructor and student discussion and immediate feedback.

## Financial Success Center: Helping Students, Faculty, Staff and Community

*The* mission of the Center for Financial Success is to aid the University and regional community by sharing knowledge and expertise on a wide range of financial planning and financial literacy topics. Service One Credit Union funds the on-campus Student Financial Success Counselor position. During the spring 2014 semester, this position was filled by Erika Klosterman, a management major. Nicole Borum, a financial planning major, held the student counselor position for the fall 2014 semester.

The student counselor and Center Director Andrew Head combined efforts to advise 89 students, faculty, and staff members during 2014 and presented at numerous student organization meetings and community events.



**Erika Klosterman '14**  
Financial Success Counselor

## Leadership Symposium: Inaugural Event draws 45 participants

*Business* leaders from across the Barren County-Glasgow region gathered in October at the Barren River State Park for a one-day *Leadership for a Better Community* workshop. Participants discussed leadership in the community, for workforce development, and for the self.

The Center for Leadership Excellence, under the direction of Dr. Cecile Garmon, organized the event, which drew 45 participants from a wide variety of area industries.

Mr. Dave Tatman, retired plant manager for the Corvette Assembly Facility in Bowling Green, and executive director of the Kentucky Automotive Industry Association, served as the event's plenary speaker. Session leaders were Dr. Randy Capps, managing partner with Leadership Strategies Group, and Bob Layne, President & CEO of The Visibility Company in Brentwood, Tennessee.

After the morning workshop sessions, participants enjoyed a luncheon and then a time of brainstorming leadership focus topics for the region.

The Center scheduled three small-group workshops to follow up on the inaugural event, organizing each one with a different topic: leading self, motivating others, and leading in context for the three months following the October event. The first of those follow-up workshops was held in December and the second held in January 2015.



**Dave Tatman**  
Leadership

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## Why I Give: Keith McGregory



I look back on my matriculation at Western Kentucky University, I know without a doubt that the Gordon Ford College of Business prepared me for a successful career in Business.

I believe it's important to give back so that other students may have the same opportunities I have had. When I contribute to the GFCB, I know my monies are going to quality programming and scholarships. It also fills my heart with joy to not only support the school financially, but to also serve on the Business Executive Advisory Council for the GFCB. Giving to the Gordon Ford College of Business is a win/win for me as well as the College!



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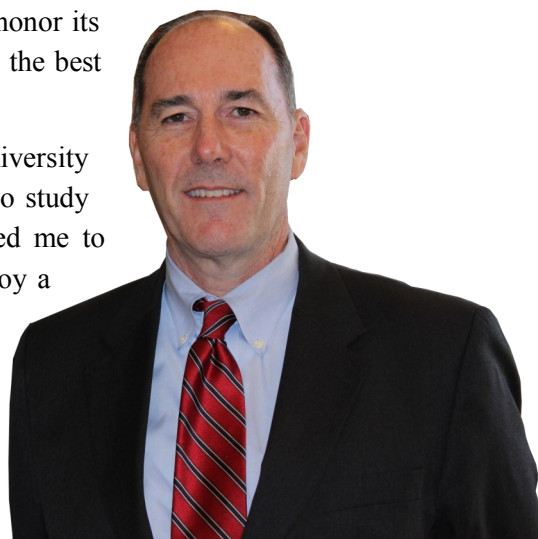
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## Why I Give: Dan Reynolds

*I* donate to the Gordon Ford College of Business to honor its rich history and to invest in the process of building the best applied business school in the region.

My grandfather graduated from the Bowling Green Business University in the early 1920s and he was a major factor in my decision to study business at WKU. My education at GFCB more than prepared me to compete in the business world, provide for my family and enjoy a rewarding career. I have watched the GFCB evolve over the years to meet the challenges of providing quality education in a dynamic business culture. There is great leadership and an excellent faculty with a vision and positive momentum for achieving the objectives and mission for the GFCB.

Unfortunately, funding from the Commonwealth has been declining since I was on the hill so I believe financial support from alumni is essential to the future of WKU's success in providing students a high quality educational experience. It is a privilege to support the GFCB to help assure that students will continue to have opportunities to be fully prepared to meet the challenges of a competitive work environment.



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## Why I Give: Heather Rogers

*Serving*

on the Gordon Ford College of Business Advisory Council has been such an honor and pleasure.

When I was at WKU in the late 80's, I minored in Business Administration with a major in Advertising, to this day I still use the business skills I gained from my classes in Grise Hall.

Through my work at Junior Achievement, I became re-engaged with the GFCB through the Student Ambassador program when they volunteered to teach JA programs. I was so impressed with the professionalism they exhibited and the enthusiasm they had to work with our JA students and share their experiences of college life and the offerings at WKU.

Now through my work on the Advisory Council, I see first-hand the top-notch programming that the GFCB faculty, leadership team and Dean Katz offer their students to ensure they have the best education and are fully prepared to enter the workforce. It gives me great faith in these future business leaders and I couldn't be prouder to be a small part of this effort! I am so excited to see what the future holds for the GFCB under Dean Katz's leadership.



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The Gordon Ford College of Business is accredited by the Association to Advance Collegiate Schools of Business

(AACSB) for both the College as well as the *Accounting* program. This level of accreditation

serves as external validation of the quality of the programs and the quality of the College faculty and staff.

*The* latest standards adopted in 2013 by the AACSB increase focus on three points of emphasis: Innovation, Engagement, and Impact. While these new standards reflect a change in focus for some collegiate schools of business, they fit well with the mission of the GFCB. These new standards place priority on strategic innovation, engagement with other academics and business professionals, and meaningful impact upon the learning of students, and advancement of business knowledge.

The GFCB initially achieved AACSB accreditation in 1982 while the Accounting program first earned its separate accreditation in 2009. Although the standards have changed slightly over time, the accreditation process requires a comprehensive review of a school's mission, its faculty qualifications, and its curricula. The process also includes self-evaluations, peer reviews, committee reviews, and the development of in-depth strategic plans. Accreditation ensures that students are learning material most relevant to their field of study, preparing them to be effective leaders upon graduation. The College will submit its next maintenance of accreditation report in 2017 with a site visit to be scheduled for 2018.



*AACSB President/CEO John J. Fernandes, Accounting Department Chair Dr. Steve Wells, Dean Jeffrey Katz, AACSB Committee Chair Dr. Richard Aldridge, and AACSB Chief Accreditation Officer Robert Reid.*

## **UNDERGRADUATE ADVISING:** An AACSB Recognized Best Practice

*Student* advising is administered by the GFCB Office of Undergraduate Student Services using a centralized advising approach. This engaged office handles recruiting and one-on-one advising for all GFCB undergraduates, a significant element of the College's mission, providing faculty with the ability to pursue teaching and scholarly activities.

During the 2014 year, the five advisors collectively answered approximately 13,000 emails and scheduled approximately 3,800 student appointments. These appointments keep students on track for a timely graduation. Additionally, the advisors teach several sections of BA175, an introductory course for potential business majors, where they use the Seven Habits of Effective Leaders curriculum. This group coordinates attendance at almost 25 recruitment events across the Commonwealth. They also assist with student organizations, such as the Gordon Ford Ambassadors, a student group that represents the College at various functions. Each advisor belongs to state and national student advising associations and serves in leadership roles for numerous collegiate-wide committees.

# FINANCIAL REPORT

*The*

highlight of this year’s report is the 36 percent one-year increase in non-scholarship gifts to the College. Further, our Endowment levels grew by five percent over the year. We again see an increase in our student support through scholarships. This enhances our ability to recruit and retain well-prepared students for our College.

Receipts	Category	10-11	11-12	12-13	13-14
	State Funds	\$ 11,471,621	\$ 12,071,618	\$ 11,890,324	\$ 12,496,394
	Gifts - non scholarship	\$ 288,888	\$ 313,517	\$ 319,697	\$ 433,793
	Gifts and fund earnings - scholarship	\$ 80,850	\$ 93,415	\$ 164,779	\$ 138,418
	Total Gifts and scholarship earnings	\$ 369,738	\$ 406,932	\$ 484,476	\$ 572,211
Expenses					
	Program Support - State	\$ 10,887,048	\$ 11,381,200	\$ 10,908,409	\$ 11,806,895
	Program Support - Non-state	\$ 458,828	\$ 407,961	\$ 309,757	\$ 265,718
	Student Support - Scholarships - Non-state	\$ 40,400	\$ 31,798	\$ 46,734	\$ 50,511

Our non-state program support decreased by 14 percent. This reflects the continued restriction on expendables allowed by the WKU Foundation and our efforts to meaningfully steward our endowment gifts by using lapsed salaries, which have ranged from \$100,000 to \$300,000, for temporary or part-time faculty needs and academic program support. As of December 31, 2014, all vacant positions were filled and our departments are at approved faculty capacity.

ENDOWMENTS			
Balance as of:	7/1/2011	12/31/2013	12/31/2014
WKU Foundation	\$12,324,731	\$14,595,506	\$15,343,056
College Heights Foundation	\$2,744,661	\$1,525,600	\$1,597,467

## BUILDING FOR THE FUTURE: New Building Top WKU Priority



## *Celebrating our Past*



*WKU President Gary Ransdell (left) and Hays Watkins (center) congratulate Gordon and Glenda Ford during the dedication ceremony for the Gordon Ford College of Business in May 1999.*